

# Truman Tribute Keynotes Radio Week ★

## 27th Anniversary Marked By Full Observance Over Nation

LED by President Harry S. Truman, who contrasted U. S. broadcasting with that of totalitarian governments (see text on page 17), the nation last week observed National Radio Week and the 27th anniversary of the medium.

Two essay contests in which high school pupils and women in more than a thousand communities participated, featured the observance. Broadcasters, civic and educational institutions, business and trade groups, and all other branches of the national life took part in the third Radio Week.

At countless meetings and luncheons in all parts of the nation, the story of broadcasting and its role in American affairs was recited. Networks and stations offered special programs and carried announcements, joining with radio dealers and affiliated trade associations in the promotion campaign.

Max F. Balcom, president of Radio Manufacturers Assn., and Justin Miller, president of NAB, keynoted observance of the week by the two associations, which cooperated in arrangements. Mr. Balcom spoke Wednesday before the Radio Executives Club at the Roosevelt Hotel, New York. Judge Miller was scheduled to speak at 1:30 p.m. Saturday on MBS.

Hundreds of radio sets were given as prizes by manufacturers and dealers in the contests. The high school contest was jointly sponsored by the U. S. Junior Chamber of Commerce, and broadcasters and dealers. Four national winners are to be selected, each to be awarded RMA-NAB scholarships. The U. S. Office of Education endorsed the contest, based on the subject "I Speak for Democracy." Advance material for the essays was supplied by NAB in the form of a series of five-minute transcribed programs.

Names of six prominent per-

sons to serve as national judges in the contest were announced last week by NAB and the Junior Chamber. They are: Omar N. Bradley, Administrator of Veterans' Affairs; Attorney General Tom C. Clark; Father Edward J. Flanagan, founder and director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the *Houston Post*, operating KPRC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, Chief of Naval Operations.

These judges will choose the four national winners. Competitions above the community level will be conducted by transcriptions of local

and state winners and will be supplied the national judges for final selections.

Winners will be announced at a national awards dinner in Washington, slated for early December. The contest will be an annual Radio Week event.

Second contest, for women, was sponsored by the NAB's Assn. of Women Broadcasters, with listeners invited to write letters on the subject "Your Favorite Radio Program—and Why." Seventeen district prizes, radio-phonograph consoles and a deluxe national prize were donated by RMA members.

## WMAR Baltimore Sunpapers' Television Outlet Launched

WMAR, television station of the *Sunpapers* (*Baltimore Sun*), presented its first video program last Thursday afternoon, picking up two horse races from the Pimlico track, the Colin Purse and the \$10,000 Grayson Stakes. Participating in the launching of the new station were Governor Lane of Maryland and Mayor D'Alesandro of Baltimore.

With special temporary authorization for commercial operation on Channel 2 (54-60 mc), WMAR had previously transmitted its first television signal at 6:25 p.m. on October 27. Operational tests will continue for the next few weeks, and during this period all programming will be on a tentative basis.

WMAR's studios are in the O'Sullivan Bldg., Baltimore's tallest. The station's antenna atop the building is 591 feet above the ground.

Both Governor Lane and Mayor D'Alesandro hailed Baltimore's initial television broadcast as a landmark in Maryland's progress. The television cameras were mounted on the roof of the Pimlico grandstand, connected by coaxial cables with a transmitter in the WMAR mobile unit set up behind the grandstand. Equipment in this unit transmitted the images of the horses on the track to the main WMAR transmitter at the top of the O'Sullivan Bldg. by means of microwave relay.

Descriptive narrative before and between the races was given by Robert Elmer, WMAR field commentator. During the running of the events, the track commentator was picked up in the background, with *Sunpapers* racing writers interpolating additional comment at critical stages of the races. William Boniface, *Sunpapers* racing editor, gave a running commentary on the horses leaving the paddock, through the post parade and finally into the winner's circle.

WMAR televised the professional basketball game of the Baltimore Bullets and Indianapolis Kautskys.

As a preliminary to the official launching of the station, WMAR went on the air with its test pattern for the first time at 9:34 p.m. on the day preceding the telecasting of the races and the basketball game.

### Allied

(Continued from page 18)

grams from FM stations. Text of the proposal follows:

No license shall be granted to an AM or FM broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting in the same community such network programs simultaneously over AM and FM facilities which it owns.

At a news conference Tuesday Bill Bailey, FMA executive vice president, and Leonard H. Marks, general counsel, explained the action was ordered by the FMA board and membership at the Sept. 12 convention in New York. It is not involved in the Industry Music Committee project, by which all industry branches are uniting to meet Petrillo's threats against networks, stations, recorders and transcribers, they said. FMA is represented on this committee, which meets Wednesday.

Everett N. Dillard, FMA president, was unable to attend the news conference but issued a statement covering his roundup of the whole problem. He pointed out that the industry in general—including networks, NAB, individual stations and FMA—agrees that duplication should be permitted.

Mr. Dillard said, "We are not asking for more Government control of programs. Nor are we seeking more rigid control over radio by the FCC. In effect the intent and purpose of our proposed regulation is to permit a station licensee to exercise his own judgment as to whether or not he desires to duplicate. It would, in effect, prevent any network agreement which would arbitrarily deprive him of this right of choice."



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