

TELECASTING

A Service of BROADCASTING Newsweekly

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WTCN-TV Scores in the Field of Public Service

On January 23, a strike by 425 janitors closed Minneapolis' 93 public schools. Thus 63,000 pupils and 2,300 teachers received an unwanted vacation. Unwanted by the children because they would have to make up the lost time during regular, scheduled holiday periods. Unwanted by the teachers because their salaries were suspended for the duration. Unwanted also by the parents, faced each day with idle, restless boys and girls.

The pupils couldn't go to school.

So school came home to the pupils . . . via WTCN-TV!

All within 48 hours after the walk-out, WTCN-TV officials had met with school executives . . . had offered their complete television facilities . . . and had presented the first of an unlimited series of "Video School" sessions.

School actually was in session from 9:00 to 11:00 each morning. Tens of thousands of children who otherwise would have been denied educational benefits were now able to continue their studies. Another clear-cut example of the bold, imaginative, enterprising public service rendered the Twin Cities community by WTCN and WTCN-TV.

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WTCN

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AWARDS — "Emmy" for "Best Children's Show," 1949 and 1950, from Academy of TV Arts & Sciences. "Outstanding Children's Program," 1949 and 1950, from Parent-Teachers Association, Los Angeles.

POPULARITY POLLS — "Top Children's Show, 1949" in Tele-Views Program Poll.

"Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.

CITATION — "Best Kid's Show, 1949" by So. Calif. Assn. for Better Radio & Television.

HOOPER — Los Angeles: 20.2 average Telerating, January thru December, with 49.1% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX — Los Angeles: 25.2 average rating, April thru December, 1950.

Detroit: 8.7 average rating, April thru November.

St. Louis: 27.6 October rating; 23.2 average, April thru October.

Boston: 12.3 December rating; 6.7 average, April thru December.

RESULTS — Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of \$64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys (\$250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

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A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

FIRST VIDEO CODE SIGNED

By Networks and TVA

FIRST complete television code between Television Authority and networks was signed Jan. 24 in New York, it was announced last week by George Heller, TVA national executive secretary. Although major provisions of the new code were agreed upon last November [BROADCASTING • TELECASTING, Nov. 27], negotiations have continued since then on some lesser points.

Completion of the code was achieved before the wage freeze, Heller said.

Included in the recently-signed conditions was provision for adjustment of rates to any 10% or more rise in the cost of living index of the Bureau of Labor Statistics above its Dec. 15 figure (78.4). If adjusted rates proposed by the union, after 30 days notice that an index rise has activated the escalator clause, are not acceptable by the companies, five days of negotiations are provided. If no agreement results, the issue is to be submitted to arbitration, also provided for in the code.

Those Affected

People covered are described as all persons engaged as talent—actors, comedians, master-of-ceremonies, quiz masters, disc jockeys, singers, dancers, announcers (other than staff duties of announcers), sportscasters, specialty acts, walk-ons, extras, puppets, reporters and analysts. (excepting government employees and persons engaged occasionally on a single program as specialists regularly employed in the field in which they report, such as college professors and scientists)—in the fields of the economy, fashions, farm and real subjects and market reports; models, moderators, panel members where program format requires them to participate generally in entertainment.

Excluded are members of panels to take part in the discussion of laws, education or public affairs and judges of contests. Amateurs and their programs are permitted, but such programs become series, providing the amateurs are in writing that they have not appeared as amateurs previously. Excluded also are amateurs' talent opportunity programs for first two appearances and the

first series of such talent programs in one calendar year. Once-a-year performers with reputations in fields other than show business are excluded for one performance. Also outside the code are choirs and choruses of religious programs not sponsored by any advertiser, as well as participants and interviewees from the audience in shows using them.

Remotes from theatres, nightclubs, circuses, hotels, studios on location for pictures for theatrical use, etc., are to be made only with consent of performers involved, and upon payment of such additional amounts as their contracts provide for, or the code provides for, whichever is higher.

Full payment of performers for programs cancelled is provided for, except when cancellation is due to governmental regulation, strike, Presidential broadcast, war, failure of equipment beyond reasonable control of the company, fire, earthquake, hurricane or similar acts of God, providing performers receive prompt notice after the company gets notice. Rehearsal hours for cancelled program are to be paid in full.

The no-strike provision reads: "So long as the producer performs this code, TVA will not strike against the producer as to the performers covered by this code in the fields covered by this code. To

the extent TVA has agreed not to strike, it will order its members to perform their contracts with the producer."

Where performers' rates are fixed by the number of "lines" read by the actor, a "line" shall consist of not more than 10 words; part of a "line" shall be considered a "line." The code says, "It is the intention of the five-line-or-less category to include only those performers who have very minor parts to perform."

Use of kinescopes for "reference, file and private audition for prospective sponsors and their agencies" is permitted. Kinescope excerpts of one minute or less are restricted to trailer and promotional use within 60 days after the telecast from which the kinescope was made.

Scope Involved

Scope of the code: "... Live network television programs originating in New York, Chicago and Los Angeles; live television programs shall be deemed to include live broadcasts, kinescope to supplement live broadcasts, film sequences made especially for the entertainment portion of a live program, and any other program by kinescope or similar device done in the manner of a live broadcast."

Payment of performers is to be made not later than Thursday of the week of telecast, with no de-

ductions except those authorized by law. A 10-member committee of TVA and network representatives will examine "the feasibility of reducing, so far as possible..." time within which performers are paid. Any agreement reached by 75% of the committee will be incorporated into the code.

Networks agree to an NLRB agreement for consent election for employees coming within the code, and to cooperate with TVA in holding it.

Other provisions relate to incidental rehearsal; rest between days; rest periods; wardrobe and its maintenance; after-shows; talent auditions; video and voice tests; understudies; standins; traveling compensations; children's programs; meal periods; computation of rehearsal; reading sessions; cast credits; extension of rehearsal span; overtime beyond 40 hours; payment for multiple sponsorship of programs; group singers; dancers; walk-ons; extras who perform in commercial insert; program auditions; warm-ups; rehearsal days; doubling; multiple programs which are part sustaining and part commercial; models; previews; performers appearing in more than one commercial insert; announcers appearing in more than one commercial insert; live repeat programs and definition of walkons and extras.

COLOR TV PROGRESS

FINAL COURT ruling on FCC's approval of the CBS color television decision was brought a little nearer last week, with observers speculating that final action will be forthcoming not later than spring.

FCC, CBS and the Justice Dept. jointly asked the U. S. Supreme Court to affirm the Chicago Federal District Court's judgment upholding the FCC decision, but to dissolve the temporary restraining order issued by the lower court against commercial use of color pending the Supreme Court appeal [BROADCASTING • TELECASTING, Dec. 25, 1950].

The motion, filed Monday, followed by 10 days initiation of an appeal to the Supreme Court by RCA and two subsidiaries, NBC and RCA Victor Distributing Corp.

[BROADCASTING • TELECASTING, Jan. 29], whose suit against the color decision was dismissed by the Chicago court.

Appeal in Chicago

The appeal papers were filed in the Chicago court, which will certify the records to the Supreme Court for action. RCA has 20 days to answer the FCC-CBS-Justice Dept. motion. A grant of the motion would terminate the litigation, subject to RCA petitioning the court for reconsideration. Denial of the motion would set the case for argument before the court.

While they emphasized the risky nature of attempting to predict Supreme Court action, observers felt the case will be decided within three or four months at most, whether argument is decreed or

Court Ruling Nearer

not. There has been speculation that the decision may come by early April [CLOSED CIRCUIT, Jan. 29].

Irrespective of the outcome, the color question is regarded as largely academic for the duration of the national defense program, due to growing shortages of critical materials—a factor which the Chicago court itself noted in its decision.

The FCC-CBS-Justice Dept. motion, reviewing the color proceeding, undertook to answer RCA's contentions and declared:

... The action of the Commission attacked, and sustained, in the District Court was ... a carefully reasoned policy decision based upon consideration of all relevant factors. It was an admittedly difficult decision, but one of exactly that nature which is within the informed competence

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VIDEO operator's console (r) in operation with audio operator's board the left. Ahead (through glass panel) is announcer booth with (l to r) Flewood Lawton, news analyst; H. Smith, cameraman; Steve Dunne, announcer-m.c.-actor. Beyond them is window of client booth.

KTSL Borrows an AM Technique For Its New 'Process Studio'

NEWEST development in television is the process studio recently installed at KTSL (TV) Hollywood. It is said to be the first studio of its kind to completely correlate production with technical operations in a system akin to radio's master control room.

Considered the last word in engineering design and customer service, it is located on the main street floor of the Don Lee Broadcasting System building at 1313 Vine St., now shared with CBS.

Constructed under the supervision of the Don Lee engineering staff immediately prior to CBS' acquisition of KTSL, the process studio unit covers an area of 800 square feet. It affords an all-embracing fingertip control heretofore impossible in the medium, according to technical experts.

Fully utilizing the building's dual-medium studios, it has also

made possible transfer of all production facets from the previously used transmitter site auxiliary studio atop Mt. Lee, overlooking Hollywood.

Advertising agency executives who have utilized the process studio setup declare it affords the ultimate in servicing client's needs by integrating and coordinating all programming-operational activities in one central point.

Calculated to meet any new demands of the continually expanding television industry, the process studio helps eliminate all elements

of risk and hazards such as dead air, lapses, slips and the like between separated though related technical-production functions, while insuring proper sequence in cross-fading, lap dissolves, all cueing, etc., it was explained.

Gives Wider Use For Mobile Unit

Station engineers and producers point out that it also allows mobile equipment to go anywhere and work under the most difficult circumstances while affording production supervisors the greatest possible liaison with all ends at a glance and minus "inter-com" exchange.

The innovation required building modifications in space allowed

under the original construction plans of the overall facilities, part of which are now under lease to CBS, with both networks sharing office and studio space in separate areas.

The unit brings a maximum flexibility and mobility between phases, permitting constant contact between satellite studios, the building and all remote pickup points through application of specially developed single synchronization system. The latter aided by a "synchronizing ordinator," a device developed by Harold Jury, KTSL chief engineer, who transferred from Don Lee to CBS along with a major

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INTERIOR shot of film room within process studio shows (l to r) Bob Hurlbut, film editor; Glenn Turner, engineer, and Robert Anderson, KTSL program director. Room is located at southern extremity of process studio. Its northern wall is glass paneled for view of master control room.

KEN KAYLOR (r), KTSL technical director, and Robert Anderson, station program director, at custom-built switching control which is in instant communication with and viewable from all points of process studio. It coordinates process studio with all production studios. Beyond is film room.



IN, lose or draw—there is little doubt that the element of the public in support of reservation of television channels for educational broadcasting has made its voice heard via communications to the FCC.

Ample evidence has stacked high the Commission mail baskets during the past several months. The major portion of these were directed to Comr. Frieda B. Hennock, outspoken champion of the educators' cause. Her office alone reportedly received between 1,500 and 2,000 letters.

Letters were unsolicited and

EDUCATORS TV

Dolliver Asks FCC Study

ANOTHER voice has been raised in Congress asking that the FCC be directed to study "the problem of allocating television frequencies for use by educational institutions for the purpose of nonprofit educational programming."

The new request has been made by Rep. James I. Dolliver (R-Iowa), a member of the House Interstate & Foreign Commerce Committee and advocate of a House inquiry of color television. [BROADCASTING • TELECASTING, p. 8].

Within the past fortnight, Sen. John W. Bricker (R-Ohio), a member of the Senate Commerce unit, introduced a resolution identical to that of Rep. Dolliver's resolution in the House (H. J. Res. 148). Sen. Bricker had made a similar request in the 81st Congress.

Cites WOI Service

Speaking on the floor of the House, Rep. Dolliver declared that the "only educational television station now in operation in the United States is the one at Iowa State College, at Ames [WOI-TV Ames]." He cited the radio service of WOI-AM-FM in providing news and farm coverage "not equaled by any other radio station that I know about."

Rep. Dolliver concluded: "Iowa State College is thus an experimental and proving ground for the use and effectiveness of television as an educational medium. I sincerely hope and expect that WOI-TV will show to the FCC and the public generally that a portion of the wave band for television should be allocated for educational purposes." Both the House and Senate versions would call on the Commission "to give consideration to the allocation of at least one frequency within each state or suitable geographical region to educational institutions for the purposes of educational programming." It also would order the FCC to report the results of its study to Congress with any necessary recommendations for legislation.

prompted in part by publicity attendant to the recent hearings as well as magazine and newspaper articles on the subject, the most notable of which was John Crosby's series in the *New York Herald Tribune* and syndicated to other papers, according to a spokesman.

Tenor of these communications, almost without exception, is in strong support of the Joint Committee for Educational Television move for reservation of 25% of the TV channels for educational stations [BROADCASTING • TELECASTING, Feb. 5]. Too, many of the letters took commercial broadcasting interests to task on the basis of present programming.

In answer to some of these letters, Comr. Hennock wrote: "We at the Commission have been striving to constantly improve the quality of American radio and television and feel that alert citi-

zens... can be of great assistance."

She reaffirmed her position for reservation of television channels and, while conceding merits of commercial broadcasting, declared "it should not preempt all of the television stations that can, under sound engineering standards, be built in this country."

Comr. Hennock wrote:

Television is potentially the greatest educational technique of our times. It offers an unparalleled opportunity for public education, in the home as well as in the classroom. A substantial portion of available television frequencies should therefore be reserved exclusively for public service—for spreading knowledge, enlightenment and culture throughout the United States. Granting the merits of commercial broadcasting, it should not preempt all of the television stations that can, under sound engineering standards, be built in this country.

A survey of this mail pile shows

SCHOOL CONTINUES VIA TV

WTCN-TV 'Teaches' During Janitor Strike

GRADE-SCHOOL students in the Twin Cities area probably are no different than those throughout the rest of the country—they would greet a "no school today" announcement with unabashed enthusiasm.

But WTCN-TV Minneapolis-St. Paul had a ready answer to such a situation—and also an excellent vehicle for public service programming that derived well-deserved plaudits from educators and parents alike—and even Junior and Sis.

This situation arose Jan. 23 when 425 Minneapolis public school janitors went on strike, closing 93 schools and confining some 65,000 youngsters to their homes. Within 48 hours after the strike WTCN-TV seized the initiative, offering its complete video facilities from 8:30 to 11:15 a.m. so that school could be brought right into viewers' front rooms.

Sherman Headley, WTCN's di-

rector of TV, conferred with Madeline Long, radio consultant for the public school system, who quickly organized volunteer teachers and a cadre of willing pupils for two-hour class sessions each morning in the station's studios.

Typical of the school telecasts is this schedule: 9 a.m.—story reading; 9:15 a.m.—geography (including a newscast); 9:30 a.m.—speech; 10 a.m.—science; 10:15 a.m.—story reading, and 10:30 a.m.—music.

The schedule was made flexible enough to include arithmetic, art and subjects of interest to all age groups (from kindergarten through high school)—even cooking.

Miss Long reported eager cooperation from teachers (whose pay was suspended during the strike) and youngsters alike—a fact borne out by the "full house" for each classroom session. The program also won the approval of striking janitors, parents (many

* * *



School children display mounted animals for study during their video science class over WTCN-TV.

communications from:

1. Over 50 different parent-teacher associations as well as the United Parent Assn., a federation of 315 P-TA's.

2. More than 30 women's organizations — professional, religious, political and even girl scout groups.

3. More than 35 educational associations and organizations in many states; public schools systems in a number of cities, and including public library associations, adult education and school radio and theatre groups.

Additional Colleges

4. Colleges and universities, in addition to the 50 joined as the National Assn. of State Universities and the 34 land grant colleges which appeared as petitioners before the FCC; The Assn. of American Colleges through its president, Guy Snively; and such universities as Yale, Harvard, Chicago, Rochester, Temple and American.

5. Scores of individual professors and teachers from leading universities and teacher federations.

6. Religious organizations and churchmen.

7. Business and commercial organizations.

In this last category many of the correspondents were in fields of manufacturing, advertising, public relations, publishing, the theatre and similar enterprises.

Massachusetts Gov. Paul A. Dever and Sen. Alexander Wiley (R-Wis.) were also among those writing letters in support of the reservation plan.

One communication, from the Pan American Union, pointed to a UNESCO report at the Paris meeting last November in which a resolution had been proposed to "investigate possibility of utilizing television among the instruments of mass communications devoted to international education, science and culture." Its two-pty recommendation was for the reservation of channels for educators, and for

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of whom "returned" to school again) and Rufus Putnam, Minneapolis school superintendent, who described it as a "challenge to teachers who want to do something for children."

The series has given parents a new insight into latest classroom procedures—affording a marked contrast to their own school days when television was not known, but a good slap across the hand with a ruler was an aching reality.

Another highlight of the school telecasts is the science period during which pupils enthusiastically exhibited mounted animals for video study and the approval of their teachers.

High school students also play an important role in the classroom, displaying their culinary efforts against a kitchen backdrop.

Mr. Headley promised WTCN-TV support "if the strike lasts only two more days or two months."

TV A Basic Need

IN THE latest section of the comprehensive plan prepared by the National Capital Park and Planning Commission for the Washington, D. C., area, television is ranked with food as a need. The section contains this statement: "The basic employes (federal workers) and their families need food and television sets and the services of doctors, lawyers and teachers."

SPONSOR WARNS

Rising Costs May Topple TV

RISING COSTS may make TV topple of its own weight, warned Howard P. Hildreth, advertising and sales promotion manager of Mohawk Carpet Mills Inc., Amsterdam, N. Y., in an address before the Syracuse Ad Club.

Mr. Hildreth, whose corporation sponsors *The Mohawk Showroom*, said that production and time costs were becoming the primary factors in Mohawk's advertising budget. In an amplification of his remarks before the ad club, Mr. Hildreth commented: "I don't want to infer that it is any one network or station that is to blame for the increased expenses which are passed on to the sponsor. The problem is industry-wide, and the solution must come from that level."

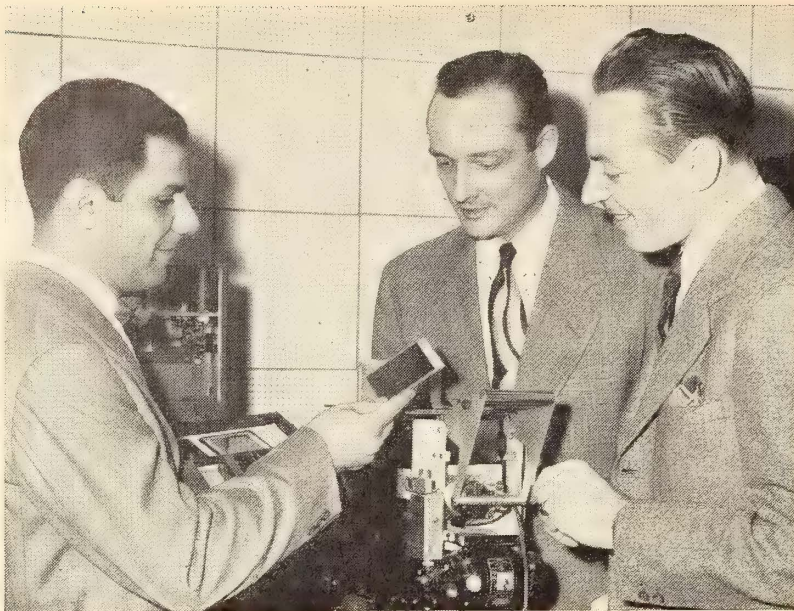
The solution, Mr. Hildreth added, probably lies in a lifting of the freeze on construction of new stations. He admitted, however, that the outlook for this was dim, in view of world conditions.

Mr. Hildreth concluded with the remark that he felt television has not yet fulfilled its promise as an advertising or public service medium, but he held out bright hopes for the future of TV, on the condition that "television's villain—exorbitant cost—stays within reach."

New Radio-TV Guide

A NEW Radio-Television Guide began regular publication in the *St. Louis Globe-Democrat* Jan. 28. Edward M. Keath, director of radio and TV promotion for the newspaper, said: "This is the first such guide for our city. Although we are not currently in TV, management's reasoning was that in a market where there are currently more than a quarter of a million TV sets in use, we could not properly serve our 350,000 Sunday readers without giving TV the best possible coverage."

ABC of Atomic Survival, WJZ-TV New York, Sunday program series based on instruction for civilian defense, started from 8:25 to 8:30 p.m. First program concentrated on methods for general protection and defense of New York, while forthcoming telecasts will demonstrate individual precautions.



A. W. Hajjar (l), associate professor of architecture at Penn State College, holds the slides he used during a presentation of "The Homes We Live In," one of the University programs. With him are A. Edward Lambert (center), coordinator of the Penn State programs, and Dr. Hunter.

WFIL-TV 'UNIVERSITY' Praise Mounts For Series

EDUCATORS, government officials and business men have swollen the ranks of those viewers lavish in praise of the *WFIL-TV University of the Air*, educational project of the Philadelphia station which last week passed the half-way mark of the current Jan. 8-March 16 term [BROADCASTING • TELECASTING, Jan. 8]. In all, a total of 19 universities and colleges within a three-state area are lending full cooperation to the *University* which offers 15-minute, 20-minute and half-hour programs in the 11:10-noon time, Monday through Friday.

Current term is utilizing services of nine of the schools, with the Philadelphia Board of Education presenting a separate course in Spanish.

The many stories about the adult education project in newspapers and magazine have attracted complimentary messages from numerous persons in the United States and Canada. In a letter from Gerard Lamarche, supervisor of French educational broadcasts for the Canadian Broadcasting Corp., he sought further details on the programs. Charter Heslep, radio and television chief of the Atomic Energy Commission, expressed particular interest in a nuclear physics course being conducted by Albright College.

Clayton D. Griswold, executive director of the department of radio and television of the Presbyterian Church in the U.S.A., commended WFIL-TV for introducing the telecasts. Mr. Griswold recently appeared before the FCC in behalf of the Joint Committee for Educational Television which seeks reservation of 25% of the television channels for educational use [BROADCASTING • TELECASTING, Jan. 29].

Henry W. Johnson, president of the New Jersey Manufacturers Assn., lauded WFIL-TV and made

special reference to the course "Understanding Economics" being presented by Beaver College. Other communications of a similar nature have come from social workers, housewives and working men as well as shut-ins who cannot attend regular classes in person.

Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations, expressed his gratification at the response and declared: "I am convinced that the programs will serve as models for similar undertakings in other parts of the country. In time they should play an important part in making television the most effective force for adult education outside the college classroom."

Future Plans

A meeting later in the year will plan the curriculum for a series to start in the fall.

Dr. Armand L. Hunter, educational director of the *Inquirer* stations and chairman of the department of radio, speech and theatre at Temple U., heads a special six-man board of educators which serves as a steering committee for the *University*. Dr. Joe Zimmerman is in charge of the production for WFIL-TV. Dr. Zimmerman, who is director of the television workshop at Temple, and at one time was with Paramount studios in Hollywood.

Format of the series has the professors themselves as the performers. Program subjects are the same as those offered in the classrooms with only such modifications as are necessary to attract groups

TVA PROGRESS

Reported in L. A. Case

ENCOURAGING progress was made last week in negotiations between Television Authority and four Los Angeles television stations in bargaining for a basic contract for TV performers. Station committee offered a substantial wage proposal jump constituting an almost 100% increase from its original offer at beginning of negotiations several weeks ago.

Stations meeting with union are KNBH, KTSN, KECA-TV, KLAS-TV. Separate negotiations were held with KTLA, while two other stations, KTTV and KFI-TV, are sitting in on group meetings.

Newest station proposals, although not coming up to those asked by TVA, still marked substantial increase from their last offer [BROADCASTING • TELECASTING, Feb. 5]. Carrying with it the provision that TVA offer a plan that is economically feasible, the new proposal called for \$30 for 1 minute program; \$40 for half-hour program; \$60 for hour, with rehearsal time to be one hour for programs in first category; two hours in second; three hours in third. No change was put forth in the station previously proposed rehearsal fee of \$3 an hour after second hour.

New proposals were referred by TVA to its membership at a meeting Thursday night. Further meetings between the union and stations are scheduled for tomorrow (Tuesday).

lacking prior courses leading up to the subjects in colleges.

Station has distributed curriculum and reading lists in conjunction with the courses, giving details for the particular telecasts on each day.

In the current term, programs are: "Governments Around the World," being conducted by Dr. Eugene H. Miller, Ursinus; "Nuclear Physics" by Dr. Thomas J. Merritt, Albright; "The Child in the Family" with Dr. O. Spurgeon English, Dr. Waldo E. Nelson at Dr. James D. Page, Temple; "The Art of Thinking" with Rev. Edward Gannon, S. J., St. Joseph's; "Understanding Our Teen-Age Children" with Dr. George C. Galphidrexl; "The Chemistry of Living" with Professor Russel C. Er Penn Military College; "The Homes We Live In" with Prof. A. W. Hajjar, Penn State; "Understanding Economics" with Dr. Everett B. Townsend, Beaver College; "Success Through Self Improvement" with Eloise Wilson, Ridge College.

The Philadelphia Board of Education Spanish series is being conducted by John J. Maiorello, School District of Philadelphia.

Each subject is covered in 10 to 11 telecasts.

WDTV TO FACE CAMERA

Under Barrage of Listeners' Questions

WDTV (TV) Pittsburgh takes the "witness stand" in its own courtroom" next Sunday (Feb. 10) to be cross-examined by televiewers of that area.

The program is to be presented as part of a series in cooperation with the Pittsburgh Chamber of Commerce.

Televiewers have been asked to submit questions concerning programming, operation and everything about television which intrigues them. WDTV, forewarned that no punches will be pulled, will have two representatives under the

Only TV station in the area, WDTV services 212,000 telesets and an estimated 550,000 televiewers. This means that Allegheny County residents become intimately familiar with WDTV programs and while there is much praise, there are a few complaints.

Questions submitted thus far have been described as from pug-

nacious to pointless but both the Chamber of Commerce and the station want the televiewers to speak up. One query asks: "I like everything about the station except the tie one of your announcers wears. What can you do about it?"

The Sunday afternoon C. of C. series discusses a different local problem each week. It was originally scheduled for 13 weeks with an option of extension to 26 weeks.

The C. of C. put itself on the spot during the first program, entitled, "Is the Chamber of Commerce Necessary?" Other topics already discussed are the sanitation problem and the public housing future, with such audience reaction that there is a demand for a repeat.

Future topics scheduled are about crime, smoke control, Pittsburgh's one TV station market, the NCAA ban of football telecasts, taxes, flood control, civil defense and the Pennsylvania judiciary plan.

The panel-forum type program, moderated by Dr. Albert B. Martin, political science professor at the U. of Pittsburgh, uses three questioners from the Civic Salesmen's Club of the Chamber of Commerce and guests experts on the subject under discussion.

Handling the program is Ketchum Inc., public relations counsel of the C. of C.

ZENITH TESTS

Show Phonevision A Hit

ZENITH'S first four weeks of phonevision testing among 300 Chicago families shows that home movie attendance is three times greater than that of theatre attendance, according to statistics released last week by Zenith.

The report stated that the home movie service had 2,561 "box office sales" during the four week period. That is, the average test family saw movies at home 8½ times, slightly more than twice a week. Beginning Jan. 1, the test was conducted to provide the FCC with data on the degree of public interest in and acceptance of Phonevision [BROADCASTING • TELECASTING, Jan. 8].

During the first week, with a hefty lure, the average family saw 3.1 movies. For the remaining three weeks patronage settled to an average of 1.8 movies a week.

In releasing these results, Comdr. F. McDonald Jr., president of Zenith, commented: "The big question is, 'How do these figures compare with the normal movie-going habits of typical families who now see the same kind of movies in their local movie theatres?'"

Published surveys indicate that the average American goes to the movies less than once every two weeks. Hence, our test families are seeing movies more than three times as often. . . ."

Meanwhile the FCC last week granted extension of the special temporary authority for the Phonevision tests to March 31. Original day authorization, to have expired Dec. 1, 1950, actually got underway Jan. 1, 1951, prompting Zenith to seek the extension.

PENN GRID GAMES

Ask Network TV Bids

U. OF PENNSYLVANIA has invited television networks to submit bids for telecasting the entire Penn football schedule at Franklin Field next autumn.

Franny Murray, Penn's athletic director, pointed out that television is here to stay and that the only safe course for the colleges to follow was to figure out a way to make it an ally. Mr. Murray said he certainly doesn't want "gateless football" but he doesn't think TV will produce such a result.

"We've been telecasting our games for 11 years now," he said, "and we feel that the audience we've built up of people who for many reasons just can't get out to the stadium is due some serious consideration. I can't think of a better way to keep up interest in college athletics than television, and I also don't think any national ruling can be applied to every geographical location."

Renews Garroway

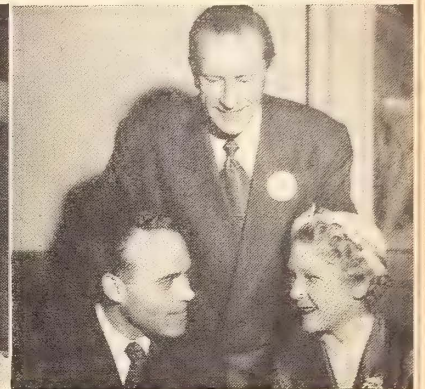
CONGOLEUM-NAIRN Inc., Kearny, N. J. (Linoleum) is renewing *Garroway at Large*, NBC-TV, Sunday, 10-10:30 p.m., effective Feb. 18. Agency is McCann-Erickson, New York.



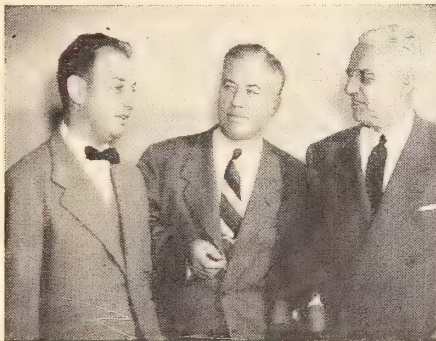
O. F. LIVINGSTON (r), Schulze & Burch Biscuit Co.'s dist. mgr., congratulates Cowboy Ken Houchins for his singing of live commercials on firm's series over WOC-TV Davenport, Iowa, in presence of Mark Wodlinger (l), WOC-TV commercial mgr., and Frank F. Morr, Gordon Best Co. v. p., account executive.



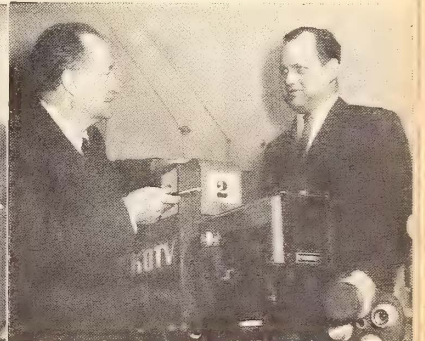
GROUCHO MARX (l), star of NBC's *You Bet Your Life*, shares an amusing story with Clarence Bleicher, president of DeSoto-Plymouth Corp., which sponsors the Marx show, during a visit of the sponsor to Hollywood.



BOB COLESON (standing), West Coast representative, Ad Council, chats with Mary Pickford and her TV-radio partner, Mal Boyd, at Hollywood Ad Club meeting. Miss Pickford is partner with Mr. Boyd and Buddy Rogers in PRB Inc., package firm, and TV applicant in N. C.

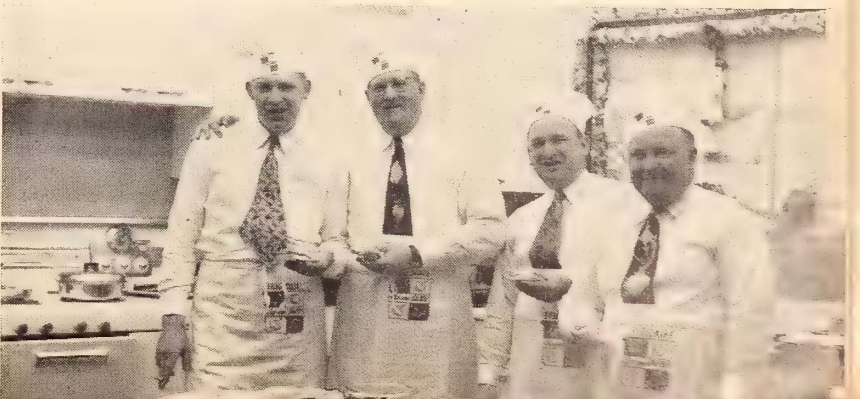


DETROIT Television Roundtable meeting guest speaker, Bob Foreman (l), v. p. in charge radio-TV commercials, BBDO, discusses TV film spots with Clarence Hatch, Roundtable president and v. p. of D. P. Brother & Co., and Carl H. Bronson, adv. and sales prom. dir. for DeSoto Div., Chrysler Motor Co.



JOSEPH WALKER (l), one of Hollywood's top cameramen and inventor of new Electra-Zoom lens, checks equipment after installation on a KOTV (TV) Tulsa camera. George Jacobs, KOTV chief engineer, holds battery of lens replaced by the unit. Constant focus is permitted at all times.

FRIGIDAIRE "Cap & Skillet" chefs cut culinary capers during WXEL (TV) Cleveland *Alice Weston Cooking Show*, which Frigidaire sponsors. Apparently pleased with their performance are (l to r) Carl Caskay, asst. sales promotion mgr.; Spence Meilstrup, sales promotion mgr.; Wayne Stafford, commercial rep., and George Cope, of Frigidaire sales staff.





Completing the international TV affiliation for DuMont are Comdr. Loewi (r) and Mr. Pumarejo.

DuMONT SIGNS

Havana Outlet Affiliation

"THERE is no doubt that, properly employed, television can become a goodwill builder between the republics of North and South America," Comdr. Mortimer W. Loewi, director of the DuMont Television Network, said last week following his return from Cuba, where he arranged TV's first international affiliation contract. Union Radio Television, Havana, has signed as an outlet of the DuMont network [BROADCASTING • TELECASTING, Feb. 5.]

Boxing and wrestling matches will be the first programs sent to Havana by the network, utilizing Teletranscriptions, DuMont version of kinescopic recordings. Gaspar Pumarejo, head of the Havana station, said that baseball telecasts have been very popular with the sports-minded Cubans and anticipates that the DuMont sports programs also will gain quick popularity, Comdr. Loewi reported.

"Senor Pumarejo told me that TV is catching on rapidly in Cuba and I found Havana as TV conscious as Manhattan was three years ago," Comdr. Loewi said. "Although it saw its first TV programs as recently as December, the city already has two stations on the air and 9,000 receivers in use. There is an amazing number of live programs as well as a considerable volume of business being telecast regularly."

Havana telecasters are ingenious in their programming, Comdr. Loewi said, citing a URT afternoon program patterned on a newspaper society column.

Eisenhower's Hooper

GEN. DWIGHT D. EISENHOWER's Feb. 2 telecast scored a 51.8 Hooperating in the 12 television cities measured by C. E. Hooper Inc. His share of audience, according to the Hooper survey, was 93.5%. The same telecast, measured in 20 television cities by Trendex Inc., scored a rating of 58.3 with a 93.7% share of the 10:45-11 p.m. audience.

WGY SKIDMORE FORUM

Debates TV Channel Education Reservation

THE 100th consecutive broadcast last week of the *Skidmore Open Forum*, weekly over WGY Schenectady since 1947, was devoted to the controversial topic: "Should 25% of all television channels be reserved for educational purposes?"

Also in honor of the 100th milestone was a special telecast which originated in the auditorium studio of WGY and was carried by the General Electric television affiliate, WRGB (TV) Schenectady.

Dr. Kenneth Baker, director of research for the National Assn. of Broadcasters, said no. Prof. Kenneth Bartlett, dean of the University College and director of the Radio and Television Center, Syracuse U., took the affirmative.

Outlining the educators viewpoint, Professor Bartlett felt that there definitely was VHF room for exclusively educational stations. Dr. Baker not only didn't feel there was sufficient room in

the spectrum, but also that the educator is not capable of assuming the role of broadcaster, even in education.

Without attacking commercial radio, Dr. Bartlett listed three reasons why he thought the reservation should be made:

(1) Once a frequency is assigned to commercial use, it would be difficult and often unreasonable to ask a broadcaster to return it—particularly after he has taken the financial risk in developing a business around it.

(2) It is the only effective way of guaranteeing that educators and other public service groups have access to good time.

(3) Reservation of frequencies will strengthen the American system by creating a dual system of profit and non-profit operation.

Dr. Baker summarized the position of the commercial broadcaster with these five points:

(1) It has been acknowledged by the FCC that there are not enough channels in the VHF band to give a truly complete TV service to the entire country.

(2) The channels would do the people most good only when used and, under commercial operation, the channels would be given full use.

Educational Value

(3) Commercial television already is offering much of definite educational value.

(4) Experience has shown that educational broadcasters in radio have not used frequencies allocated them to the best advantage.

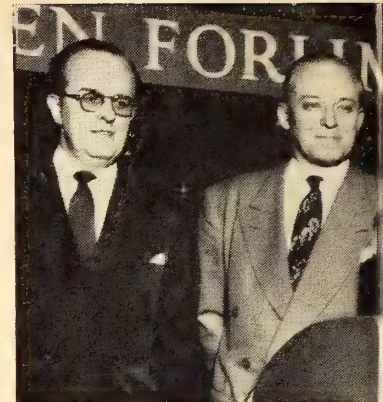
(5) The commercial broadcaster believes educators are entitled to frequencies but that they should be allocated on a competitive basis. If in the judgment of the FCC the educational broadcaster should be granted the license, then give it to him. If, however, the commercial broadcaster is able to do a better job of public service for his community and the viewers there-in, he should be given the channel.

WAAM INSTRUCTS

Johns Hopkins TV Students

WAAM (TV) Baltimore last Thursday started assisting McCoy College, of Johns Hopkins U., in teaching a course entitled, "Television Production." Station personnel is providing instructors and complete facilities for the weekly lesson in TV production techniques.

Joel Chaseman, station public service director, will co-ordinate for the station. Among the instructors will be Herbert B. Cahan, program director; Ben Wolfe, director of engineering; Glenn Lahman, chief engineer; Anthony Farrar, production manager, and Barry Mansfield, art director.



Friendly opponents on the Skidmore Open Forum are (l to r) Dr. Bartlett and Professor Baker.

FCC ORDERS

UHF Rebroadcasts Stopped

UHF rebroadcasts of Philadelphia TV programs in the Lancaster, Pa., area have been ordered discontinued by FCC on grounds such rebroadcasting does not constitute proper experimentation.

The Commission denied further extension of special authority to Conestoga Television Assn., non-profit organization, to operate KG2XBI on 600 mc in Lancaster and returned the station's bid for license.

FCC indicated the UHF station for several years has been "intercepting programs of Philadelphia TV stations and rebroadcasting them on UHF frequencies for reception on special receivers homes of association members. FCC considered the operation not in accord with its experimental rules and regulations, although the applications claimed investigation of UHF reception and equipment was being carried out.

One commercial TV station WGAL-TV on channel 4 (66.1 mc), is presently operating Lancaster.

The Conestoga group told FCC about 45 persons are "interested in the association and indicate plans have been made to produce some local shows and secure wide public reception of the UHF signals. The applicant, FCC said indicated it plans to seek UHF Channel 28 there, or some other channel near 600 mc, when such facilities are allocated for regular stations.

The applicant told FCC that both RCA and the Hamilton Watch Co. "have contributed funds to support the extension of knowledge and television service to Lancaster."

WPTZ, Philadelphia, has received the Public Service Award in the television industry for the year 1950 from the Federal Business Assn. of Philadelphia. The presentation, a hand illumination, was made to WPTZ by Ed Dressel, director of the U. S. Mint Philadelphia and president of the Federal Business Association. Prest Stover, WPTZ manager of program operations, received the award in half of the station.

AFTERNOON TV IS *Big* IN HOUSTON



KPRC-TV's afternoon program schedule is the biggest thing in Houston.

All 65,000 sets in the greater Houston market are tuned to Houston's only TV station, KPRC-TV, with a daily audience of 318,000 potential customers.

A galaxy of top national shows plus star-studded local shows assure afternoon TV advertisers of top notch TV coverage.

**Get the Complete Facts
from Your Petry Man**



MATINEE WITH DICK GOTTLIEB brings one of Houston's top TV personalities to afternoon viewers. Matinee is relaxed, informal and entertaining. Paige Thompson adds color and feminine charm.

TV KITCHEN, conducted by Jane Christopher, home economist, features new, economical dishes, shows the foods actually being prepared. A "must" for Houston housewives.



BEST FOOT FORWARD, conducted by gracious and beautiful Mary Beth McDonald, features fashion news and make-up demonstrations, plus practical ideas on time and worry savers about the house.



Stokely's LAUGH WITH THE LADIES is an audience participation program sparked by popular Bill Bryan. A top local radio show transplanted to TV.



Foley's TV SHOPPER did a terrific job in the bus strike emergency, and is now a daily feature. "Shopper" Jane Grey and store personnel cover the store.



KPRC TV

CHANNEL 2 HOUSTON

FIRST in Radio and Television

Jack Harris, General Manager
Represented Nationally by
Edward Petry & Co.

TOP NETWORK SHOWS TOO:

★ Kate Smith ★ Gary Moore

First Hundred Years

'Process Studio'

(Continued from page 56)

of the station's personnel when sale was consummated.

Laid out in a clover leaf pattern, the process studio is multi-compartmented. There are separating glass panels between the interconnected client's booth, announce studio, control room proper and film room—plus connecting doors between all four. It was explained that this obviates "blind" work and affords welcome anticipation of events since it permits instantaneous survey and inspection of all facets.

Control equipment is capable of instantly associating all studios and/or outside points with filmed, live, card or film-slide commercial announcements, Mr. Jury pointed out. Necessary instant contact is maintained between program directors and producers, technical directors, video operators and audio engineers, switchers, etc.

Includes Film Department

Separate from the process studio, but included in the overall plan, is a new film department. Located in the basement of the Don Lee building, it includes fire-proofed storage space and projection room, plus an office and film inspection-cataloging room complete with editing and splicing apparatus. A second projection room for the sales and production staff also is maintained in the building.

Mr. Jury and Charles Mesac were responsible for the electrical engineering. Robert Moody, chief audio engineer, and Walter Caruthers, who continues as Don Lee vice president in charge of all engineering, supervised installation of the process studio. The entire project was undertaken at the direction of Willet Brown, Don Lee Broadcasting System president, and Charles Glett, who until the change-over was vice president in charge of television for Don Lee and is now with CBS-KTSL in an executive capacity.



PRESENT at the signing of the WTTG classics series were, seated (l to r), Daniel R. Cavalier, merchandise manager for Campbell's, and Earl Campbell, company president; standing, Walter Compton, WTTG general manager, and Thomas Privot, of American Wholesalers, area distributors for DuMont Television Receivers Division.

MUSIC SERIES

Showing Set by WTTG (TV)

FIRST telecast classical music series in the National Capital area was slated to have its premiere last Friday over WTTG (TV) Washington.

The program, *Vienna Philharmonic Orchestra*, is to be heard 8-8:30 p. m. Sponsors are The Campbell Music Co., Washington, and the American Wholesalers, sponsoring for the DuMont Television Receivers Div.

Each program will be a complete concert featuring the Vienna Philharmonic Orchestra under batons of prominent European conductors.

The television films were made in Vienna and in Salzburg, and were produced for Ambassador Films by Eugene Sharin.

Settings were especially designed to fit the mood of the music to be played.

TWENTY-five TV sets presented to San Francisco veterans hospitals on *Del Courtney Show*, over KPIX (TV) San Francisco. Sets were paid for by funds contributed by viewers through station's "TV Sets for Vets."

Color TV Progress

(Continued from page 55)

of an administrative agency.

It was a decision made with the sole aim of making available to the people of the U.S. at the earliest practical time a satisfactory system of color television. It was taken in recognition of the obvious fact that, particularly in a field such as television where technical improvements, even in black-and-white, constantly occur, there must be a stopping point somewhere if standards are ever to be set.

Appellants [RCA] can, therefore, not possibly show that this is so arbitrary "as to be the expression of a whim rather than an exercise of judgment," the showing appellants must make to secure a reversal of the District Court's judgment. . . .

The motion reiterated that FCC's color decision "did not require any broadcasters to broadcast color television"; that it found the RCA system to be "short of the minimum criteria," while the CBS system was found satisfactory; and that it "explicitly" left the door open "for future consideration of new and improved systems."

The issues involved in the color case, the motion continued, called for "specialized technical, economic and social judgments by the Commission which are necessarily within its particular competence. The judgments were made on the basis not only of a mass of complex and technical testimony, but also on extensive theoretical analysis and first-hand observation."

Called 'Classic Case'

Calling this "the classic case for judicial non-intervention," the motion said:

Without important exception, the contentions of appellants seek to raise questions only of the correctness of the Commission's decision in adopting standards for the CBS color system and refusing to adopt standards for the RCA color system, and of the wisdom of the Commission in resolving the various questions which were within its special area of discretion.

It is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency.

In answer to criticisms of the CBS system's incompatibility, the motion said FCC "found that while compatibility was desirable, it was less important than a satisfactory color system." Further, the court was told, "the issue of compatibility . . . cannot properly be considered in isolation from the question of 'convertibility'—a test which, FCC ruled, was not met by the RCA system.

"In these circumstances," the brief continued, "appellant's emphasis on the cost, alleged to amount to \$1,500,000,000, of adapting and converting existing receivers to receive CBS color signals in color is misconceived since, so far as the record shows, existing sets can never receive RCA color signals in color irrespective of cost." The motion continued:

In these circumstances, and partic-

MARCH OF TIME

Expands Television Dept.

SEVEN additions to the TV Dept. staff of the March of Time were announced last week by Producer Richard de Rochemont and Director of TV Arthur B. Tourtellot.

Tom Buscemi, a March of Time assistant film director since 1937, becomes assistant director of TV. Fred Feldkamp, formerly chairman of the editorial board for the cinema division, has been named script supervisor for TV; John Dullaghan, with the March of Time since its first experimental cinema work 16 years ago, becomes a film editor, as does Jack Buchanan, an employee since 1937 who edited several million feet of film in *Crusade in Europe*; new editorial assistants are Hope Thomson, editorial researcher at the March of Time since 1949; Barbara Feldman, formerly on the March of Time Forum Films staff; a Shirley Potash, for six years with 20th Century-Fox's West Coast studio, more recently assistant to Oscar Hammerstein II.

FILM VOLUME

Sees \$10 Million for N.Y.

ROBERT L. LAWRENCE, vice president in charge of the New York studios of Jerry Fairbanks Inc., predicted last week that the volume of commercial movie production for TV in New York alone would reach \$10 million this year.

Mr. Lawrence made his prediction on the occasion of the 10th anniversary of the New York branch of the Fairbanks organization. He pointed out that the \$1 million volume he estimated for 1951 would be four times that of 1948 for the whole TV film production industry.

Canada TV Set Sales

SALES of TV receivers in Canada in October totalled 4,293 units, bringing the total number of TV sets sold in Canada during the first 10 months of 1950 to 19,187. Total sales of radio and TV sets in Canada in the first 10 months of 1950 amounted to 602,276 units valued at \$52,377,008 as compared to 532,880 sets valued at \$39,697,785 sold in same period of 1949, according to the Dominion Bureau of Statistics, Ottawa.

Since the Commission found that the two compatible systems [RCA's and Color Television Inc.] were inherently deficient, while the incompatible system met the criteria for a satisfactory system, plainly the Commission's refusal to insist on compatibility was a wholly rational judgment. Again, this was a judgment within its particular province. It cannot, therefore, be overturned.

The motion was signed by Solicitor General Philip B. Perlman, behalf of the Justice Dept.; General Counsel Benedict P. Cottone for the FCC; and Samuel I. Rosenman and Richard S. Salant of the law firm of Rosenman, Goldman, Colin & Kaye, counsel for CBS.

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

Only TV station in — only TV station seen —
in this large, rich Pennsylvania market area.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION

NBC
TV AFFILIATE



DAGMAR, of NBC's *Broadway Open House*, helped introduce the 1951 Buick during a half-hour interview over WSAZ-TV Huntington, W. Va. Hez Ward, the Huntington dealer, credits the program with selling 15 new Buicks. Directly behind Dagmar is Mr. Ward. Leaning on the desk is James H. Ferguson, WSAZ-TV program director, and at extreme right is Lawrence H. Rogers, WSAZ-TV station manager. Others in the picture are part of Ward's sales force, and part of the station's remote crew. Dagmar is a native of West Virginia.



film report

SARRA Inc. producing two video commercials for Armour & Co.'s *Stars Over Hollywood* on NBC-TV. Agency is Foote, Cone & Belding, Chicago. Spots last 105 seconds, showing how to prepare hams for holiday serving. SARRA also has just completed the fourth in a series of quarter-hour shows for the Dornier Corp., Chicago manufacturer of electric mixers. Agency is John W. Shaw, Chicago, and the series is currently aired on WFBM-TV Indianapolis, WLAV-TV Grand Rapids, WICU (TV) Erie, WBAP-TV Fort Worth, WPIX (TV) New York and WBKB (TV) Chicago.

TELEPIX Corp. Hollywood, recently produced a TV film commercial for Louis Milani Foods, L. A., featuring Mary Ellen Kay. As a result she reportedly has been signed to a seven year contract with Republic Pictures.

NADER TELESCRIPTIONS Inc., Beverly Hills, has completed two series of five telecriptions, one featuring Connie Haines, vocalist, and the other with the Guardsman's quartet.

ASTON PRODUCTIONS, L. A., has completed five in a series of one-minute live action TV films for Andrew Jergens Co., Cincinnati (Jergens Lotion), each one starring Hollywood film personality, shot in star's home. Agency is Robert J. Orr & Assoc., N. Y.

AL ROACH Jr. has signed Wil-

liam Bendix, radio and film star, for series of 13 half-hour TV films, starting in April. Tentative budget is \$10,000 per show. Series will be based on Brooklyn cab driver character created by Mr. Bendix in a number of motion pictures 10 years ago. His current picture-a-year contract with RKO is not affected.

WILLIAMS PRODUCTIONS, Hollywood, has sold first and second rights of feature film, "He Found A Star," to KNBH (TV) Hollywood.

PAVELLE LABS Inc., 16 E. 42nd St., N. Y., has appointed Louis Weintraub commercial and industrial representative, President Leo Pavelle announced. Mr. Weintraub, former picture editor for Keystone Pictures, will promote the firm's black and white photographic services to radio, film companies, public relations and advertising agencies.

UNITED TELEVISION PRO-GRAMS Inc., Hollywood, has named Frank DeVol music consultant. He continues as musical director of Procter & Gamble's *Oxydol Show*, 7:15-7:30 p.m., five times weekly on CBS for Tide, and he will also handle all TV films for United requiring songs, dramatic themes and background music.

JACK CHERTOK has produced a half-hour TV film series, *Steve Donovan*, *Western Ranger*, which

VIDEO PLAYS

Kaufman Covers in Book

THE BEST TELEVISION PLAYS OF THE YEAR. Edited by William I. Kaufman. New York: Merlin Press. 318 pp. \$4.50.

NINE video plays, complete with stage and camera directions and each preceded by a foreword on its production, comprise this anthology by the casting director of NBC-TV, who plans this as the first of an annual series. To make his selections, the author says in his introduction, he canvassed every TV station in the country for material, then concentrated on that "expressly designed for television," avoiding TV shows based on "already great dramas, movies or novels."

His "best" video plays—all dating from 1949, and the omission of that date from the cover, is the book's most notable flaw—include: "The Nantucket Legend" (Kraft Television Theatre, NBC-TV), "No Shoes" (KBTW (TV) Dallas, now WFAA-TV), "Zone of Quiet" (Actors Studio, ABC-TV), "The Door" and "Operation Coral" (both, Chevrolet Tele-Theatre, NBC-TV), "The Goldbergs' Composition Script" (CBS-TV, sponsored by General Foods), "Something in the Wind" (Lights Out, NBC-TV, sponsored by Admiral Corp.), "The Julian Houseman Story" (Big Story, NBC-TV, sponsored by American Cigarette & Cigar Co.), "Battleship Bismarck" (Studio One, CBS-TV, sponsored by Westinghouse Electric Corp.).

will be available for sale in individual markets March 15 through The Katz Agency, Free & Peters and Blair-TV, three national station representatives cooperating in spot sales of TV programs.

STEPHEN SLESINGER has formed TV production firm to produce series of half-hour TV films based on "Red Ryder," radio and comic strip character. Hal Roach Jr. of HAL ROACH STUDIOS Inc. has been named executive producer for the series. Radio rights for *Red Ryder* were recently recovered by Mr. Slesinger from Langendorf Bakeries, sponsor of the radio version for past 10 years.

TV ADS Inc., L. A., is producing a series of TV film commercials for Parsons Ammonia Co., Brooklyn, makers of Parson's Sudsy Ammonia. Agency is Brisacher, Wheeler & Staff, L. A.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has signed Marilyn Perry, Mary Brow, Bill Cassidy, Buddy Burroughs, John Gary and Wilma Siechert for leading roles in new Pepsi-Cola TV film commercials. Performers for new series of 26 commercials for Dodge will include Joan Olander, Kenne Duncan, Shirley Vernon, Anne Whitfield, Barry McCormick, Toy Pulaski, John Gary, Noel Reburn and Jane Duff.

COMMONWEALTH

Currently Serving the
Nation's Leading TV Stations
Offers the Following

TV FILM PACKAGES

26 MAJOR COMPANY FEATURE PROGRAMS

with such stars as

Barbara STANWYCK	Paulette GODDARD
Robert YOUNG	Jimmy STEWART
Jimmy DURANTE	Merle OBERON
Claudette COLBERT	Melvyn DOUGLAS
Jack BENNY	Raymond MASSEY

39 TOP WESTERNS

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THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW

52 FEATURE PROGRAMS

with such stars as

Bill "Hoppy" Boyd	Jack LaRue
Frankie Darro	Pinky Tomlin
J. Carol Naish	Buster Crabbe

13 MUSICAL VARIETIES

12 1/2 min each • featuring

MOREY AMSTERDAM

13 SOUND CARTOONS

250 AESOP FABLE SILENT CARTOONS

12 CHARLIE CHAPLIN COMEDIES

12 1/2 min each

For further information and complete list, write to

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Station KRLD-TV DALLAS

Serves
**THE LARGEST
TELEVISION
MARKET
Southwest
DALLAS
FT. WORTH**

**Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500**

NOW there are

100,544

*Television
Homes*

**in KRLD-TV's
Effective
Coverage Area**

*The CBS Station
for* **DALLAS and
FORT WORTH**

this is why

KRLD

AM-FM-TV

Channel 4

is your best buy

The **TIMES HERALD Station**
National Representatives
THE BRANHAM COMPANY

telestatus



WAVE-TV Louisville Issues New Rate Card

(Report 150)

WAVE-TV Louisville has announced new time rates, effective March 1. On and after that date, charges will be:

For one hour, one time, Class A, \$400; Class B, \$300, and Class C, \$200;

For one minute or a 20-second live spot, one time, Class A, \$87; Class B, \$67, and Class C, \$47;

For one minute or a 20-second slide or film spot, one time, Class A, \$80; Class B, \$60, and Class C, \$40.

Class A time runs Monday through Friday, 6 to 11 p.m.; Saturday and Sunday, noon to 11 p.m.

Class B time extends, Monday through Friday, from 5 to 6 p.m.; Saturday and Sunday, sign-on to noon, and Monday through Sunday, 11 p.m. to sign-off.

Class C time embraces, Monday through Friday, from sign-on to 5 p.m.

* * *

Berle, 'Cactus Jim' Lead Pulse Report

MULTI MARKET telepulse, published by The Pulse Inc., New York, for period Jan. 2-8, gives top rating to the consistently front-running *Texaco Star Theatre* in the once-a-week category, while *Cactus Jim* leads the multi-weekly shows. *Godfrey's Talent Scouts* claimed second place in the once-a-week

class and *Howdy Doody* was in the runner-up spot in the multi-weekly bracket.

Complete listings follow:

ONCE A WEEK SHOWS

	Program Average Rating	
	Jan.	Dec.
Texaco Star Theatre	44.8	47.1
Godfrey's Talent Scouts	32.6	32.8
Your Show of Shows	31.9	32.0
Toast of the Town	31.6	29.0
Comedy Hour—Abbott & Costello	31.1	28.9
Louis-Beshore Fight	29.7	
Fireside Theatre	29.4	29.0
Philco TV Playhouse	28.8	28.5
The Goldbergs	27.3	26.8
Hopalong Cassidy	27.2	26.0

MULTI WEEKLY SHOWS

	Program Average Rating	
	Jan.	Dec.
Cactus Jim	19.7	
Howdy Doody	17.7	16.5
Camel News Caravan	15.2	14.8
Kukla, Fran & Ollie	14.3	12.7
Perry Como	11.8	11.7
Kate Smith Show	11.7	9.9
CBS-TV News	10.8	11.0
Mohawk Showroom	10.7	11.0
Captain Video	10.6	11.3
The Little Show	10.4	10.1

* * *

'Star Theatre' Tops Nielsen 4-Week Ratings

NIELSON New York area top television program ratings released last week show Milton Berle's *Texaco Star Theatre* securely in first place. Ed Sullivan's

Toast of the Town was runner up. The report measured audiences of evening, once-a-week programs, for the four weeks ending Jan. 13. Top 10 listings follow:

Rank	Program	Nielsen TV-Rating + Homes % Homes (000)	
1.	Texaco Star Theatre	53.3	1,031
2.	Toast of the Town	42.5	822
3.	Your Show of Shows (Snowcrop)	38.3	741
4.	Your Show of Shows (Participating)	38.1	737
5.	Fireside Theatre	37.9	733
6.	Your Show of Shows (Crosley)	37.7	729
7.	Godfrey's Talent Scouts	37.1	718
8.	Godfrey & Friends (Ligg. & Myers)	34.9	675
9.	Gillette Cavalcade	34.5	668
10.	Man Against Crime	31.9	617

(Copyright 1951 by A. C. NIELSEN CO.)

* * *

Talent Scouts Head N. Y. Hooperatings

STEVE ALLEN, substituting for Arthur Godfrey on *Talent Scouts*, led the January New York TV Hooperatings Pocketpiece, released last week by C. E. Hooper Inc., New York.

First 10 TV Hooperatings were:

1.	Godfrey's Talent Scouts (Steve Allen-substitute talent)	47.4
2.	Texaco Star Theatre	46.6
3.	Cavalcade of Sports (Charles-Oma)	45.3
4.	Sid Caesar—Imogene Coca	33.7
5.	Mama	31.4
6.	Man Against Crime	30.3
7.	Philco TV Playhouse	30.2
8.	Comedy Hour	28.8
9.	Lights Out	28.3
10.	Hopalong Cassidy	28.1

Weekly Television Summary—FEBRUARY 12, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000	Louisville	WAVE-TV, WHAS-TV	72,771
Ames	WOI-TV	38,333	Memphis	WMCT	75,111
Atlanta	WAGA-TV, WSB-TV	67,800	Miami	WTVJ	52,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865	Milwaukee	WTMJ-TV	202,100
Binghamton	WNBF-TV	32,700	Minn.-St. Paul	KSTP-TV, WTCN-TV	238,200
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	23,040
Bloomington	WTTV	13,800	New Haven	WNHC-TV	129,500
Boston	WBZ-TV, WNAC-TV	650,000	New Orleans	WDSU-TV	47,170
Buffalo	WBEN-TV	181,957	New York	WABD, WCBST-TV, WJZ-TV, WNBT	
Charlotte	WBTV	56,631		WOR-TV, WPIX	2,150,000
Chicago	WSKB, WENR-TV, WGN-TV, WNBO	815,471	Newark	WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000	Norfolk	WTAR-TV	56,780
Cleveland	WEWS, WNBK, WXEL	415,555	Oklahoma City	WKY-TV	68,000
Columbus	WBNS-TV, WLWC, WTVN	132,000	Omaha	KMTV, WOW-TV	62,900
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	784,000
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	100,544	Phoenix	KPHO-TV	25,100
Davenport	WOC-TV	44,668	Pittsburgh	WDTV	212,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	105,350
Detroit	WHIO-TV, WLWD	170,000	Richmond	WTVR	62,860
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	405,000	Rochester	WHAM-TV	73,370
Ft. Worth	WICU	44,340	Rock Island	WHBF-TV	38,460
Dallas			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	100,544	Salt Lake City	KDYL-TV, KSL-TV	37,500
Kalamazoo	WLAV-TV	107,297	San Antonio	KEYL, WOAI-TV	39,710
Greensboro	WFMY-TV	49,812	San Diego	KFMB-TV	81,400
Houston	KPRC-TV	65,238	San Francisco	KGO-TV, KPX, KRON-TV	133,400
Huntington			Schenectady	WRGB	
Indianapolis	WSAZ-TV	35,250	Albany-Troy		
Jacksonville	WFBM-TV	120,000	Seattle	KING-TV	63,100
Johnstown	WMBR-TV	27,000	St. Louis	KSD-TV	239,000
Kalamazoo	WJAC-TV	61,250	Syracuse	WHEN, WSYR-TV	95,110
Grand Rapids	WKZO-TV	120,269	Toledo	WSPD-TV	75,000
Kansas City	WDAF-TV	93,170	Tulsa	KOTV	61,000
Lancaster	WGAL-TV	76,487	Utica-Rome	WKTV	36,000
Lansing	WJIM-TV	42,500	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Los Angeles	KECA-TV, KFI-TV, KLC-TV, KNBH, KTLA, KTL, KTTV	877,421	Wilmington	WDEL-TV	55,610

Markets on Air 63

Stations on Air 107

Estimated Total Sets in Use 10,806,200

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.



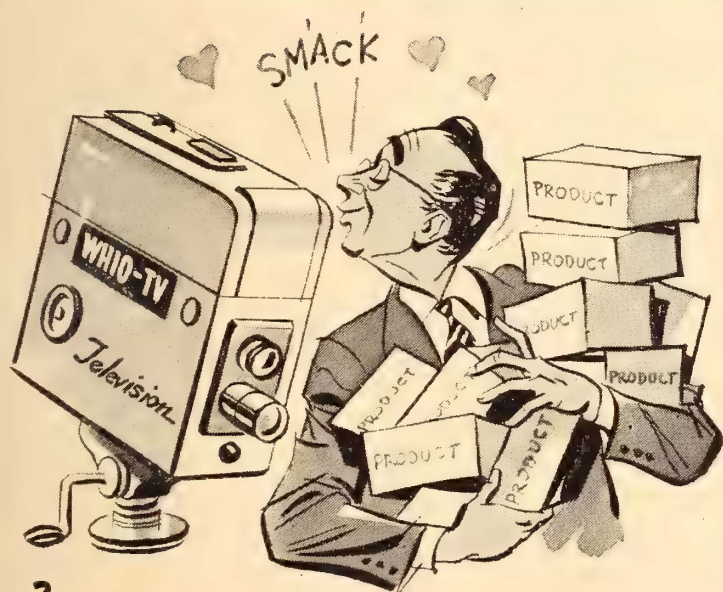
1.

With the gals, MacEvelly was never inept.
But the one that he fell for would never accept.



2.

But at last he prevailed. His success was terrific!
He wangled one ticket to see South Pacific.



3.

Right show—and right audience—won his objective.
With your Dayton sales you should be as selective!

4.

MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To Make a Hit in Dayton* **THE SHOW MUST GO ON WHIO-TV**

*WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich Miami Valley as well. To sell these 648,000 enthusiastic viewers, currently in constant touch with 162,000 TV sets, concentrate on our dominant† coverage. National Representative, G. P. Hollingbery Company, will gladly submit Pulse reports and market data.



† Pulse December report shows that WHIO-TV had 8 out of 10 top televised shows!

Public's Views

(Continued from page 57)

commercial interests to improve the quality of its present programming.

The U. of Louisville in its letter related how "1,332 music lovers" sent letters of protest to heads of major networks as the result of a *Time* magazine story which referred to a squeeze being put on good music.

One clothing manufacturer's letter simply asked: "What can I do?"

An advertising agency executive referred to the unlimited possibilities of television and declared: "I should certainly dislike to see this wonderful medium completely dominated by commercial interests."

James G. Patton, president of the National Farm Union, voiced his approval of the reservation proposal, likening the channels available to natural resources. He wrote: TV channels "should be conserved in behalf of the public interest. I have very little confidence that profit-motivated big business will do much for education."

A substantial portion of the letters to the FCC were from housewives, mothers and even children themselves. More than 50 children in Gaithersburg, Md., sent individual messages in support of educational telecasting.

A principal of a one-room school with 12 students in an outlying area implored the FCC that it "mustn't forget they exist too."

The oft-used contention that in order to educate the public you must meet it at its own level was decried by one writer, who declared this was a "kiss of death for radio." Rather, he told the Commission, "you're going to have a tough fight to keep TV from joining radio in the outer darkness."

FEBRUARY "Mighty Monarch of the Air" award went to Jerry Lester, NBC-TV, as "the young comedian who has brought a new and fresh approach to TV comedy." Award was presented to comedian on his Feb. 3, show, by Majestic Radio Corp., originator of the monthly citations.

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RADIO and TV STATIONS

Profits Depend on Efficient Personnel.

Our Graduates are

- Checked for
- Ability and Enthusiasm
- Appearance and Personality
- Integrity and Showmanship

Trained by

- Network Professionals

Trained to

- Do more than one job well
- Understand your operational problems

Trained with

- Complete TV and Radio Commercial Equipment

Trained under

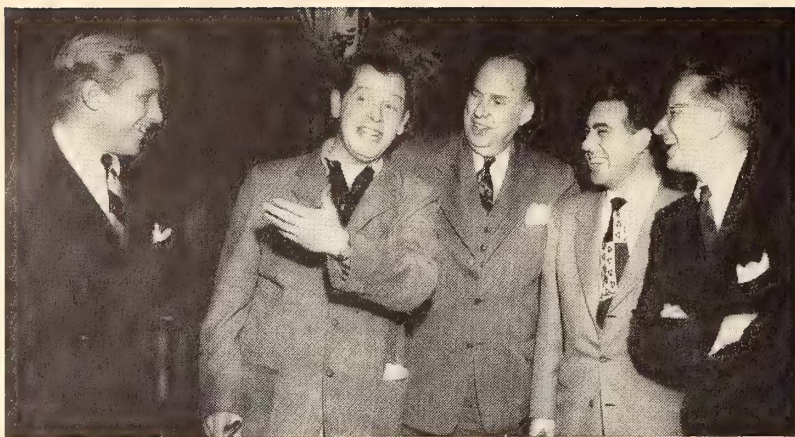
- Actual Broadcast Conditions

For Prompt Free Service Call, Write, or Wire Personnel Division

SCHOOL of RADIO TECHNIQUE

316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT



MILTON BERLE is his usual clowning self here but a few minutes later he became serious as he delivered an appeal for the 1951 Heart Fund drive. Mr. Berle made the appeal on Westinghouse's *Studio One*, CBS-TV, Jan. 29. Just before the show are shown (l to r) Thomas P. Losee, McCann-Erickson Inc.; Mr. Berle, J. M. McKibbin, v. p., Westinghouse Electric Corp., and A. Scalpone and Chester A. Posey, v. p.'s of McCann-Erickson.

ASCAP Showdown

(Continued from page 19)

committee for BROADCASTING • TELECASTING.

Flat Fee Proposal

"The committee was disinclined to accept this decision, but to keep negotiations open we asked the ASCAP group for its best possible proposal, which was for a flat fee on programs and another fee of 50% of that amount for adjacent commercials. Our group felt it could not recommend the acceptance of such terms to the television broadcasters, so this plan was rejected and ASCAP thereupon broke off negotiations with us."

That was Dec. 13. The following day, ASCAP notified all TV stations that it would shortly issue per program license forms and send them together with the blank license forms previously issued to the stations for their consideration. The present interim licenses will continue in effect for a period of 30 days following receipt of the forms, ASCAP said, while the telecasters made up their minds which type of license, if either, to accept. The interim fee is a flat monthly payment for the general use of ASCAP music, the amount ranging from \$50 to \$250 a month, depending on the annual revenue of the station, subject to readjustment in accordance with the terms of the license finally taken out.

"If any TV broadcaster finds either or both of the ASCAP licenses unacceptable," Mr. Sprague explained, "he can on the 30th day, notify ASCAP that he wants to negotiate better terms. He can then negotiate with ASCAP for the next 60 days and during all this time the station can continue to use ASCAP music upon paying the interim fees."

"If no agreement is reached in these negotiations, the broadcaster, on the 90th day, can file a petition in the federal court in New York asking that the terms be fixed by the court and that interim fees also be fixed for the use of ASCAP music until the court renders its decision, subject to readjustment

to the terms of the reasonable fee fixed by the court."

When a meeting of TV broadcasters was scheduled for Jan. 19 in Chicago to discuss the establishment of a new industry organization, Chairman Martin invited them to attend a meeting on the ASCAP situation the previous afternoon, expecting that by that time ASCAP would have issued its promised per program licenses. The licenses were not available by that date—and they are still unissued—but the meeting was held anyway. The 60 TV broadcasters who attended adopted a resolution authorizing the committee "to take any and all necessary and appropriate steps to secure a satisfactory television per program license from ASCAP, including giving assistance to such television stations as may institute attendant court actions," the stations further pledging financial support of the committee in all such activities [BROADCASTING • TELECASTING, Jan. 22].

Committee Ready

Following the meeting, which gave full approval to the committee's rejection of the ASCAP move to secure fees for commercials adjacent to programs of ASCAP music, Mr. Sprague reported, the committee notified ASCAP that it was still functioning and ready to resume negotiations whenever ASCAP so desires. "That offer still stands," he stated.

The committee membership, in addition to Chairman Martin, includes:

Roger W. Clipp, WFIL-TV Philadelphia; Robert D. Swezey, WDSU-TV New Orleans; Nathan Lord, WAVE-TV Louisville; Eugene S. Thomas, WOR-TV New York; C. Robert Thompson, WBEN-TV Buffalo; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises, Chicago; Edward McCrossin, DuMont TV Network; Irving R. Rosenhaus, WATV Newark; Charles A. Batson, NAB; Will Baltin, TBA.

In his letter to Mr. Thomas, Mr. McCollough proposed that a joint meeting of the NAB-TV board and the special music committee be held in New York, with "ASCAP notified that we are there

to do business in relatively short order or pass the matter into litigation."

Warning Given

Mr. McCollough warned that unless some such move is made the ASCAP negotiations may "become an exceedingly ill-timed and unnecessary debacle on the part of the television industry." At the moment, only a comparatively few television operators appear to be interested in per program contracts.

Mr. McCollough told BROADCASTING • TELECASTING Friday that he had heard from practically all the television station operators to whom he had written and that the responses indicated a pretty general agreement with his view that every avenue of negotiations with ASCAP be fully explored before the matter of determining fair and reasonable terms of per program licenses be turned over to the courts.

Many letters, he said, contained emphatic expressions of belief that most TV broadcasters are not interested in per program licenses and would not voluntarily contribute to costly litigation over them.

Copies of the letter sent to leading TV broadcasters have produced a generally favorable response to Mr. McCollough's position, it is understood.

George Whitney, KFI-TV Los Angeles, however, replied that his station will "very cheerfully" pay its fair share of court costs "rather than be victimized. We did not go through the experiences of 1940 t

'RADIO MANUAL'

Covers Broadcast Field

THE RADIO MANUAL. By George J. Sterling and Robert B. Monroe. New York, D. Van Nostrand Co. 890 pp. \$12.

The Manual, a favorite with radio engineers since 1928, has been revised to cover the theory and application of the entire radio field complete with all the latest developments. George Sterling, former chief engineer and now FCC Commissioner, was assisted by Robert Monroe, CBS engineer, in preparation of the new material. Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs, also contributed a chapter on the important fundamentals of complete television system.

A wealth of materials, including chapters on broadcast studio and control equipment, FM transmitters, etc., is presented. New chapters have been added on radio wave propagation, antennas and radio equipment for emergency service. The chapter on marine navigation aids covers radar and loran equipment. Final three chapters are devoted to a complete coverage of the laws which govern operation of all types of radio stations, and to the rules for commercial radio operators.

ow permit ourselves to be terror-
ized. If we have to we can do just
what we did before—get along
(very well indeed) without ASCAP
music until such time as they are
disposed to deal fairly with us.”

Mr. Whitney noted that “there
are two major considerations pres-
ently influencing our attitude to-
ward the ASCAP proposals:

“(1) We are not informed of the
basis upon which it is claimed that
the rendition of a copyrighted mu-
sical composition by *televised*
broadcasting is, *under the law*, any
different than a rendition by AM
radio.

“We desire to be informed upon
this point, and to have cited to us
the authorities supporting the
ASCAP position, if it is their posi-
tion, that there is such legal differ-
ence in the nature or character of
the two types of renditions as jus-
tifies a higher or different fee for
the use.

“(2) We are informed that
ASCAP demands that the rate of
payment agreed upon shall apply
to receipts from any commercial
announcements immediately pre-
ceding or following a program in
which ASCAP music is used.

“We are unalterably opposed to
the making of such payments, and
believe our position to be firmly
supported by the terms of the con-
tent decree presently governing
ASCAP’s operations, which forbid
the collection of fees in respect to
programs in which ASCAP music
is not included.”

He added that E. C. Mills, one-
time general manager of ASCAP,
is serving KFI-TV as consultant in
this and other matters “and we
have had the benefit of his thinking
on this subject.”

School Directory

MORE THAN 400 institutions of
higher learning now have courses
in radio or television, according to
a directory prepared for the Fed-
eral Security Agency by Gertrude
L. Broderick, radio education spe-
cialist. Franklin Dunham, chief,
Educational Uses of Radio, FSA,
expressed a hope that the directory
will continue to serve as a guide
to those interested in exploring
growing possibilities in these two
important fields.”

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

TRACY-LOCKE SCORES

Shows TV Spots Superior to Newspaper Ads

USING the collective sweet tooth
of viewers as a yardstick,
Tracy-Locke Co. Inc., Dallas, de-
vised a method of measuring the
value of late-evening telecasting
locally.

The agency’s device also shows
graphically, and in dollars-and-
cents fashion, another instance
where television’s sales power is
superior to that of newspaper ad-
vertising.

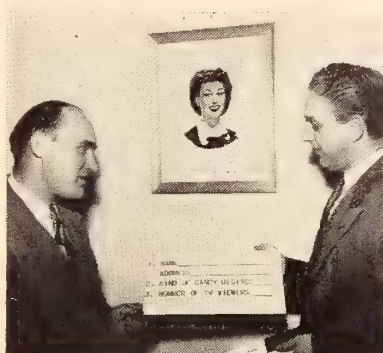
TV rating services in the Dallas-
Fort Worth area do not, as yet,
reportedly have adequate means
of tallying television listening at
11 p.m. weekdays.

An agency client, the King Candy
Co., agreed to offer in a one-minute
11 p.m. Thursday spot on WBAP-
TV Fort Worth a box of candy to
the first 500 writers-in. Number
of persons watching each set was
requested.

Within 24 hours, 2,011 replies
were received with an average of
3.5 viewers per set.

Of the returns, 96.7% were from
within a 50-mile radius. From
towns more than 100 miles distant
came the remaining 3.3%.

Breaking the figures down,
Tracy-Locke pointed out that the
cost of the spot was \$12, making
a cost per thousand viewers of
17.1 cents. By comparison, a two-
inch ad in a leading newspaper
covering the same territory at a
\$12 cost, and using a high reader-
ship of 4% and a circulation of



In a congratulatory mood are
Philip L. McHugh (l), Tracy-Locke
radio and TV director, and Clay
W. Stephenson, executive vice
president and King account exec-
utive, Tracy-Locke.

* * *

165,036, an audience of 23,000
readers would have been reached.
This would place the newspaper
ad cost per thousand at 52 cents.

Tracy-Locke happily commented
that TV won that battle by deliver-
ing 304% more audience for the
client’s dollar.

Smythe To Speak

DR. DALLAS W. SMYTHE, di-
rector of the New York video pro-
gram survey, will discuss that
project Thursday before the Chi-
cago Television Council. Results
of the New York survey became
an issue in Washington when they
were introduced into the battle
before the FCC between educators
and commercial broadcasters over
proposed reservation of channels
for educational TV stations. Dr.
Smythe is an associate in the In-
stitute of Communications Re-
search at the U. of Illinois and was
formerly with the FCC as assist-
ant chief accountant and chief of
the economics and statistics branch
of the Commission.

Atomic Blast

ATOMIC-test blast flash off
in southern Nevada, some 300
miles away, was telecast over
KTLA (TV) and KTTV (TV)
Hollywood, early last Tues-
day morning, chalking up an-
other “first” for television.
Although many in the Los
Angeles area felt the concus-
sion, television viewers saw
only a bright flash on their
screens, its searing white
radiance lasting only for a
split second. KTLA and
KTTV set up their cameras
atop Mt. Wilson, 5,710-foot
mountain peak, where sta-
tions’ transmitters are lo-
cated. KTTV used one
camera. KTLA utilized
three. Both stations started
telecasting at approximately
5 a.m., with the blast flash
occurring 47 minutes later.

NARBA Tiff

(Continued from page 25)

FCC Comr. Rosel H. Hyde, with
Capt. John Cross of the State Dept.
as vice chairman. First sessions
were held in Montreal from Sep-
tember to December 1949, when
they broke up to permit separate
U. S.-Cuban negotiations designed
to reconcile differences between the
respective viewpoints of these two
nations.

These bilateral sessions were held
in Havana in early 1950 but failed
to bring agreement. The full con-
ference then reassembled in Wash-
ington in September 1950 and con-
tinued sessions until the treaty was
evolved and signed Nov. 15.

Nations whose representatives
signed the new agreement were the
U. S., Canada, Cuba, Bahamas-
Jamaica, and Dominican Republic.

The NARBA becomes effective
when ratified or adhered to by
three of the following four coun-
tries: U. S., Canada, Cuba, and
Mexico.

Its terms provide that it shall
continue in effect for five years or
until a new agreement goes into
force. It may be revised at a pleni-
potentiary conference to be held in
four years, and the broadcasting
regulations which it contains may
be changed at an administrative
conference to be held in advance of
the plenipotentiary session.

Adequate advertising

helps business
manufacture more
customers at low cost.

Your advertising in
Printers' Ink tells
the leading buyers of
advertising how
your station can

help them manu-
facture more customers
in your market —
at low cost.

Winning Soap Battle

(Continued from page 24)

household word throughout its 150,000 square mile distribution area for more than a century."

In his commercials, Mr. Harrington loudly claims that most living women in the Chicago area grew up with American Family. He asserts that the product has served great-grandmother, grandmother, mother, and daughter, and plays up brand loyalty and the washday tradition of American Family at every opportunity.

Account Executive John Gillis of the Kastor agency believes it is a tribute to regional radio, and WBBM's 50 kw coverage in particular, that the product has managed to achieve a high sales record without the support of network shows, such as those used by some American Family competitors.

This does not mean that WBBM is the only radio station used, however. Transcribed radio is used in outlying markets in the five-state area, and Kastor also is developing newscaster-personalities of the John Harrington type, and adapting his format, in other localities.

Neither the agency nor P. & G. will reveal American Family's radio budget, but based on recent appropriations, it is estimated to be well above \$100,000 annually. Time alone on WBBM cost \$39,613.60 last year. Add to that figure Mr. Harrington's talent

fees, cost of maintaining a fulltime newswriter, and the fee to Community News Service.

"Big John" Harrington's entrance into radio was in keeping with his straight-forward manner. When only 19, he invaded the studios of KWK, then in St. Louis' Chase Hotel, and had the temerity to tell the first man he met that he could broadcast baseball better than the station's well-known "Thomas Patrick."

The man, an amused Thomas Patrick Convey, late founder of KWK who used his first two names at the mike, promptly set up an audition for Mr. Harrington. He was impressed with the timbre of the young applicant's voice.

Because Mr. Convey had a son about the same age as John, and figured the two lads could go through their apprenticeships on KWK together, he hired Mr. Harrington as a newscaster.

Within five years, after he had scored outstanding news beats for KWK by being the first to interview the kidnapped Dr. Isaac Kelly; setting up exclusive courtroom coverage of the Nellie Muench murder trial, and getting on the air first with Jackson and O'Brien, famous endurance flyers, "Big John" felt he was ready for the midwest's "big town." He joined the staff on WGN Chicago.

Goes to St. Louis

When Thomas Patrick Convey passed away the following year, Mr. Harrington went to St. Louis to attend the funeral and remained as assistant to Bob Convey, who succeeded his father as president of KWK. Two years later, Jack Van Volkenburg, then manager of KMOX St. Louis, lured Mr. Harrington to the CBS-owned station, but John never took the air there. Forty-five minutes after he had reported to KMOX for his first assignment, H. Leslie Atlass, vice president in charge of CBS' Central Division, and Frank B. Falknor, manager of WBBM, Columbia-owned Chicago outlet, walked into Mr. Van Volkenburg's office on a routine business call. Both were impressed with Mr. Harrington and decided he would have a greater future in Chicago.

John has been at WBBM ever since and has been equally successful at sports and newscasting. Oldest WBBM announcer in point of service, he has been sports director since the station gave up baseball play-by-play in 1940.

American Family Flakes was manufactured and marketed by James S. Kirk & Co. when P&G bought its new million-dollar plant in 1930. The 57-year-old Kastor agency got the account from Kirk two years before this transaction.

The Kirk facilities were acquired by P&G during its big 1928-30 expansion, when it also took on Oxydol and Lava brands from the William Walthe Co., purchased Globe Soap Co., the Duz Co., and others.



DISCUSSING the Feb. 4 premiere of the *Armed Forces Hour* [BROADCASTING • TELECASTING, Jan. 29], Defense Dept. TV show, are (l to r) Herman Cohen, vice president, WAAM (TV) Baltimore; Charles Dillon, head, radio and TV branch, Office of Public Information, Defense Dept.; Clayton Fritchey, director of information, Defense Dept., and Ken Carter, general manager, WAAM. The show, seen over 56 DuMont stations, originates at WAAM.

DETROIT AIRS

Senate Crime Hearings

WJBK-AM-TV and WJR Detroit late last week were giving special coverage to the Senate Crime Investigating Committee which opened hearings in the Michigan city last Thursday.

WJBK canceled commercials for three days to bring Detroit broadcasts and telecasts of the hearings, as a public service in cooperation with the *Detroit Times*.

WJR set up microphones and the news staff recorded the proceedings which were played back to the public Thursday, Friday and Saturday nights.

REORGANIZATION

Senate Okays Truman Bill

THE SENATE passed and sent to the House last week a bill (S 101) to permit President Truman to reorganize government agencies on a temporary basis to fill national defense requirements.

The measure would authorize the President to proclaim temporary reorganization plans for defense purposes, with the plans becoming effective after 18 days, unless specifically turned down by the House or Senate. The provision was inserted at the insistence of Sen. John W. Bricker (R-Ohio), who also moved to strike out a section which would have authorized the Chief Executive to appoint certain top officials without Senate confirmation.

Under the present reorganization law, Congress has 60 days in which to veto presidential reorganization orders. This law, under which the Senate last year turned down a Truman proposal to reorganize the FCC along the lines of the Hoover Commission's recommendation, remains unchanged for any permanent reorganization desired by the administration.

LIBERTY BROADCASTING System joins Southern Calif. Broadcasters' Assn. Total of SCBA member stations now 54.

CRIME REPORT

Hill Group Sets New Date

DEADLINE for the final report to Congress by the Senate Crime Investigating Committee, which may recommend legislation for the control of wire services disseminating racing information [BROADCASTING • TELECASTING, Jan. 22], has been delayed one month.

The committee has now scheduled March 31, the date when the committee expires under Congressional authority unless extended, as its report deadline instead of Feb. 28, previously set.

Sen. Estes Kefauver (D-Tenn.), chairman of the crime probe committee, has stated in New Orleans that the placing of racing wire services under jurisdiction of the FCC to insure proper use of information is one of four methods that could be used to check nationwide gambling.

Gambling Chief Subject

Gambling is the chief vice being investigated throughout the country by the committee.

Recommendations for wire service control, if forthcoming, probably would touch on the field of horse race broadcasting. FCC still has outstanding an inquiry of all radio and TV stations that it has been conducting, requesting details on horse race programming. Results of this questioning could result in license renewal proceedings for stations considered to be presenting unbalanced programming, or indirectly aiding illegal gambling. The FCC also has submitted data on horse race broadcasting to the Senate committee.

IN CINCINNATI

- MORE** local and national spot advertisers buy
- MORE** time on WLW-T to sell
- MORE** products to
- MORE** people . . .
... than any other TV station in Cincinnati

IN DAYTON

- MORE** local and national spot advertisers buy
- MORE** time on WLW-D to sell
- MORE** products to
- MORE** people . . .
... than any other TV station in Dayton

IN COLUMBUS

- MORE** local and national spot advertisers buy
- MORE** time on WLW-C to sell
- MORE** products to
- MORE** people . . .
... than any other TV station in Columbus

THIS IS

WLW-TELEVISION

WLW-T **WLW-D** **WLW-C**
CHANNEL 4 CINCINNATI CHANNEL 5 DAYTON CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest
Audience: Videodex, December, 1950

....for the finest
in professional tape
recording equipment

STANCIL-S₂ HOFFMAN

HOLLYWOOD 38 CALIFORNIA

BASEBALL DRIVE

Radio-TV Will Join Minors' Promotion

BROADCASTERS and TV stations will join baseball officials in promoting the golden anniversary of minor leagues, they told George Trautman, president of the National Assn. of Professional Baseball Leagues, at a meeting held last Monday in New York.

Advertisers, sportscasters, sports writers and advertising agencies were represented at the meeting. They promised to cooperate in Baseball Week, April 15-21. NAB has been represented at a series of minor league regional meetings and will submit promotional material to stations.

Calling the meeting "something of an historic occasion," Mr. Trautman, after pointing out the common interests of major and minor leagues, said that overall minor league attendance had fallen from \$3 million in 1949 to \$35 million in 1950. While he would not say that radio and TV were responsible for his, he said, he felt that much could be done about it, particularly because many clubs do not know how to use radio to help their attendance. Of the operators of 248 clubs in 32 minor leagues, about 5% were men engaged in other businesses. Consequently a wide diversity of experience and knowledge existed among them to be called upon.

Immediately at least, he said, the national emergency would not seriously curtail operations. At the last war's peak, 12 million men were in service, but the current total is only 3.5 million, with 2.7 million already in uniform. So far, out of about 12,000 minor

league players in the country, only 368 have been called up.

Hugh Higgins, appearing for NAB as well as BAB, said that "radio is baseball's biggest grandstand" and pledged that the entire industry would get behind the minor leagues.

MBS Director of Sports Paul Jonas suggested regional clinics for club operators in use of radio and TV, which he said he already had brought up with major league owners. MBS would be glad to cooperate, he said.

C. L. Jordan, executive vice president of N. W. Ayer, pointed out that the newspapers had largely built baseball into a national institution. Now, he said, if radio and TV were to get behind the game, "it ought to help a great deal."

Coca-Cola Plans

Vince Williams of Coca-Cola said his company is preparing what "in the overall picture will be a national campaign" on behalf of baseball. Included will be spot announcements, a skit over a network program, national advertising including billboards, all of which will be tied in with promotion being discussed.

Red Barbour, CBS sportscaster, called attention to the tendency of club operators to "start out strong" in furnishing information regularly to radio stations, and then to dwindle off until the burden is upon radio personnel to dig the information up.

Gordon McLendon, president of Liberty network, said he had learned that specific plugs pull better than general ones, and mentioned a game in which it was announced that one team would appear in shorts, a fact which apparently drew a large attendance. Curiosity and interest is aroused, in such manner, he said, in the next particular game, rather than in any game.

Ted Husing, after remarking on

his own absence from baseball for a number of years, said he felt that it was probably sufficiently unchanged to warrant his giving an opinion. Ideas, he said, were what were being asked for at the meeting, and they usually sold for money. He suggested small conferences with top promotion people on a paid basis to work something out.

GIBSON TO DPA

NPA Also Appoints Four

APPOINTMENTS to five key posts within the government's two top production agencies—the Defense Production Administration and the National Production Authority—were announced last week.

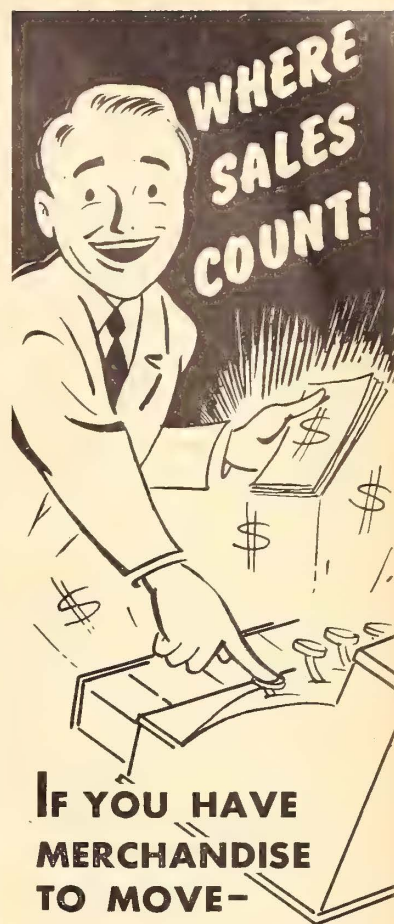
Edwin T. Gibson, General Foods Corp., New York, was named by DPA Administrator William H. Harrison to the post of deputy administrator for staff services of DPA. He has been granted leave of absence from his position as executive vice president of General Foods. Mr. Gibson is also a member of the firm's executive committee and the board of directors.

The executive joined General Foods in 1933, heading several subsidiaries, including Birds-Eye Frozen Foods. Previously he had been associated with National Biscuit Co., American Sugar Refining Co. and other firms.

Appointment of Manly Fleischmann as NPA administrator was announced by Secretary of Commerce Charles W. Sawyer. Mr. Fleischmann had been acting administrator since Jan. 23 when Gen. Harrison shifted to DPA. Previously he was general counsel for NPA. A Buffalo attorney, Mr. Fleischmann served with the War Production Board during World War II.

The new NPA administrator also announced an appointment—that of Glen Ireland as NPA deputy administrator last Tuesday. Mr. Ireland, who had been serving as assistant to the administrator since last October, is currently on leave of absence from his post as vice president and general manager of Pacific Telephone & Telegraph Co., Northern California and Nevada area. Previously he was with AT&T and Northwestern Bell Telephone Co.

Other appointments, also announced by Mr. Fleischmann, were those naming John C. Pritchard, Denver businessman, to head up NPA's Office of Small Business as director and James L. Kelly as deputy director. Mr. Pritchard has been a member of the Dept. of Commerce's Small Business Advisory Committee since 1926. Mr. Kelly has been active in Washington government circles since 1942, having assisted in the establishment of central administrative services for war agencies. He has been with the Budget Bureau and the War Assets Administration.



and you want to move it fast — ring up sales with W D O K. You'll be *HAPPY* with the results—you'll be surprised at the *LOW COST!*

SELL THROUGH W D O K

Affiliated with . . .



THE LIBERTY BROADCASTING SYSTEM . . .

serving Ohio's
1st market
24-hours
a day

W D O K
Cleveland
1260 kc. 5000 w.

Represented by Everett-McKinney

Use Morse Code

MORSE code newscasts are being transmitted by the Voice of America eight hours each day to Soviet Russia in the hope that the reports will be distributed by anti-Communist factions, it has been revealed. The messages are aired in Russian Morse code the first 20 minutes of each hour throughout the broadcast day from stations on the East and West Coasts of the U. S., Germany and the Philippines. Purpose of the plan is to encourage publication of anti-Communist newspapers throughout the Soviet Union, Voice officials explained.

KSWM

JOPLIN, MO.

REACHES 446,600*

PERSONS WHO SPEND...

\$285,550,000 ANNUALLY

IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

upcoming



- Feb. 12-13: Columbia Affiliates Advisory Board District 9, San Francisco.
- Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.
- Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.
- Feb. 14-16: Columbia Affiliates Advisory Board District 7, Omaha.
- Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.
- Feb. 16-17: Fifth Annual Radio News Short Course, and Northwest Radio News Assn. Annual Meeting; School of Journalism, U. of Minnesota, Minneapolis.
- Feb. 17: Carolinas Radio News Directors Assn., News Clinic, Chapel Hill, N. C.
- Feb. 17-24: Fifth Annual AAAA Examinations, administered by regional councils and chapters.
- Feb. 19: NAB TV Board of Directors, Ad Club, New York.
- Feb. 20: Advertising Club of Washington Radio-TV Seminar, Hotel Statler, Washington, D. C.
- Feb. 22: Voice of Democracy Awards Luncheon, Hotel Statler, Washington, D. C.
- Feb. 23: Illinois Broadcasters Assn., Leland Hotel, Springfield, Ill.
- Feb. 23-24: First Annual Clinic for Radio Broadcasters, U. of Kentucky, Lexington.
- Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.
- Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

RELIGIOUS ISSUE

TAKING issue with an FCC examiner's contention that the First Amendment to the Constitution would be violated through a new station grant to a religious organization that would program to further its own religious interests, Rep. Charles J. Kersten (R.-Wis.) flatly told the House that the violation would be if the FCC failed to grant the license.

The Wisconsin Congressman referred to the proposed denial of a new non-commercial AM station in Kansas City to the Reorganized Church of Jesus Christ of Latter-Day Saints, issued Dec. 29, 1950 [BROADCASTING • TELECASTING, Jan. 1]. In his conclusions, Examiner J. D. Bond found that the applicant was legally, financially and technically qualified to operate the station. But, though the applicant's proposed programs "in these respects would serve the public interest, convenience and necessity," Mr. Bond found that "because the Constitution so requires, the . . . application should be denied even though it might otherwise be qualified to hold a broadcast station licensee."

Rep. Kersten in his dissent referred to that particular part of the First Amendment which provides:

Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof.

"It is my contention," Rep. Kersten declared, "that in this instance the FCC would violate the First Amendment not if it granted the license, but rather if it failed to grant the license. It would be an obstruction of the free exercise of religion to deny a license solely because the applicant is a religious organization."

"This authoritarian abuse of discretion is a result of the false totalitarian belief that the federal government is the complete and sole proprietary owner of all the airwaves, and not merely a regulator of their use."

'Dangerous Thinking'

He warned of "the type of dangerous thinking" that appears "to be infesting more and more of our bureaucratic administrators."

Rep. Kersten termed "totally false" the premise that the government "can dispense them (air waves) to whomever it sees fit."

Conceding that broadcasting must be subject to federal regulation due to certain obvious problems, the Wisconsin Congressman hastened to add "regulation by the government does not mean complete control." He continued:

As the terms of the law creating the FCC indicate, the primary purpose of regulation of radio stations is to see that those who are licensed to operate, serve the public interest, convenience and necessity. As long as the public interest, convenience and necessity is served, the FCC has no right to deny a license to an applicant, unless, of course, such a granting would cause hopeless radio interference with other stations al-

Rep. Kersten Hits FCC Action

ready operating.

In this present case of the Mormons, it must be remembered that the examiner had already determined that the public interest, convenience and necessity would be served by this station and there would be no interference with other operating stations, and yet the examiner denies the license because he believes that to grant it would violate the First Amendment.

. . . What greater violation of this amendment by Congress could there be if Congress so created the FCC, that it would have the power to deny a radio station to a church or reli-

FLANIGAN NAMED

As Oliver Morton Successor

ROBERT M. FLANIGAN, veteran of 15 years in the business side of broadcasting and associated with NBC Chicago since 1942, has been



named head of the network's National Radio Spot Sales Dept. in Chicago. He succeeds Oliver Morton, who died Feb. 2 [BROADCASTING • TELECASTING, Feb. 5].

Mr. Flanigan started his radio career with World Broadcasting System in Chicago in 1935. He is a graduate of the U. of Illinois and holds a law degree from De Paul U., Chicago. Joining the NBC local and national Spot Sales Dept. in Chicago nine years ago, his career was interrupted in 1943 when he joined the Army Quartermaster Corps, and spent some time in the China-Burma-India theatre. He returned to NBC in 1945 and when the National Spot Sales was split into Radio and TV Spot Sales recently, Mr. Flanigan remained assigned to Mr. Morton's staff.

He is a native of Aberdeen, S. D.

gious group solely because it was a church or religious group.

Rep. Kersten referred to Supreme Court rulings that had upheld the rights of various creeds to preach on the street and distribute literature, saying that under the First Amendment it was on the same high estate as worship in churches and preaching from the pulpit.

Radio Normal Channel

Accordingly, he declared: "In this age of mechanical and scientific advance, the radio is an ordinary and normal means of projection of one's ideas and thoughts. To a large part it has replaced the street preaching of old. . . . When then, too, is the right of freedom of religion or freedom of speech without a radio channel."

Rep. Kersten also included in the record a copy of an *America* magazine article by Edward J. Heffron, director of community relations for Johnson & Johnson, New Brunswick, N. J., who also saw a threat in the proposed decision's reasoning [BROADCASTING • TELECASTING, Feb. 5].

Feb. 19 is the deadline for filing exceptions to the initial decision and, as of last Thursday, none had been received by the FCC. Normally, Feb. 6 would have been the final date under Commission's procedure of allowing 40 days between proposed and final actions, but the FCC approved a request for additional time.

HONOR HENNOCK

Gets Educational Award

THE 1950 award of the Adult Education Council of Philadelphia will be conferred on FCC Comr. Frieda B. Hennock. The awards committee selected Miss Hennock as the "champion of education by radio and television in order to bring knowledge, culture and enjoyment to more Americans," according to Henry Klein, chairman of the council.

Formal presentation will be made Thursday in Philadelphia at a dinner in the Franklin Institute when Comr. Hennock is scheduled to speak.

ABC

AMERICAN BROADCASTING COMPANY

IN LOUISVILLE

WK

LO

1080 Kilocycles

5000 WATTS-DAY

1000 WATTS-NIGHT

BALANCED PROGRAMING for better listening... more listeners

WK★LO

Louisville, Ky.

JOE EATON, MGR.

Represented Nationally by JOHN BLAIR & CO.

the KOKOMO market is rich!

Distribution of Listening Homes among stations . . .

Latest Conlan Figures . . .

WIOU . . . 67.0%

POPULATION	
224,200	
BMB RADIO FAMILIES	EFF. BUYING INCOME
74,210	\$302,329,000
RETAIL SALE SALES	FOOD SALES
\$181,967,000	\$46,980,000
NO. FOOD STORES	DRUG SALES
591	\$6,539,000
NO. DRUG STORES	FARM \$
77	\$65,071,000

WIOU

1000 WATTS ON 1350 KC

KOKOMO, INDIANA

Columbia Broadcasting System

National Rep: Weed & Co.

Open Mike

(Continued from page 38)

...n't they be more diplomatic and fortunate in their choice of words? ... We thrive on the success stories and encouragement your publication has given us in the past, and be that in the future statements can be worded in a more enlightening manner.

Robert E. Williams
Station Manager
WFML (FM) Washington,
Ind.

EDITOR:

...notice in Jan. 29 CLOSED CIR-
...that the Commission is out-
...work as TV is frozen and will
...continue that way, AM spectrum
...overloaded and FM is a practi-
...cally forgotten medium. We haven't
...gotten FM and neither have 7.5
...million radio listeners, 676 sta-
...tions, and many prominent per-
...sonages in the radio industry.
...figures taken from BROADCAST-
...• TELECASTING same issue.)

Ray Torian
KNOB (FM) Long Beach,
Calif.

R ELECTRONICS

USAF Reports New Devices

...VELOPMENT of new electron-
...and munitions equipment which
...enable the U. S. Air Force
...attack enemy ground forces
...effectively in darkness and inclem-
...ent weather was revealed last Mon-
...day by Air Force officers.

While details of the development
...remained highly classified, it was
...known that light bombers and
...fighters would carry special elec-
...tronics equipment for navigation
...at very low altitudes, and that
...ground controllers would be
...equipped with "highly mobile"
...war equipment to track planes
...and relay patrol information. For-
...ward observation posts also would
...be given certain electronic aids to
...detect enemy movements. The de-
...velopments have been under study
...for six years and probably will be
...tested for production by key elec-
...tronics firms.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

\$140,658,000
In Food Sales*

Food advertisers pick WDRC,
the Test Station in Hart-
ford, the country's No. 1
Test City. Write Wm. Malo,
Commercial Mgr., WDRC,
Hartford 4, Conn.

* Sales Management's Figure
for Hartford Metropolitan Area

allied arts



COFFIN, COOPER & CLAY, oper-
ator Tele-Que Audience Analy-
sis, open S. F. office at 260 Kear-
ney St. Telephone: DOuglas 2-1452.
ROBERT SEELYE is office manager.

RAYMOND REEVES, vice president
S. F. Bay Area Council, named dean
School of Advertising at Golden Gate
College, S. F.

METRO-GOLDWYN-MAYER RADIO
ATTRACTIONS, N. Y. producing new
syndicated programs, *The Gracie Fields
Show*, 30-minute music-comedy series;
and *John Nesbitt's Passing Parade*,
thrice-weekly, 15-minute series. Re-
lease date soon to be announced.

CARL HAVERLIN, president Broad-
cast Music Inc., named chairman of
music publishing division of Red
Cross drive.

JOYCE LANGHANS, *Honolulu Star-
Bulletin*, to Vance Fawcett Assoc.,
Honolulu advertising-public relations
firm. She will assist Mr. Fawcett in
public information work.

ALAN BUNCE was re-elected presi-
dent of New York local of American
Federation of Radio Artists, accord-
ing to January issue of *Stand By*,
official AFRA bulletin. Other officers
elected were: VINTON HAYWORTH,
first vice president; FRANK GAL-
LOP, second vice president; LANNY
ROSS, third vice president; JEAN
TIGHE, fourth vice president; CLAU-
DIA MORGAN, fifth vice president;
DWIGHT WEIST, treasurer; and
VICKI VOLA, recording secretary.

SHERMAN & MARQUETTE, WIL-
LIAM H. WENTRAUB CO. and
SHELL OIL CO. have become sub-
scribers to Videodex TV Rating Ser-
vice published by Jay & Graham Re-
search Inc., N. Y., Allan V. Jay,
president, announced last week.

Equipment . . .

RALPH J. CORDINER, president Gen-
eral Electric Co., Schenectady, an-
nounced election of three executive
vice presidents to fill newly-created
posts with responsibilities as assigned
by the president. HENRY V. ERBEN,
vice president and general manager
apparatus department. HARDAGE L.
ANDERSON, vice president and gen-
eral manager appliance and merchan-
dise department, and ROY W. JOHN-
SON, vice president and general
manager affiliated manufacturing
companies department.

E. H. HOWELL, sales manager meter
& instrument division General Elec-
tric Co., Lynn, Mass., appointed spe-
cial representative of company's
apparatus department in Washington.
D. C. DONALD E. CRAIG, assistant
manager of sales for division, named
to succeed Mr. Howell. Mr. Howell
will coordinate his activities with
those of E. E. POTTER, vice presi-
dent, who is located in Washington.

BRIG. GEN. RUSSELL E. RANDALL,
USAF retired, appointed adviser mili-
tary activities for Stancil-Hoffman
Corp., Hollywood (magnetic record-
ers).

WILLIAM HARGREAVES appointed
vice president in charge of engineer-
ing Transicoil Corp., N. Y.

DR. R. M. BOWIE, manager physics
labs Sylvania Electric Products Inc.,
Bayside, N. Y., appointed director of
engineering on staff of vice president
of engineering, E. FINLEY CARTER.

MAGNETIC AMPLIFIERS Inc., Long
Island City, N. Y., announces new
line of packaged, standard magnetic
amplifiers for automatic control and
servomechanism application at power-
line frequencies of 60 and 400 cps
and with powerhandling capacities up
to approximately 350 w.

MFRS. ENGINEERING & EQUIP-
MENT Corp., Willow Grove, Pa., pub-
lished new technical bulletin describ-
ing Sweepmaster I, video sweep
generator used for aligning wide-band
amplifiers along with many other ap-
plications.

IVAR G. BLACKBERG, assistant di-
vision manager Stewart-Warner Elec-
tric, radio-TV division Stewart-War-
ner Corp., Chicago, appointed chief
purchasing agent.

HEWLETT-PACKARD Co., Palo Alto,
Calif., announces new line of wave-
guide test equipment based entirely
on new concept of waveguide instru-
mentation. New equipment will com-
prise over 100 instruments. Each
instrument, insofar as possible, will
cover full frequency span of given
waveguide size.

GENERAL ELECTRIC, Schenectady,
offering two-colored bulletin on high
speed synchronous generators. Pub-
lication covers standby, portable and
prime-source power.

WILLIAM H. CLITHERO Jr., Hous-
ton Radio Supply Co., Houston, to
National Union Radio Corp., Orange,
N. J., as district manager for south-
west territory.

RCA VICTOR releasing Volume V of
RCA Victor Service Data, which pro-
vides service and technical data on all
1949 models of RCA Victor TV and
radio receivers and Victrola phono-
graphs. The book is available to serv-
icemen through RCA distributors.

Technical . . .

VERLE JONES Jr., chief engineer of
former KAVR Havre, Mont., to KPUG
Bellingham, Wash., as engineer-an-
nouncer. EDWIN MILLER, engineer-
announcer KAVR, to KBIO Burley,
Ida., as chief engineer.

HARVEY JEROME, cameraman
WAAM(TV) Baltimore, named assist-
ant floor manager. FRED WHEELA-
HAN, cameraman, appointed lighting
director.

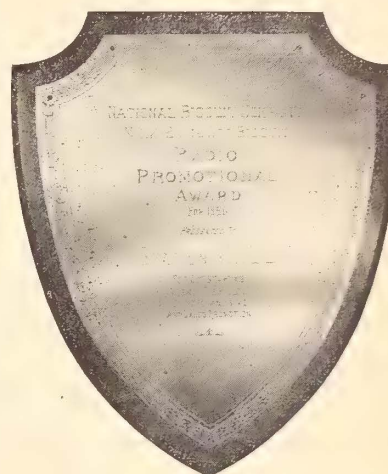
PAT DIGNAN, assistant technician,
CBS Hollywood transferred to KTSL
(TV) Hollywood as full technician.
GUY CORNELLETTI replaces him.

VIRGIL HINSHAW, engineer KFHM-
AM-FM Wichita, Kan., appointed chief
engineer.

LAWRENCE C. McARTHUR, staff en-
gineer KECK Odessa, Tex., to KFMB
San Diego in same capacity.



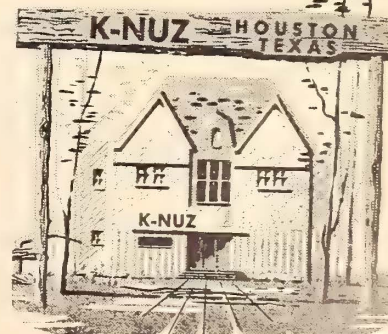
Nabisco Promotional Award



Every year, during National Dog Week in
September, radio stations throughout the
country compete in Nabisco's Milk Bone
Dog Food Promotional award for 1950.

And here's how K-NUZ did the job; Work-
ing with S. P. C. A., K-NUZ located 200
dogless homes for 200 homeless dogs.
Three pups were featured each day on
the disc-and-patter program called "Port-
city Popcorn." With each adopted dog
went a month's supply of MILK BONE Dog
Biscuit. Replies, queries, and congratula-
tions mounted and in a few short weeks,
the demand for canines outstripped the
supply. S. P. C. A. marveled at the suc-
cess, Nabisco was delighted with the in-
creased sales, and the dogs—God bless
'em—wagged many a happy tail.

For information call:
Forjoe: National Rep.
or Dave Morris, General Mgr.
at KEystone 2581



air-casters



JIM BAILEY, chief announcer WCEN Mt. Pleasant, Mich., appointed program director, **FRANK ROBINSON**, sports director, named chief announcer.

BOB VAN ROY named announcer-copywriter KITO San Bernardino. Was with WOSH Oshkosh, Wis.

NORMAN W. GLENN, NBC presentation writer, named sales promotion supervisor for network.

DeFOREST FISHER, CBS Hollywood, to KPIX(TV) San Francisco, as producer-director.

HAROLD J. BOCK, director of talent NBC Hollywood, resigned last week after 17 years association with network in Hollywood and S. F. Started with NBC news bureau in S. F. as manager and held several positions up until last year when he was appointed director of talent relations. He plans to spend next few months working on book about Hollywood radio stars, entitled *It's a Living*.



Mr. Bock

RAY PERKINS, disc jockey KFEL Denver, awarded citation for "outstanding achievement in field of radio entertainment" by *Coronet* magazine.

BOB PLATT, program director WCFL Chicago, father of girl, Mary Beth.

U.S. TREASURY Dept., Feb. 11 released *Guest Star*, series featuring **DUKE ELLINGTON**, noted musician, and **WILLIS CONOVER**, disc jockey WWDC Washington. Program released to 2,800 stations throughout country.

GEORGE CARROLL, program director WEEU Philadelphia, to start daily disc jockey show in afternoon Feb. 19.

FAYE EMERSON, ABC-TV star, received award for "the outstanding radio and TV personality of 1950," made by Baltimore Advertising Club.

BEN KAUFMAN, advertising-promotion MBS New York, now handling special MBS program-promotion project.

JIM AMECHE, announcer WFJL (FM) Chicago, one of 13 Chicagoans cited by chancery of Roman Catholic archdiocese for his work in "combatting communism and human distress." He received Laternan medal.

HAL KEITH, TV director NBC New York, recalled to active duty in U. S. Army as captain effective Feb. 14.

ALL WAS QUIET

H. R. BAUKHAGE, ABC commentator noted for his famous tag line "Baukhage Talking," was at a loss for words when confronted by a gunman demanding his money. Mr. Baukhage reported to D. C. police that while awaiting an elevator in the lobby of his apartment building the man approached and mumbled something about a "stickup." Without a word the commentator turned over his billfold containing \$10, his White House pass and other credentials. The robber reportedly made a clean getaway.

JOE KRAMER named to announcing staff KFH Wichita, Kan. Was with KWK St. Louis. **STAN RICHARDS**, KXXX Colby, Kan., appointed character m.c. on *Swing Shift*, late evening record show.

O. P. KIDDER Jr., director and producer of TV programs WRGB (TV) Schenectady, to U. of Miami's Radio and TV Dept., as instructor.

BARBARA LUCAS, secretary to Donald Stewart, general manager WDTV (TV) Pittsburgh, resigns. She will resume her modeling career. **FRED WOOD**, traffic department, to personnel department. **IRENE HYDE** to station's film department.

ROSEMARY BYRNE, receptionist WBBM Chicago, and Richard E. Batten were to be married Feb. 10.

HOWARD GARLAND, disc emcee WGBA Columbus, Ga., to KVOE Santa Ana, Calif., starting daily *Here's Garland* show.

CHARLES MOUNTAIN resigns from NBC Chicago announcing staff to freelance in New York.

LINDSAY TUCKER, disc jockey WCAV Norfolk, voted "most popular disc jockey" in poll conducted by *Norfolk Virginian-Pilot*.

DON STOTTER, announcer WONE and WTOW(FM) Dayton, to WHIO-TV same city in floor direction and operations.

PAUL MACALISTER, interior decorator and producer of two weekly shows on WGN-TV Chicago, elected president of Industrial Designers Institute.

BOB FISHER, co-writer of NBC *Baby Snooks Show*, and Addi Miffer married Feb. 4.

TOM RUSSELL, WEEI Boston, to announcing staff WBBM Chicago.

BARBARA DEGAN, personnel director, KFRC San Francisco, to Voice of America, Washington.

RONALD COLMAN, film actor and co-star NBC's *Halls of Ivy*, given *Fame Magazine* award for "the film personality most effective in radio."

ROBERT FORREST appointed script supervisor WCAU-TV Philadelphia. Has been with CBS-TV New York and several film firms.

COTTON CARRIER, hillbilly emcee, and **THAD HORTON**, sports director WSB Atlanta, named honorary inmates of Atlanta's Federal Penitentiary. Both received citations for shows at institution, entertaining inmates.

BOB WILSON, news and sports director KWKW Pasadena, to KTTV(TV) Hollywood, as announcer.

MIKE MELTZER, associate director WPIX (TV) New York, named full staff director for station.

News . . .

JOHNNY HUTCHINSON, news and staff announcer WGAU Athens, Ga., to WAYS Charlotte, N. C., in same capacity.

EARL BINGHAM Jr., program director former KAVR Havre, Mont., to KPUG Bellingham, Wash., as announcer-newsman. **GEORGE MacDONALD**, sportscaster-salesman KAVR, to KPUG in same capacity.

ROBERT MERCADO, assistant to SAM BALTER, sports director KLAC-AM-TV Hollywood, to KWKW Pasadena, as sports director.

JACK RYAN, NBC Chicago press manager, named radio representative of publicity committee of Office of Civilian Defense, Chicago.

WILLIAM LAUTEN, press department writer NBC New York, appointed trade news editor succeeding **MICHAEL DANN**, recently named coordinator NBC-TV program-package sales [BROADCASTING • TELECASTING, Feb. 5].

TOM BARBOUR, assistant manager ABC San Francisco news staff, reports for active duty with 15th Air Force as major.

AL BERGLUND, KNBC San Francisco, to KFRC same city, as news director.

DON HILL, Louisville independent announcer, named outstanding play-by-play basketball announcer in south and midwest by National Assn. of Sports Broadcasters.

JACK ZAIMAN, commentator WDRC Hartford, elected president Laurel Club, organization of state political and legislative writers.

LARRY KAY, newscaster-announcer KPRO Riverside, Calif., to KCMJ Palm Springs, Calif.

Feature of Week

(Continued from page 16)

jr. in three or four places. This was amazing to me because it is the biggest mail pull that KGRH has had from any type of promotion, including a recent free giveaway of Korean maps to our listeners. Another thing that surprised me was that approximately 50% of the mail was from farmers. It definitely proved to me that far people enjoy commentary program as much as do urban people.

Here is a breakdown of the mail:

FOR FULTON LEWIS JR.

Urban	564
Rural	232
Total	796

AGAINST CONTINUING FULTON LEWIS JR.

Urban	39
Rural	0
Total	4
Grand Total	840

The above figures show a percentage of 71.7% for urban listeners and 28.3% for rural listeners. However, this is by no means accurate because in arriving at these figures, we were able to include in our rural tabulation those cards or letters which show a rural return address and naturally many of the letters or cards received had no return address whatsoever. I am of the opinion that it would be safe to add 10 to 20% more to the rural tabulation.

Recommends Method

Again I wish to state that I am sold on this method of selling sponsors and holding sponsors, and would recommend it to all stations who have been experiencing the same difficulty I have experienced.

And that's how KGRH was added to the 335 stations where Fulton Lewis, Jr. is currently sold. The moral of this story seems to me to be: "If you cannot convince your local advertisers yourself—let your listeners do the job for you." If they like a program, they will.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

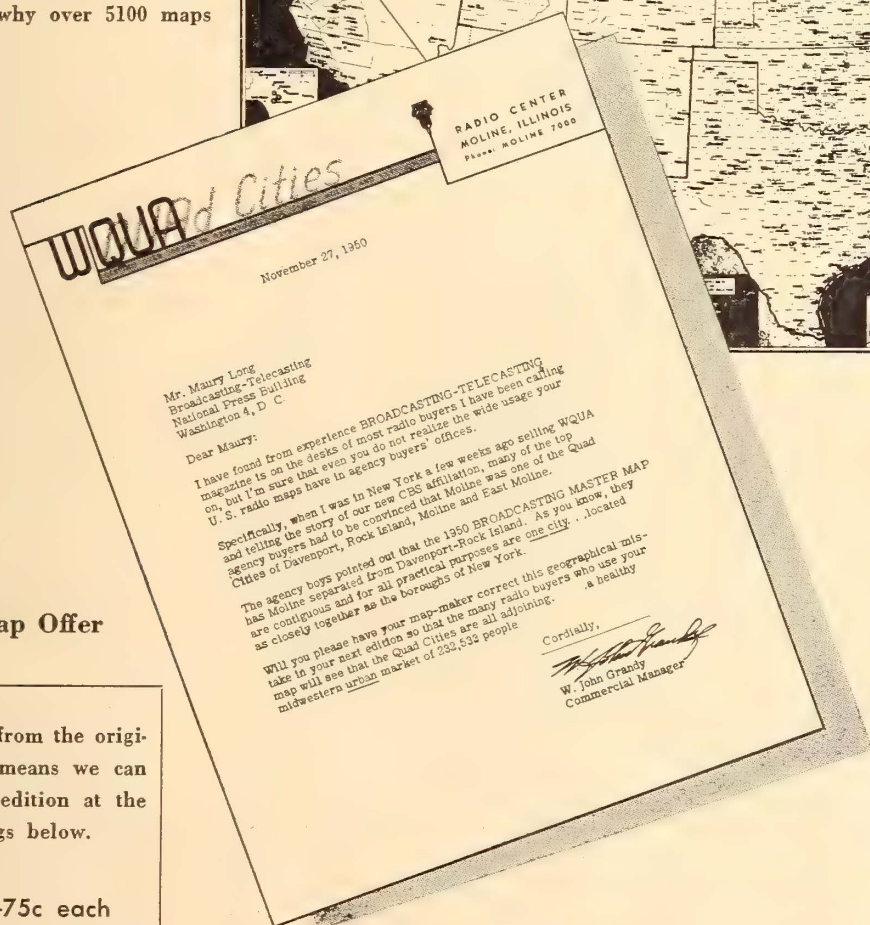
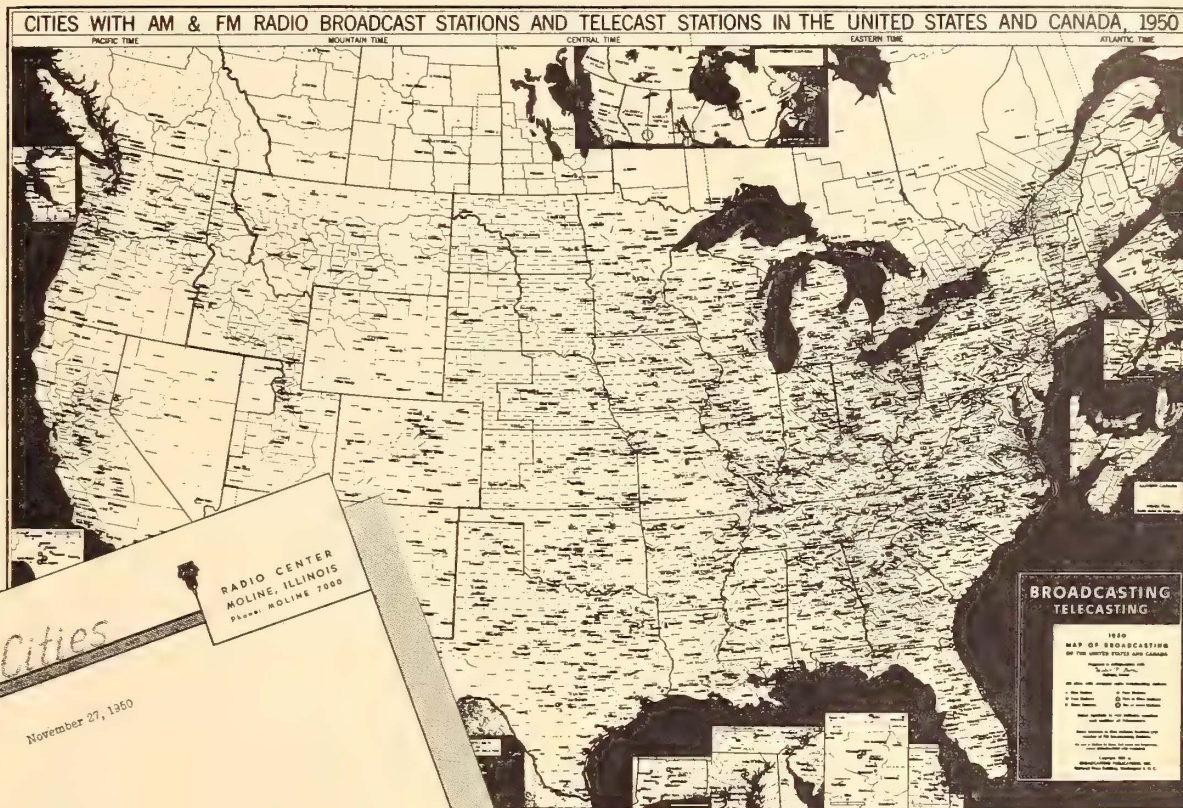


WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCE
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on W
WEVD
117-119 W. 4
HENRY GREENFIELD, Mg. Director N.Y. 19

When a Near Miss Makes a Hit!

When BROADCASTING's cartographer misplaced Moline on the 1950 Master Map, it took a lot of agency selling WQUA to prove that Moline and the other "QUAD" cities are as close together as the boroughs of New York.

That's illustrative of the dependence at agencies and advertisers place on BROADCASTING's 25" x 35" Master Map. And that's also why over 5100 maps have been sold.



Above map is an 83% reduction.
Actual size is: 25" x 35"

Special Map Offer

A second run from the original map plates means we can offer this fresh edition at the substantial savings below.

- 1 to 5—75c each
- 6 to 20—50c each
- 21 to 50—35c each
- Over 50—25c each

Order your Master Maps today!



870 NAT'L. PRESS BLDG.

WASHINGTON 4, D. C.



CONGRATULATIONS are given Henry Hickman (r), WFBR Baltimore emcee who conducts the station's **Club 1300** show, by General Manager John E. Surrick. Mr. Hickman received the "Don McNeill Listener Award" on ABC's *Breakfast Club* last month. The radio personality was voted most popular in listener balloting during WFBR's promotion drive [BROADCASTING • TELECASTING, Jan. 22].

TELEPHONE RATES McFarland Hits Reductions

OBJECTION to any move to reduce long distance telephone rates which "results directly or indirectly in an eventual increase in local exchange telephone rates and in intrastate telephone rates" has been voiced by Sen. Ernest W. McFarland (D-Ariz.). The Democratic floor leader, who is also chairman of the Senate Commerce subcommittee on radio communications, took his stand in a letter to Acting FCC Chairman Paul Walker on the recently-ordered investigation of AT&T rates for interstate and foreign communications services [BROADCASTING • TELECASTING, Jan. 22].

The FCC probe, ordered Jan. 19 with FCC Comr. Robert E. Jones dissenting, would have initial hearings start April 16. Little effect on rates for program lines and other services for radio and TV is envisioned. Rates for intercity TV service already are in hearing.

Sen. McFarland in his letter cautioned that the reduction of long distance tolls at expense of other tolls was shifting the load from the big user to the little user.

WGBI
Scranton, Pa.

USES
MAGNECORDER

PROFESSIONAL TAPE RECORDERS

PT6-JA portable recorder and amplifier shown offer unmatched fidelity and flexibility at moderate price.

Write **MAGNECORDER, Inc.**
360 N. Michigan Ave., Chicago 1, Illinois

FIRST CHOICE OF ENGINEERS

fcc actions



FEBRUARY 2 TO FEBRUARY 8

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 2 Applications . . .

ACCEPTED FOR FILING

License for CP

WMOK Metropolis, Ill.—License for CP new AM station.
KWKH-FM Shreveport, La.—License for CP new FM station.

AM—740 kc

Williamsburg Radio Co. Inc., Williamsburg, Va.—CP new AM station on 740 kc 1 kw D. AMENDED to change to 500 w D.

Modification of CP

WELI-FM New Haven, Conn.—Mod. CP to change from 20 kw to 0.105 kw etc.

APPLICATION RETURNED

KRXX Rexburg, Ida.—RETURNED application for license for CP new AM station.

February 5 Decisions . . .

BY THE COMMISSION

Extension of Time

KOB Albuquerque, N. M.—Granted further extension of time to Mar. 1, to comply with Sec. 3.109 of rules.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

KOA Denver, Col.—Granted dismissal without prejudice of application.

KCSJ Pueblo, Col.—Granted extension to Feb. 12, to file opposition to petition for reconsideration filed on Jan. 22, by WOW Inc. in proceeding re applications of WOW, Inc., Omaha, Neb., KCSJ.

FCC General Counsel—Granted extension to Mar. 1, to file exceptions to initial decision issued in proceeding re James H. Sligar, Wichita Falls, Tex.
Sun and Times Co. Chicago—Granted petition to amend its TV application to

NARBA CHANGES

Announced by FCC

FIRST Cuban notification of station changes under the 1950 NARBA, still to be ratified by the Senate, has been reported by FCC. It concerned only low power Havana stations and was to take effect Jan. 31, FCC said. The changes:

CMBG, which has shared time on 1360 kc with CMOA, goes fulltime on 1360 kc with 250 w as a Class IV outlet. CMOA switches to 1590 kc with 250 w fulltime as Class III station. CMCN, Class III outlet on 1460 kc, reduces power from 500 w to 250 w.

Mexico also has announced minor changes under provisions of the expired NARBA, FCC said. These are:

XEAM Matamoros, Tamaulipas, 250 w fulltime Class IV outlet on 1450 kc, May 1 is expected to increase day power to 1 kw. **XEY** Cuernavaca, Morelos, has changed call to XEJC. Station is Class IV, assigned 250 w fulltime on 980 kc.

change name of applicant to WJJD, Inc., and to furnish current information on Field Enterprises Inc., controlling corporation, etc.

KROY Sacramento, Calif.—Granted dismissal of application.

Marshall Formby, Spur, Tex.—Granted continuance of hearing re AM application from Feb. 20 to Mar. 28, in Washington.

WKBZ Muskegon, Mich.—Granted petition to amend application so as to delete amendment filed Mar. 14, 1950, for 5 kw unl. DA-N, and to reinstate 850 kc 5 kw-D 1 kw-N DA.

WPAQ Mount Airy, N. C.—Granted dismissal without prejudice of application.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—Ordered that hearing on revocation order commence at 10 a.m. Feb. 19, at Trenton, thereupon adjourned until Feb. 28, and transferred to New York at 120 Wall St. for further testimony.

By Examiner J. D. Bond

Eastern Radio Corp., Reading, Pa.—Granted petition to accept late appearance in proceeding upon application of WKOK Sunbury, Pa.

Robert Hecksher, Ft. Myers, Fla.—Granted motion requesting hearing record be closed.

By Examiner Basil P. Cooper

Robert C. Crabb, et al, Los Angeles—Conference of applicants in consolidated proceeding to meet in Rm. 229, U. S. P. O. and Courthouse Bldg. 312 N. Spring St., Los Angeles, beginning 10 a.m. Feb. 14, to discuss clarification of issues to be developed.

By Examiner Fanny N. Litvin

KTBI Tacoma, Wash.—Granted petition to amend application to substitute amended engineering report changing from 1000 w-D 500 w-N, to 1000 w unl. etc.

WWSC Glens Falls, N. Y.—Granted indefinite continuance of hearing from Feb. 12 to permit action upon pending petition for reconsideration and grant, filed by petitioner Nov. 27, 1950.

Southern Bestg. Co., Inc., Nashville, Tenn.—Granted request to dismiss petition filed Dec. 4, 1950 to take depositions in proceeding re application and that of Nashville Broadcasting Co. Inc. **Lawton-Ft. Sill Bestg. Co.**, Lawton, Okla.—Granted request to take deposition of Lila G. Ross in proceeding re application and that of Caddo Broadcasting Co., Anadarko, Okla. on Feb. 15 in Oklahoma City.

By Examiner Leo Resnick

WNDB Daytona Beach, Fla.—Granted continuance of hearing from Feb. 8 to April 9, in Washington in proceeding application and that of Ralph D. Epperson.

February 5 Applications .

ACCEPTED FOR FILING

CP to Replace CP

KRAO Red Oak, Iowa—CP to replace expired CP new AM station 1600 500 w D.

License for CP

KSAC Manhattan, Kan.—License CP to install new trans.

WKYB Paducah, Ky.—License CP to change frequency, hours operation etc.

WBOK New Orleans—License for new AM station.

KRVN Lexington, Neb.—License CP new AM station.

AM—1340 kc

WHOB Gardner, Mass.—CP to change from 1490 kc to 1340 kc etc.

Modification of CP

WARL-FM Arlington, Va.—Mod. new FM station for extension of completion date.

WEPM-FM Martinsburg, W. Va. Same.

APPLICATION RETURNED

Gorden Peck, Stillwater, Okla.—TURNED application for CP new station.

February 6 Decisions . . .

BY THE COMMISSION

Extension of Authority

WBRY Waterbury, Conn.—Granted extension of authority for 30 days Feb. 4, to operate with temp. flattop ant. with 5 kw-D 1 kw-N, pending adjustment of restored array.

By the Secretary

WATA Boone, N. C.—Granted license new AM station 1450 kc 250 unl.

WFNS-FM Burlington, N. C.—Granted license new FM station; Ch 230 mc, 2.8 kw 250 ft.

WKM-FM Dearborn, Mich.—Granted license new FM station mc 7.0 kw.

WASH (FM) Washington, D. C.—Granted mod. CP to change trans.

WSYR-FM Syracuse, N. Y.—Granted license for changes in FM station mc 10 kw.

KYOU Greeley, Col.—Granted license new FM station.

WACB Kittanning, Pa.—Granted license new trans.

KFXD Nampa, Idaho—Granted license new trans.

WOAY Oak Hill, W. Va.—Granted mod. CP for extension of completion date to 7-23-51; cond.

WHMA-FM Anniston, Ala.—Granted mod CP for extension of completion date to 4-1-51.

WASH (FM) Washington, D. C.—Granted mod. CP for extension of completion date to 5-3-51.

WLET Toccoa, Ga.—Granted license for change in frequency, power, operation, trans. etc. cond. (142 1 kw D).

KSD St. Louis—Granted license stall old trans. for aux. purposes.

WVSC Somerset, Pa.—Granted license new AM station 990 kc 250 w.

WOKO Albany, N. Y.—Granted license new AM station 1460 kc DA-N unl.

James A. Noe New Orleans, La.—Granted licenses new remote pickup KA-8059, KKD-392.

WIBG-FM Philadelphia—Granted license new FM station Ch. 231 mc, 20 kw.

Chanticleer Broadcasting Co., Brunswick, N. J.—Granted CP license new remote pickup KEB-8s.

WALB Albany, Ga.—Granted license new trans.

KDKD Clinton, Mo.—Granted CP for approval ant. etc.

KUMO Columbia, Mo.—Granted CP to change trans.; cond.

KFLD Floydada, Tex.—Granted CP for approval ant. trans. etc.

WIPC Lake Wales, Fla.—Granted

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENT

"A reliable service for over 18 years"

For immediate service phone

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

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Executive Offices
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Presses and Laboratories
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Member AFCE*

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PAUL GODLEY CO.

A 43-year background
—Established 1926—
Upper Montclair, N. J.
Montclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS

501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCE*

Commercial Radio Equip. Co.

Verett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.

26 Years' Experience in Radio
Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCE*

There is no substitute for experience

GLENN D. GILLET

AND ASSOCIATES
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Washington 4, D. C.
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Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCE*

McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCE*

RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCE*

WELDON & CARR

WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCE*

E. C. PAGE

CONSULTING RADIO
ENGINEERS
IND BLDG. EXECUTIVE 5670
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Member AFCE*

CHAMBERS & GARRISON

1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCE*

KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000
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Member AFCE*

A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.
15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCE*

GUY C. HUTCHESON

1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY

1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNNE C. SMEBY

Registered Professional Engineer
13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR

Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.

TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620



Member AFCE*

CP for approval ant. trans. etc.
MO Columbia, Mo.—Granted mod.
or extension of complete date to
11; cond.

ON-TV Atlanta, Ga.—Granted
CP for extension of completion
to 8-15-51.

Wens & Martin, Inc. Richmond, Va.
anted license for CP to change
ties of TV Aux. KID-3s.

INS-TV Columbus, Ohio—Granted
install aux. trans. Ch. 10 (192-198
ERP: Vis. 2.448 kw Aur. 1.224 kw.

e Fort Industry Co. Detroit—
ted license for CP to change facili-
-CQB-96.

BK-TV Detroit—Granted license
CP for Aux. trans.

BB Wichita, Kan.—Granted mod.
or extension of completion date

to 5-1-51; cond.

February 6 Applications

ACCEPTED FOR FILING

Modification of License

KDHL Faribault, Minn.—Mod. license
to change name of licensee from Lee-
Smith Bestg. Co. to KDHL Bestg. Co.
WCNR Bloomsburg, Pa.—Mod. license
to change from 930 kc 500 w D to 930
kc 1 kw D.

License Renewal

WKYC (FM) Paducah, Ky.—Request
for license renewal.

License for CP

WJIM-TV Lansing, Mich.—License
for CP new commercial TV station.

APPLICATION RETURNED

WCOR Lebanon, Tenn.—RETURNED
application for voluntary acquisition of
control Lebanon Bestg. Co. Inc. by
Warren G. Gilpin through purchase of
22 sh. from Roy E. Wood.

February 7 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Designated

Prairie Broadcasting Co. Beaver Dam,
Wis.—Designated for hearing in Wash-
ington April 2, re application new sta-

tion 1350 kc 500 w D and made WEMP
Milwaukee and WBAY Green Bay Wis.
parties to proceeding.

Radio California, Sacramento, Calif.
—Designated for hearing in Washington
April 4 re application new station 1380
kc 500 w D and made KTUR Turlock,
Calif. party to the proceeding.

KFFA Helena, Ark.—Designated for
hearing in Washington April 6 re ap-
plication to change power from 1 kw
to 5 kw-D 1 kw-N DA-N on 1360 kc.

Modification of CP

WIBL Beverly, Mass.—Granted mod.
CP to change trans. etc.; cond.

Designated for Hearing

Greater New Castle Broadcasting
Corp. New Castle, and Sanford A.
Schafitz, Farrell, Pa.—Designated for
consolidated hearing in Washington
April 11 re application of Greater New
Castle for new station 1460 kc 1 kw-D
and application of Schafitz for new
station 1470 kc 500 w-D; made
WHHH Warren, Ohio, a party to pro-
ceeding with respect to New Castle ap-
plication and WMOD Moundsville, W.
Va., and WHBC Canton, Ohio, parties
with respect to Farrell application.

WLOW Portsmouth, Va.—Designated
for hearing in Washington April 12 re
application to move main studios from
Portsmouth to Norfolk, Va.
WANT Richmond, Va.—Designated
for hearing in Washington April 13, re

application for approval of ant. and
trans. location.

STA Extended

Zenith Radio Corp. Chicago—Ex-
tended STA for "Phonevision" tests via
experimental TV station KS2XBS Chi-
cago, to Mar. 31. Zenith unable to
begin actual testing until Jan. 1.
Hence extension enables tests to run
full 90-day period as contemplated.

February 7 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP
for extension of completion date:
KMPC Los Angeles; WGSM Hunting-
ton, N. Y.; KWIE Kennewick, Wash.
KTSN Pasadena, Calif.—Mod. CP new
TV station to change from 9.3 kw vis.
6 kw aur. to 8.5 kw vis. 5.5 kw aur.,
install new trans. etc.

License Renewal

Following request renewal of license:
KWBM Williston, N. D.; Remote pick-
ups KA-3197 and KA-2654 Cleburne,
Tex.

License for CP

University of Oklahoma, Norman,
(Continued on page 82)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

North Carolina station wants manager plus commercial sales ability. Must be available soon. Best possible conditions, good salary and commission. Must stand rigid investigation, have good record, no bad habits. Box 802H, BROADCASTING.

Sales manager western New York full-time regional station. Large market. Submit experience and picture. Box 838H, BROADCASTING.

Wanted: Commercial manager 250 watt daytime station. Must be experienced with proven production record. Good proposition. Write fully WEAB, Greer, S. C.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Experienced salesman, good secondary market, fulltime station, possible network affiliation soon, adequate compensation for results. Write Box 829H, BROADCASTING.

Wanted: Two radio time salesmen with plenty of experience who need at least \$10,000 a year and want a chance to make more. During the short year specializing in negro and Anglo-Jewish programs we have built up a vast and loyal audience representing markets of high potential. Resume required. Write or telephone WLIE, New York, 207 East 30 Street. All inquiries will be kept confidential.

Announcers

Minnesota station needs an experienced announcer with a first class ticket. Car necessary. Good salary for a good man. Send reply to Box 655H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Permanent job, advancement, can earn talent for shows for Liberty Network. Excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. Box 662H, BROADCASTING.

Announcer-engineer combination who would like to settle in small metropolitan city of 30,000. Moving soon to new location, good pay, ideal working conditions, best little city in southwest. Station been on air since 1928. Mutual affiliate. Housing conditions good. Drifters need not apply. Box 740H, BROADCASTING.

Experienced announcer-copy writer, Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 830H, BROADCASTING.

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Immediately—Combination man for network station in Georgia. State salary, background and disc first letter. Box 777H, BROADCASTING.

Wanted immediately, an experienced combination sports announcer and operator with sales ability. Disc, photo and references. Salary plus sales commission. Box 785H, BROADCASTING.

CBS affiliate in large midwest market requires the services of a top morning man. Best living standard. Background must stand rigorous investigation. This is a top position for a top man. Send complete information to Box 799H, BROADCASTING.

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 831H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Excellent staff job available. Must be able to handle console. Salary open and contingent upon ability and experience. Permanent position. Send audition disc and application to KGHL, Billings, Montana.

Announcer-engineer, 1st class ticket, salary per ability. Complete staff new associated station KLVC, Leadville, needed soon. KVRH, Salida, Colorado.

Combination man wanted for NBC affiliate in central Arizona. Willard Shoecraft, Manager, KWJB, Globe, Arizona.

5000 watts—WAAB, Worcester requires highly experienced staff announcer March 1st. Must be adept at ad-libbing, have a bright congenial air personality and be able to do capable disc show. Send audition disc, photograph and full details in first report.

Two experienced announcer-engineers for 250 watt daytime only. Immediate opening. Send disc, photo. WAPF, Box 604, McComb, Mississippi.

Experienced, draft exempt announcer-engineer wanted by regional AM and FM station. Good pay, real opportunity and ideal working conditions. WBBO, Forest City, N. C.

Wanted: Announcer, \$50.00, forty-hour week. Must be experienced. Prefer man familiar with RCA board. Send audition disc, full particulars. WDLF, Panama City, Florida.

Wanted: A good morning and good straight announcer. Reply immediately to Radio Station WGBR, Box 1024, telephone number 1550 or 2816, Goldsboro, North Carolina.

Virginia station 250 watts wants combination announcer-engineer, class 1 ticket. Promotion to chief engineer within 30 days for qualified man. Wire or phone 801 Hopewell, WHAP.

We are hunting for a "good morning" man. The right man can make money and he needn't be already established. If you can make the folks wake up, sit up and take notice and keep up a Hooper already established and have board experience, maybe you are the man. Send full particulars, disc or tape and enough material to convince us you've got it. State salary required. WORZ, NBC affiliate, Orlando, Florida.

Technical

Experienced, licensed engineer - announcer for eastern New York station. Attractive salary, permanent position. Box 718H, BROADCASTING.

Transmitter man with some announcing ability. Give full details on education, experience, references. Box 741H, BROADCASTING.

Immediate opening transmitter engineer. No announcing. Start \$1.00 hour. Can advance to chief in June if qualified. Box 745H, BROADCASTING.

Combination engineer-announcer (second class ticket ok); and continuity writer, 250 watter near New York. Box 790H, BROADCASTING.

Chief who can do some announcing. Good man, good salary. Station emphasis community activities for intensive community listening. Write Ted Rand, General Manager, KDRS, Paragould, Arkansas.

Need transmitter operator. Write full details. A. M. McGregor, KSTT, Davenport, Iowa.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Mutual affiliate needs first phone man for transmitter and control room (no announcing). Experience desirable but not essential. Write or wire WCEM, Cambridge, Maryland.

Help Wanted (Cont'd)

Engineer immediately. Should have car. WFNS, Burlington, N. C.

Combination engineer-announcer. Excellent working conditions, good salary. CBS station, town of 30,000. Call, wire or write WGWC, Selma, Ala.

Emergency! Need two engineers, one to be chief. Board operation. No announcing. Chief must be experienced. Permanent positions, first phone and car required. Call or wire collect L. L. Carter, WHWB, Rutland, Vermont.

Wanted at once: Licensed operator. Would take combination man if good announcer. Opportunity to work into chief engineers job. Give complete information first letter. Write Raymond A. Plank, Radio Station WKLA, Post Office Box 323, Ludington, Michigan.

Immediate openings for two men, both combo engineer-announcers, one to be chief engineer. Permanent jobs paying \$60.00 and \$65.00 for 44 hour week. Send disc or tape and letter. WPCF, Panama City, Florida.

Wanted: Engineer. First class ticket. Good working conditions. Car necessary. WTUX, Wilmington, Delaware.

Production-Programming, others

New southern Pennsylvania station needs woman copywriter to complete staff. Box 730H, BROADCASTING.

Write with ideas, showmanship, imagination and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying opportunity in a 150 thousand market ready to increase. Send samples and details to Box 737H, BROADCASTING.

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Husband-wife team, best character, thoroughly experienced local radio. Draft exempt man to sell and service intelligently as commercial manager, do top play-by-play sports accenting baseball. Wife to write fresh, result-getting copy. Starting wages about \$7000. Good future. Network station southeast. Reply fully if qualified. Box 822H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watter. Give full details first reply including disc, photograph, experience and salary requirements. Box 832H, BROADCASTING.

Girl commercial copywriter to write copy for all type accounts. Voice suitable for air work desired but not essential. Prefer English or journalism major. Radio school graduates considered. Give complete background and salary expected, also recent photo. WDIG, Dothan, Alabama.

Copywriter: Send samples, photo, references, availability and salary requirements. WGEM, Quincy, Illinois.

Television

Salesman

Midwestern TV station wants thoroughly experienced, energetic TV time salesman, with drive and imagination. Unlimited opportunity. Photograph and detailed experience, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales management. Now employed, available reasonable notice. Prefer midwest south. Write Box 426H, BROADCASTING.

Manager with thorough background all phases of radio available. No race worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales, production and programming. Change necessary because of pending sale of present station. Young, married, reliable. 754H, BROADCASTING.

Can you top this? Took fourth place in 100,000 market within 18 months made it first in listenership, local national sales. Increased gross sales times. Halved expenses. Young, aggressive, college graduate, veteran, draft exempt. Presently employed, sired tough market with real opportunity. Box 760H, BROADCASTING.

Available: Recognized, civic-minded working manager. Interested in lengthy, worthwhile affiliation. Successful 17-year background, years same organization. Veteran, happily married, three children. Known, finest references. Write wire. Box 775H, BROADCASTING.

Manager-salesmanager, 36 years married, two children. Now employed as salesmanager one of ten large markets. In radio sales and management 10 years, both metropolitan small market. Completely successful background, having managed and out the two past stations. Desire west, or west coast location. Complete history upon request. Deal negotiations held confidential. Write Box 801H, BROADCASTING.

Five years successful independent time managerial experience. Strong sales and local programming. Circumstances, announce and a real work. Box 803H, BROADCASTING.

Sober, reliable, alert man 15 years experience in station management. Desires position as manager. This man knows good radio. Will bear close investigation. Minimum salary \$125 a week. Good reason for leaving present position. Box 817H, BROADCASTING.

Salesman

Salesman, eight years' experience, including commercial manager, staff sports announcing. Family man, veteran, draft exempt. Dependable, sober, producer. Box 780H, BROADCASTING.

Years of radio knowhow. Manager sales, production. Large and small markets. Present time selling job six thousand annually. Good reason for desiring change. Family man. Box 791H, BROADCASTING.

Twelve years experience, selling, programming, announcing, plus one as TV sports director. Eight years employer. Prefer sales, will consider any permanent AM or TV staff job midwest or southwest. Box 796H, BROADCASTING.

Saleswoman desires connection AM outlet. Four years experience. Can furnish records and references. Box 818H, BROADCASTING.

Announcers

Baseball man. Available now or soon. Experienced all sports-staff. Box 819H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college educated. Experienced. Box 458H, BROADCASTING.

Experienced sportscaster, former wants sports job. Baseball tops, class ticket. References. Box 819H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 819H, BROADCASTING.

Baseball announcer, one of midwest best. Experienced major league creation, minor league live. Midwest or east. Box 651H, BROADCASTING.

Announcer, 5 years' experience, disposition with progressive west midwest station. Good all-round or news specialist. Write Box 819H, BROADCASTING.

Situations Wanted (Cont'd)

riety Vince wants to go south, wife k. 25, 4 years radio, TV, DJ, emcee, ad seller, announcer, director, publicity merchandising manager at station now. Box 699H, BROADCASTING.

perienced announcer wants straight in 50,000 market. \$65 minimum. Box 713H, BROADCASTING.

perienced, capable announcer, draft exempt. Veteran, specialties news and disc. Have worked in better market as. Interested in position with future east only. Box 733H, BROADCASTING.

graduate announcers school. Sports, creation, DJ, writer, news, special ints, board operator. Vet 30, single. Box 734H, BROADCASTING.

ve disc show, lots of laughs, slap-k and mail listeners call me character. but say they love it. Station engaged programming, want change. Veteran, family, prefer northeast. Box 771H, BROADCASTING.

ention all stations west of Mississipi. Singing DJ, 3 years' experience, ft deferred, seeking good, progressive station with opportunities. Box 781H, BROADCASTING.

perienced announcer, single, veteran. 24. Twenty months' experience, news, special events, general staff. Working man at present. Desire morning or afternoon, not absolutely necessary. All replies answered immediate. Tape air check audition available. Box 781H, BROADCASTING.

eball announcer. One of nation's \$125.00 base per week minimum consideration. Available this season. Box 783H, BROADCASTING.

ge grad, draft exempt vet, desires announcing job. Travel. Box 784H, BROADCASTING.

announcer available, experienced all ses radio and TV. Ten years background. Box 789H, BROADCASTING.

announcer, experienced, familiar with phases of radio; accent on news, commercial copy. Strong on live, recorded western and hillbilly discs. Presouth or southwest. Box 796H, BROADCASTING.

announcer-singer, college graduate, d pop singer, some experience, res work. Please write Box 797H, BROADCASTING. Go anywhere, mid-t particularly.

eball man wants year-round sports. minor, winter sports, staff experience. Family man, veteran. Box 798H, BROADCASTING.

announcer-engineer, 10 years experience. Looking: Object? Money! Your? Box 806H, BROADCASTING.

announcer, 4 years experience, wants position with play-by-play sports station. 1st ticket. \$70 weekly. Draft exempt. Box 811H, BROADCASTING.

announcer, experienced. Staff ABC late. News, sports. Draft exempt. on request. Box 812H, BROADCASTING.

roughly experienced announcer, casting, platter shows, sock commercials, remotes. Draft exempt. Tape led immediately. Will go anywhere. Box 814H, BROADCASTING.

announcer, 24, two college degrees, extensive training all phases announcing, newscasting at Radio City. Sing voice, can write; exempt; will tel. Disc available. Box 815H, BROADCASTING.

announcer, regular. Experienced commercials, news, disc shows, quiz shows. Excellent selling voice. Resume, disc on request. Box 820H, BROADCASTING.

ght baseball announcer available. Use sponsor lost bid. Midwest. References. Box 824H, BROADCASTING.

ination man with news, continuity, programming experience available immediately. Draft free. Box 825H, BROADCASTING.

announcer, 5 years experience news, commercials, programming, writing, editing, draft exempt. Any location considered. Address Box 835H, BROADCASTING.

ination man, experienced, 5000 Mutual. Married, veteran, career east. Lee Kramer, 370 Montevideo Street, Brooklyn 25, New York. Phone 6-7287.

Situations Wanted (Cont'd)

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Contact Mike Wynn, Station WLOG, Logan, W. Va.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years' phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

Chief engineer, 18 years' experience. Excellent record. Best references. Desires change to progressive station. Engineering only. Box 704H, BROADCASTING.

Young licensed engineer, experienced in all phases of radio, married veteran, desires position with progressive station. Box 770H, BROADCASTING.

Twelve years combo operator or chief on 250 operation and maintenance on high-power AM-FM. Musician and sales ability. Best of references. Will go anywhere for the right job. Box 773H, BROADCASTING.

Chief engineer desires position. Experience sufficient to cope with any possible problem, whether engineering or office. Personal interview anywhere in United States after preliminary correspondence. Box 776H, BROADCASTING.

Engineer, 1 year trans, control, remote experience. Graduate leading school. Box 778H, BROADCASTING.

Radio-telephone first class, no experience. Willing to relocate, combo desired. Box 788H, BROADCASTING.

Engineer, first phone, married, draft exempt. Experienced transmitter, studio, remote and recording equipment operation. Knowledge of AM, FM TV. Hadacol won't cure my hillbilly fever. Only cure is permanent position with progressive station within 100 miles of New York City. Box 795H, BROADCASTING.

Engineer, 12 years experience AM, FM, 5 kw directional, studio and remotes. Married with children. Desire change. Make offer anywhere. Box 805H, BROADCASTING.

Chief engineer, good announcer, 10 years experience. Construction. \$85.00 minimum. Box 807H, BROADCASTING.

Experienced engineer-announcer, also console operation, knowledge symphony, popular music. Prefer 100 mile radius New York. State pay, hours. Box 825H, BROADCASTING.

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Production-Programming, others

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

No draft worries! Female commentator, publicity, promotion director; also 1 year own TV show. Accustomed to script writing and lecture platform. Box 746H, BROADCASTING.

Local news, wire re-write, special events. Three years' experience 250w. Presently employed. Six net news shots past year. Want to join larger news staff. Eastern U. S. preferred. B.J., A.B., 27, veteran, not in reserve, married, references. Box 774H, BROADCASTING.

Program director - announcer. Employed three years at 5 kw NBC affiliate. Desires opportunity to advance to position of program director while retaining air time for record shows. Fully experienced in all phases of announcing and programming. Newspaper background. Board operation. Ad lib shows featured. 26, married, one child. Record and resume on request. Box 779H, BROADCASTING.

Complete operating newsroom for hire. Two trained experienced newsmen. Cover, write, edit, voice and sell news. Emphasis on sure selling item, local news. Both B.S. Journalism. Four years combined experience. Tapes, special events and sports. We desire living wage. Both veterans. Box 798H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced newscaster now with 5000 watt network affiliate in major southern market. Would like position with station on west coast. Five years experience. Now doing five commercial newscasts per day. Pulse ratings and sponsor success stories prove ability. Box 804H, BROADCASTING.

Been performing duties of PD with leading station in southwest market with out job-title or pay. Experienced copy chief, traffic manager, jockey, librarian. Know listener habits, audience preferences and composition. No play-by-play. Draft exempt. Give PD's title, authority and pay I'm your man. Box 810H, BROADCASTING.

Copywriter, recent college graduate, single, female. Experience as continuity director of 1000 watt fulltime network station. State salary. Box 826H, BROADCASTING.

Available immediately, single, female, traffic director of 1000 watt fulltime network station. College graduate. Experienced in air work and all phases of programming. State salary. Box 827H, BROADCASTING.

Help! Tired of being snowed under in cold, small town. Gal, 24, with over 2 years experience in airwork, traffic, continuity, with NBC and Mutual affiliates. Box 834H, BROADCASTING.

Program director-announcer, experienced. Draft exempt. Will consider any location. Address Box 836H, BROADCASTING.

Television

Salesmen

Seek TV or agency connection. Have years of radio experience every phase. Now employed in time sales at profitable income. Prefer east. Box 792H, BROADCASTING • TELECASTING.

Production-Programming, others

Film director, first class engineer, experienced installation, operation, capable, reliable, BA, vet, 25, married. Want film production with progressive TV. Box 793H, BROADCASTING • TELECASTING.

Attention, managers, America's 110 television stations! This advertiser will be working for one of you as a writer within the next 30 days. Experienced, versatile, determined. With present station, nearing end of the line in financial reward and personal progress. No genius, but will prove worth more than you'll feel able to pay. Failure to answer this ad can only forfeit services of a man who can definitely be a profitable asset to your organization. Draft exempt. Background, copy, disc, photo, references on request. I want to work for you! Box 809H, BROADCASTING • TELECASTING.

TV production, four years with leading television film producer, full knowledge lighting, ability at construction, creative ideas, desires post in TV production. Box 816H, BROADCASTING • TELECASTING.

Experienced television film director desires change in TV. Live wire, good references, willing to re-locate, single. Do you have TV broadcast and film problems? Contact Box 819H, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

For sale, RCA FM 10B-10 kw FM transmitter with 500 ft. 3 1/8" line, four section Federal square loop antenna and Hewlett-Packard frequency modulation monitor. \$10,000.00. Box 750H, BROADCASTING.

Tower, 170' Lehigh, heavy duty, self-supporting; capable of supporting heavy TV-FM antennas. Write Box 761H, BROADCASTING.

RCA field intensity meter type 308-A. Frequency range 120-18000 kc. Complete with three loops and power supply. Excellent condition. \$900. KFNF, Shenandoah, Iowa.

Collins 300G 250 watt transmitter. Used only two years, perfect. Also welded steel tower, guyed, 200 feet, guys, insulators, complete lighting. Description and price on inquiry. KWIE, Kennewick, Washington.

For Sale (Cont'd)

For sale, 3 kw Federal FM transmitter, or will trade for 1 kw AM transmitter. Also for sale, RCA 250 watt AM transmitter and RCA limiting amplifier. Frank B. Ridgeway, Director of Engineering, WEBR Inc., Buffalo.

TV A-1 condition, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Will purchase or invest in facilities authorized by construction permit. Send full details. Box 786H, BROADCASTING.

Equipment, etc.

Obsolete WE type 71A and similar 1 kw linear amplifiers in operating condition. Box 476H, BROADCASTING.

Complete equipment in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

Do you have a 150 to 300 foot self supporting tower which you must take down and remove? If so, we will dismantle tower for the material which it contains. Please advise make, height and tower location. Box 648H, BROADCASTING.

Wanted: Complete equipment for 250-1000 watt FM station, including antenna, transmitter, monitor, console, etc. State make, condition and price. Box 701H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also 7/8 or 1 1/2 inch coaxial cable. Box 782H, BROADCASTING.

Complete equipment for 250 watt station. Prefer GE BC-1-A or WE 25B console. Box 823H, BROADCASTING.

Need one 250 watt and 1 kw transmitters. Please give brand, age, condition, price, tubes used and other components. Guarantee Radio Supply Co., 1314 Iturbide St., Laredo, Texas.

Miscellaneous

TV and radio transcription representation available Kansas City office. Long experience in territory for top production firm. References. Box 808H, BROADCASTING.

School

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey. 100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

Situations Wanted

Managerial

COULD YOU
USE A
GOOD MAN?

Fully experienced radio veteran. 12 years' network regional station successful management. Employed but approachable. Box 784H, BROADCASTING.

For Sale

Equipment, etc.

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model BT-5-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Miscellaneous

OPPORTUNITY

For men with experience as radio announcers!
Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?
Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.
Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

A REAL OPPORTUNITY

to enter the
TRANSCRIPTION BUSINESS

\$1000.00

is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are really interested in a money making proposition and have \$1000, please don't write.

**Box 821H,
BROADCASTING**

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DEC. 17-23, 1950

Current Rank	Previous Rank	Programs	Current Ratings %	Current Rank	Previous Rank	Programs	Current Rating %
1	1	ONCE-A-WEEK (Average For All Programs)	(9.1)	5	7	Arthur Godfrey (Nabisco) (CBS)	
2	2	Lux Radio Theatre (CBS)	20.2	6	6	Ma Perkins (CBS)	
3	4	Jack Benny Show (CBS)	19.3	7	8	Big Sister (CBS)	
4	3	Charlie McCarthy Show (CBS)	17.6	8	13	Rosemary (CBS)	
5	5	Walter Winchell (ABC)	16.0	9	9	Aunt Jenny (CBS)	
6	7	Godfrey's Talent Scouts (CBS)	15.8	10	12	Arthur Godfrey (Pillsbury) (CBS)	
7	9	Amos 'n' Andy (CBS)	15.7	DAY, SUNDAY (Average For All Programs)			
8	6	Red Skelton (CBS)	14.9	1	1	True Detective Mysteries (MBS)	(3)
9	35	My Friend Irma (CBS)	14.6	2	3	Martin Kane, Private Eye (MBS)	
10	16	Our Miss Brooks (CBS)	14.0	3	11	Quiz Kids (NBC)	
		Fibber McGee and Molly (NBC)	13.9	DAY, SATURDAY (Average For All Programs)			
1	1	BEULAH (CBS)	(5.6)	1	1	Armstrong Theater (CBS)	(4)
2	2	Oxydol Show (CBS)	11.8	2	2	Stars Over Hollywood (CBS)	
3	4	Edward R. Murrow (CBS)	9.4	3	5	Junior Miss (CBS)	
		WEEKDAY (Average For All Programs)	9.1				
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	(5.5)				
2	2	Romance of Helen Trent (CBS)	10.9				
3	3	Our Gal, Sunday (CBS)	10.3				
4	5	Wendy Warren and the News (CBS)	9.9				

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(* Homes reached during all or any part of the program, except homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

KLZ CO-SPONSORS

Soil Conservation Contest

KLZ Denver and the Denver Post for the fourth consecutive year will co-sponsor an annual state-wide soil conservation contest in Colorado, it has been announced.

Hugh B. Terry, KLZ general manager, explained that the top five districts in the state each will receive \$500 cash awards and plaques and that the three individual farmers or ranchers representing each of those districts will receive certificates of recognition.

WCOS's HICKS

Named SCAPB President

JAMES HICKS, general manager, WCOS Columbia, has been re-elected president of the South Carolina Associated Press Broadcasters. Other officers elected were: James Coggins, WKDK Newberry, vice president; Paul Benson, WJMX Florence, secretary, and Frank Best, WRNO Orangeburg, and Dan Crosland, WCRS Greenwood, directors.

New plans for legislative coverage and sponsorship of an annual news clinic were among topics discussed at the meeting.

SPORTS HIGH

On New KGPB Flagstaff

BASKETBALL is currently getting a large share of the programming on KGPB Flagstaff, Arizona's new radio station. Saginaw & Manistee Lumber Co. is sponsoring four out-of-town Arizona State College games, and six home contests. Northern Arizona Gas Service is sponsoring all of the out-of-town games of the Flagstaff High School.

KGPB, on the air under a construction permit since Dec. 6, operates on 1230 kc, using a 230-foot Blaw-Knox tower, General Electric 250 w transmitter.

Flagstaff Partners

Four partners in the Flagstaff Broadcasting Co. are A. S. Holm, former city manager of Rapid City, S. D., general manager; E. C. Phillippi, formerly with KDYL and KSL Salt Lake City, and technical director at WNBK (TV) Cleveland, commercial manager; Mary Jane Phillippi, formerly with KOA Denver, women's director at KDYL, and WSRD Cleveland, program director, and Alan J. Gardiner, formerly with General Electric in Schenectady, N. Y., chief engineer.

WILLIAM CONNERS

WEBR Board Chairman Dies

WILLIAM J. CONNERS JR., 55, chairman of the board of WEBR Buffalo, N. Y., and publisher of the Buffalo Courier-Express, died at the city's General Hospital Feb. 3 following a heart attack. He had been active in the publishing field for 31 years and with the station, licensed to WEBR Inc.

Mr. Connors also was president of Niagara Photo-Engraving Co. and a director of Kellogg Petroleum Products, Maine Trust Co. and the Maxson-Cadillac-Pontiac Corp. He is survived by his widow, Corinne; a son, William J. Connors 3d, president of WEBR and assistant publisher and editor of the Courier-Express; and two daughters, Mrs. David Leopold, and Sally Ann.

'PLAINVIEW HERALD'

Not Rationing Ad Space

PLAINVIEW EVENING HERALD, Plainview, Tex., has not rationed advertising space and has "no thought of doing so," it was stated to BROADCASTING • TELECASTING last week by E. B. Miller, advertising manager of the newspaper.

On Jan. 8 in a story regarding probability of newsprint shortage it was pointed out that the Albuquerque Journal had notified advertisers that they would be limited to 85% of the space they used December 1949 and stated that there were "reports that the Plainview (Tex.) Herald has begun rationing space." This report was error, the newspaper executive pointed out.

ADMEN'S EXAM

AAAA Sets Feb.

FIFTH annual examination advertising of American Assn. Advertising Agencies will be held Feb. 17 in 17 cities throughout country where AAAA has chapters. Mackarness H. Goode, association vice president, is in charge of examinations.

Aimed at attracting "high calibre" young people to advertising by testing them for specific kind of work in the industry, the examinations are open to all considering advertising as a career. Cities which examinations will be held are New York, Los Angeles, Chicago, Philadelphia, Boston, Baltimore, Cincinnati, Cleveland, Detroit, Jackson (Miss.), Minneapolis, Oklahoma City, Pittsburgh, Louis, San Antonio, Tulsa, Francisco. Applications for examinations may be obtained from AAAA chapters in those cities. Registration fee is \$15.

U. of ALABAMA announces total enrollment of 461 students in Department of Radio. University reports this sets new record for school beginning the previous one set in 1949 enrollment of 390.

**Northwest
\$75,000.00**

A successful and growing, fulltime independent located in one of the excellent medium sized northwest markets—over 175,000 in immediate trade territory. This station is showing a good profit on a constantly increasing gross.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

**New England
\$60,000.00**

The only station in a very prosperous New England market. Fulltime—network—well established and profitable, this property offers a solid opportunity for further growth and profits. A 100% stock purchase includes some quick assets.

VOICE' TRANSFER?

ALL-DRESS hearings on the question of shifting Voice of America operating functions from the State Dept. to a separate agency were indicated on Capitol Hill last week amid fresh proposals that Congress re-examine the effectiveness of the U. S. "campaign of truth."

Possibility of transferring actual voice operation to a new independent agency was held out by Sen. William Benton (D-Conn.) following an exchange of correspondence with Secretary of State Dean Acheson, which reflected some basic differences over the efficacy of the present program.

Charging that the U. S. has been "woefully negligent" in responding to the President's call for an expanded truth campaign, Sen. Benton revealed that he would request special Senate probe, during which possibility of setting up the

Voice as an independent agency would be aired.

Sen. Benton could not be reached, but close associates said he plans to raise the issue in the Senate sometime in the next fortnight. They made plain, however, that the Connecticut Democrat, a staunch Voice supporter, is not unequivocally urging removal of the Voice from the State Dept. but merely exploring the possibility of such action.

The question was raised last summer in hearings held by a Senate Foreign Relations subcommittee on Sen. Benton's resolution urging a "Marshall Plan of Ideas." Highlight of the sessions was a proposal by Brig. Gen. David Sarnoff, chairman of the board of RCA, calling for construction of a \$200 million network on a global scale [BROADCASTING • TELECASTING, July 10, 1950].

MARCH OF DIMES

Further Radio-Television Aid Reported

COUNTS of contributions by nation's stations on behalf of March of Dimes continued to pour in last week [BROADCASTING • TELECASTING, Feb. 5].

Final list of highlight efforts of the drive which was supported by nearly every station in the United States follows:

WISN Sioux City, Iowa, collected \$200 through a three-hour jam-session.

WAVE Shallenberger, WARD Norristown, Pa., personality, remained on the air continuously for hours during a March of Dimes marathon after which doctors ordered him to bed. Contributions pledged during his stint totaled some \$2,000.

WYSR Shelbyville, Ind., during a 13-hour broadcast raised \$52. KXEO Mexico, Mo., during a four-hour musical auction, brought bids amounting to \$640.50 for a rag rug woven by a 10-year-old polio victim.

WJLB Blair, disc jockey at WPM Minot, N. D., turned over \$10 to the campaign fund.

WRAK Williamsport, Pa., with "City of Dimes" gimmick, raised \$227.

WJNT Des Moines raised several hundreds of dollars through many efforts.

WJAR Norristown, Pa., held all-day auction of donated articles and raised "hundreds" of dollars.

WJEN Schwartz, announcer for WY Silver Spring, Md.,

manned a microphone in downtown Washington on behalf of the March of Dimes campaign.

Carson Pinkley, disc jockey for KAVL Lancaster, Calif., and his partner, Johnny Amos, started out to establish a record on behalf of the drive. The duo had logged 507 hours of broadcasting when, after being on the air 22 days, Mr. Pinkley slipped on a waxed floor and suffered a broken elbow.

WMID Atlantic City, N. J., staged a gigantic "Auction-Aire" of donated merchandise.

WCOJ Coatesville, Pa., promoted a "Western Jamboree" and turned over the proceeds to the March of Dimes.

WFBR Baltimore auctioned off \$500 worth of prizes among a studio audience of 300 persons on Jan. 31.

WSTC Stamford, Conn., held special broadcasts on behalf of the drive.

MGM Radio Attractions' feature, *The Hardy Family*, included an appeal for the March of Dimes fund drive in a script of one of its programs. The transcribed show is heard over 300 stations in the U. S. and Canada.

WFDR (FM) New York had Mrs. Eleanor Roosevelt record 15 different spot announcements—a different spot for each day of the campaign. In addition, the station carried a three-hour FDR Memorial Concert featuring such artists as Lily Pons, Eddie Cantor and Deems Taylor, who served as master-of-ceremonies.

WGBG Greensboro, N. C., through Bob Jones, morning announcer, collected \$11,054.85.

WKNX Saginaw, Mich., conducted a contest in which the listener could win a parakeet by naming it. Some 1,000 entries were received, each of which had to be accompanied by a contribution.

Hearing Indicated

The committee took no action on the Benton plan, although top American military leaders had supported a greatly expanded "campaign of truth." Defense Secretary George C. Marshall had recommended that the information program operation be removed from the State Dept. but remain subject to department policy jurisdiction.

Mundt Questions

The question of the Voice's effectiveness was posed Feb. 1 by Sen. Karl Mundt (R-S. D.), who sponsored legislation calling for creation of a bi-partisan commission on Cooperative International Relations. The new Mundt bill (S 731), similar to one he sponsored last year, would empower a 12-man group to survey effectiveness of the Voice and to study new techniques and facilities, including television, which may be utilized in the overseas program. A companion measure (HR 1725) has been introduced in the House by Rep. Mike Mansfield (D-Mont.).

At week's end neither the Senate Foreign Relations nor House Foreign Affairs committees had scheduled definite action on either bill. Senate committee authorities indicated that they expect the House group to take the initial action before broaching the Mundt proposal. Action on the Benton plan will await formal introduction of a bill or resolution.

In Secretary Acheson's letter to Sen. Benton, released simultaneously with the Senator's reply Feb. 3, the State Dept. official pointed out that the issue of Voice separation had been raised by the Hoover Commission in its study on reorganization of the government's Executive Branch.

The commission, he observed, had reversed findings of its task force and recommended that operations be retained in the department for lack of any other satisfactory location in the Executive Branch, and that a new post of general manager be created under the Assistant Secretary for Public Affairs. The general manager (now Charles Hulten) would be assigned full opera-

tional authority and responsibility for the Voice and other information activities.

"This has in fact been done," Secretary Acheson noted, "and my observation has been that the new arrangements are working very well. The Assistant Secretary has been able to devote his attention to an increasing degree to actual information policy and guidance to the general manager, and at the same time to carry out his assignment of serving as a staff adviser to me and other officers. . . ."

Reviewing the supplementary \$79 million budget for the "campaign of truth" and the regular \$32 million outlay, Secretary Acheson felt that the "expanded information program has in fact become the vital part of our national strategy."

Mr. Acheson expressed concern lest the department "lose any of the vigor and momentum already gained," or that effective working relationships with overseas information output be impaired. "Any proposals for taking these operations out of the State Dept. should be most carefully examined to make sure that these factors are not overlooked or forgotten," he concluded.

Sen. Benton expressed hope "that you do not mean we are now meeting fully the challenge and opportunity in this field," and asserted that "evidence abounds everywhere" that the information program "hasn't even begun to be 'the vital part of our national strategy' it should be."

Referring to the post of general manager, Sen. Benton replied that he is "not persuaded" by the title, though he has highest admiration for Mr. Hulten, and that the information program should command as many high-caliber men as ECA under Paul Hoffman.

"Here you have the most important argument for taking the operating responsibility for overseas information out of the State Dept., and establishing a separate department," he declared.

Sen. Benton also labeled the \$79 million supplemental as "pitifully inadequate" and charged that the country has been "woefully negligent in failure to respond" to the President's call for an expanded "truth campaign."

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FCC Streamlining

(Continued from page 23)

committee's report thereon, it is my understanding that the bill is not intended to repeal Sec. 326. . . .

The amendments are minor but make explicit certain language of the bill. Net effect is to:

1. Give each Commissioner the opportunity to fix the salary of his legal assistant, which, under the bill, he would be permitted to appoint and prescribe duties at an annual salary not to exceed \$10,000.

2. Add a new group to bureau heads and their assistants and the Commissioners' personal legal assistants affected by the bill's clause barring practice before the Commission for one year after leaving FCC employ. The new group would be designated as "the chief of each integrated division and his assistants."

3. Spell out a Commissioner's right to present his own or minority view or supplemental reports on all legislative matters affecting the Commission. Thus, a Commissioner would be accorded the right to appear before Congressional hearings and present an independent report or statement to augment FCC testimony, customarily presented by the FCC Chairman.

4. Define the Commission's right in a national emergency, i. e., an emergency proclaimed by the President or Congress as affecting national security.

The comprehensive bill contains authority for FCC to buy land and construct buildings for monitoring and research activities, a proposal desired by the Commission, particularly now for defense activities. A bill (HR 1730), embodying this proposal, is awaiting House approval.

In addition to the job-jumping ban on the Commission staff, the bill would limit a Commissioner, who resigned, from representing any interest within FCC jurisdiction for one year after leaving the FCC. It also would apply to a Commissioner who serves the full appointed term.

Other provisions would set a statutory target date on the time



TOP HONORS went to Chester Budny (l) in the WJMO Cleveland polka contest conducted by Paul Nakel (r). The happy duo is smiling through stacks of the 41,513 pieces of mail votes WJMO received. A plaque was given to Mr. Budny.

limit (within three months of filing) for action on original application, renewal and transfer cases. They would place a six month deadline within which hearing cases must be completed.

The Commission staff would be realigned along functional lines into Broadcasting, Common Carrier, and Safety and Special Services, each with legal, engineering and accounting personnel—a reorganization now in process by the Commission itself.

FCC would have to notify applicants before setting applications for hearing, grants issued without hearing would continue subject to protest for 30 days and the Commission would have to act on protests within 15 days, under the bill's provisions.

Provisions Cited

Other sections of the bill would:

- Permit FCC to issue cease-and-desist orders against violators of its rules and regulations.

- Alleviate "double-jeopardy" in anti-trust cases.

- Create a "buffer" staff to act as liaison between the Commission and regular staff, which would be responsible to FCC for preparation and review of decisions, orders, rules and other memoranda upon assignment.

- Reduce the number of assistant general counsels, assistant chief engineers and assistant chief accountants.

- Make FCC action on renewals bear on the finding that the public interest would be served and the applicant for renewal would no longer need to make the same presentation as is required of original applicants.

- Setup a radio fraud law similar to the postal fraud statute.

Sen. McFarland had told the Senate Jan. 29 that Chairman Coy "is very anxious that the bill be passed at any early date." This statement conforms to the view, expressed by close supporters of the bill, that the FCC may be more receptive to the McFarland Bill this year.

Commission exceptions to vari-

ous sections of the measure could be presented to the House and the differences ironed out in joint conference with the Senate, it has been proposed.

STATION SALES

Five Are Reported

SALE of WTBO Cumberland, Md., by Mrs. Aurelia S. Becker and Charles Z. Heskett for \$115,000 to a group including Howard Chernoff, former managing director of WCHS Charleston, W. Va., and George Clinton, manager of WPAR Parkersburg and WBLK Clarksburg, W. Va., was announced last week. Transaction, handled by Blackburn-Hamilton Co., station brokerage firm, is subject to FCC approval.

Other new sales negotiated by Blackburn-Hamilton and reported last week involve WOSC Fulton, N. Y.; KSBW Salinas, Calif.; WNLK Norwalk, Conn., and KWBE Beatrice, Neb. Transfer papers for WNLK and KWBE already have been filed with the Commission (see FCC ROUNDUP, page 82). All are subject to FCC approval.

WTBO, assigned 250 w fulltime on 1450 kc and NBC affiliated, is sold to Maryland Radio Corp., new firm composed of Messrs. Chernoff and Clinton as well as Ben K. Baer of Charleston.

WOSC to Cassill

WOSC, 1 kw daytime on 1300 kc, is sold by owner Don Kester for \$50,000 to Harold W. Cassill, president and manager of WEOK Poughkeepsie, N. Y.

A 65% interest in KSBW, 1 kw fulltime on 1380 kc directional, Mutual affiliate, is sold by Dr. Harry Morgan, president and general manager, for \$55,000 to John C. Cohan, former commercial manager of KNGS Hanford, Calif.; A. M. Cohan, Houston (Tex.) wholesaler, and Albert Seligman, Dinuba, Calif., department store owner. Dr. Morgan has interests in other California stations.

WHAY SOLD

To WNHC Group

SALE of WHAY New Britain Conn., for \$40,000 to a group identified with ownership and operation of WNHC-AM-FM-TV New Haven, Conn., was announced last week subject to FCC approval.

WHAY, founded in 1949, is a signed 5 kw fulltime on 910 kc directional day and night. A stock in the licensee, Central Connecticut Broadcasting Co., would be transferred to Continental Enterprises Inc., a new firm chiefly owned by Aldo DeDominicis, Patrick J. Goode and David K. Harris majority owners of WNHC.

Mr. DeDominicis is secretary-treasurer and 65% owner of transferee; Mr. Goode, chairman of the board and 10% owner, a Mr. Harris, 10% owner. Michael J. Goode, WNHC salesman, is president and 5% owner. A 5% interest each is held also by J. Vincent Callanan, WNHC salesman, and Vincent DeLaurentis, WNHC chief engineer. Latter is vice president of Continental.

Sellers include the following: L. V. Gaffney, H. W. Holt, L. Edwardson, P. J. Curry, G. McMahon, W. J. Watson, J. Darrow, F. W. Trapp, Ross Scully, M. A. Kirshnit, F. E. Raliff Jr., Joseph Rubenstein, Frederick Appell, George J. Coyle, P. Donnelly, J. B. Scully and Sney Roller.

Buyers contend there is no overlap between WHAY and WNHC and also cite different markets involved.

WBGE PURCHASE

Hall Buys for \$110,000

PURCHASE of WBGE, Atlanta dependent station, for \$110,000 was confirmed last Friday by Wilton E. Hall, president of WBGE and WCAC (FM) Anderson, S. C., as well as publisher of the *Atlanta Independent and Daily News*. Transaction, subject to FCC approval, was completed a fortnight ago in Atlanta with Mike Berne, president of General Broadcasting Co., the seller.

Mr. Hall, a former U. S. Senator, is also president of Palm Broadcasting System which owns 18 South Carolina and Georgia stations. Glenn P. Warnock, general manager of WBGE, met with Mr. Hall for negotiations, said that no immediate changes in WBGE personnel contemplated and David I. Warnock would remain as general manager. WBGE, 250 w on 1340 kc, will become part of the Palm Broadcasting System but will be operated by the Wilton Hall Co.

An Atlanta office is planned according to Mr. Warnock, who said that radio programs will be originated from it.

GENERAL ELECTRIC has announced that it has mailed out \$17 million in stockholders as the company's dividend.



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AL TOPPED

MS Washington, Feb. 4, conducted day long marathon to raise funds for National Symphony Orchestra. Announcements were repeated every 10 minutes from 8 a.m. to midnight. As result station netted \$4,005, topping its previous goal of \$1,500. Program beamed D. C. listeners also received stations from cities in Maryland and Virginia. *The Washington Post* editorial Feb. 6 praised station for part it is playing in fund drive for orchestra, which is primarily interested in playing for younger people of Washington.

SE AWARD

KNUZ Houston awarded "Milk Promotion Award for 1950" National Biscuit Co. KNUZ one of three stations to win prize during National Dog Week. Station devised special program, *Portcity Popcert*, to find homes for orphaned dogs in area. Program gained such popularity during month that every pup placed in S.P.C.A. shelter was adopted.

P FOLDER

WNA Charleston, W. Va., sends trade and advertisers large card folder with map of coverage area on front. Inside, along with list of rates, are market statistics headed "Personality Market Statistics."

OD MUSIC SHOW

K Portland, Ore., *Good Listen-Club*, 10:35 p.m.-1 a.m., Mon. through Fri., started Feb. 5. Program features light classics and classical music along with news stories on the hour. "Mister Midnight," unidentified emcee, will host show.

URBAN PROGRAM

MO Cleveland, *Radio Spotlight*, started Feb. 5, playing up urban points of interest with periodic summary of each. Station plans to present different program each week in effort to promote good will and prove effectiveness of radio advertising to suburban merchants who are sponsoring.

programs promotion premiums



BASKETBALL PLAYOFF

WISH Indianapolis, Feb. 24 through March 17, each Saturday will broadcast Indiana State High School Basketball Tournament, sponsored by local Frigidaire dealers. Station using outdoor posters, taxi cabs, newspaper ads and window displays in promoting playoff. Each dealer sponsors one-half of two games during four week tourney. This is third year that dealers have sponsored games.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



HELPING celebrate the 113th birthday of Mrs. Mary O'Neil, the oldest living resident of Pennsylvania, WLTR Bloomsburg and WAZL Hazleton presented her with many useful gifts from merchants of their towns. Victor Diehm, WAZL president, emceed an exclusive interview with Mrs. O'Neil for broadcast on both stations. Looking over the gifts are (l to r) Shirley Nicodemus, WAZL; Mrs. O'Neil; Mr. Diehm; Bertie Naunas, WLTR, and Anthony Hogg, WLTR chief engineer.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NAVY SHOW

U. S. NAVY, *Across the Blue Pacific*, transcribed quarter-hour public service show from Hawaii. Program features interviews with

hometown Navy men on duty in Pacific, including men on ships and stations in area. Music and native songs by Royal Hawaiian Sereaders are also featured on show. Series running for 13 weeks and is available for regional networks.

TV-D.J. SHOW

WDTV (TV) Pittsburgh, *Studio Control*, 12:30-1 p.m., Mon. through Fri., started Feb. 5. Show features Bill Brandt as emcee and is TV concept of AM afternoon disc jockey show. Music, record talk, guest acts and interviews highlight program. Show is keyed to afternoon AM audience.

DEFENSE EFFORT

KLZ Denver, *Design for Defense*, Sat. 2-2:30 p.m., started Feb. 3, written and prepared by service men in Denver area. Kickoff show featured taped interview with Arthur Godfrey, on duty with Navy in Florida, and Evelyn Knight, who recorded song for program. Show also featured salute to Army Nurse Corps on occasion of 50th anniversary. Part of show had tape-recorded bedside interviews with men back from Korea.

NOVEL PROMOTION

WLAW Lawrence, Mass., sending women of New England folded packet headed "Sew . . . here is a reminder from WLAW-680, 50,000 watt ABC affiliate . . . the spot on your dial where you always find radio entertainment at its best." Inclosed is thimble with raised letters on green backing reading "WLAW—Tune in 680." On back of folder is list of station's personalities appearing on shows.

STATION BREAK STUNT

WEBC Duluth recently conducted station relations campaign tying in its slogan "The Community Station." Mark Sheeler, special events man and disc jockey, attended civic clubs and organization meetings transcribing voices saying, "This is Mrs. _____ of _____ in Duluth . . . and this is WEBC Duluth and Superior." They were used as station break identifications. Stunt resulted in many calls from listeners who recognized voices of their friends.

RAID INSTRUCTIONS

KTTV (TV) Hollywood, *Instruction for Survival*, public service half-hour show Mon.-Fri., preparing public for possibility of bombings or raids. Show presented in cooperation with Los Angeles Civilian Defense Board. Members of various public agencies including Red Cross, Police Dept., Fire Dept., Public Health Dept. and others directly connected with public welfare will give information pertaining to their particular fields.

STUDENT OPERATION

KMHL Marshall, Minn., Feb. 3, operated 18 hour schedule with staff consisting of students from local high school. Students worked under direction of regular staff members who were present to meet FCC regulations. However, students handled all programming and general business of station. All commercials, news, disc shows etc. were handled and written by students. They also broadcast play-by-play description of local basketball game.

EDUCATION SHOW

WPTZ (TV) Philadelphia will carry *Operation Blackboard* from Atlantic City, Feb. 22. Telecast will cover meeting of American Assn. of School Administrators. This will be part of regular program carried by station in cooperation with local public schools.

Rules Extended

EFFECTIVE date of FCC's new Part 18 of its rules governing the industrial, scientific and medical service, insofar as they apply to welding equipment using radio frequency energy, has been extended from Jan. 31 to July 31. In the interim, however, any welding interference to other radio services must be promptly remedied, FCC said.



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FCC Actions

(Continued from page 75)

Applications Cont.:

Okla.—License for CPs new remote pickups KA-6736, KKD-310.

APPLICATIONS AMENDED

Sun and Times Co., Chicago—Application for new TV station AMENDED to change corp. name from Sun and Times Co. to WJJD Inc.

WABD (TV) New York—Application AMENDED to change from 5.6 kw vis. to 4.7 kw vis.

Modification of License

WTPS-FM New Orleans—Mod. license to change ERP from 55 kw to 27 kw.

WSTV-FM Steubenville, Ohio—Mod. license to change name licensee from Valley Bestg. Co. to WSTV Inc.

Modification of CP

WFMZ Allentown, Pa.—Mod. CP for extension of completion date.

WWSW-FM Pittsburgh, Pa.—Same.

CP to Replace CP

WMCR (FM) Kalamazoo, Mich.—CP to replace expired CP new noncommercial FM station.

February 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WINS New York—Mod. CP for change in frequency, increase in power etc. for extension of completion date AMENDED for extension of completion date to April 16.

Following FM stations request mod. CP for extension of completion dates: WSGN-FM Birmingham, Ala.; WSPD-FM Toledo, Ohio.

AM—1360 kc

Arthur Wilson Davis tr/as Royal Bestg. Co., Near Lancaster, S. C.—CP for new AM station 1220 kc 1 kw D AMENDED to change from 1220 kc to 1360 kc.

License Renewal

Following FM stations request renewal of license: KDRO-FM Sedalia, Mo.; WQAN-FM Scranton, Pa.; KCLE-FM Cleburne, Tex.

fcc roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,235	2,217	138		274	126
FM Stations	669	520	170	1*	12	4
TV Stations	107	59	50		382	171

* On the air.

Docket Actions . . .

FINAL DECISION

Lincolnton, N. C.—Carolina-Piedmont Bestrs. Inc. Final decision denying bid for new AM station on 1050 kc with 1 kw daytime on grounds applicant failed to make sufficient showing respecting technical and other issues. Final decision Feb. 8.

OPINIONS AND ORDERS

Saratoga Springs, N. Y.—Spa Bestrs. Inc. Memorandum opinion and order denying petition to set aside opinion and order of Aug. 17, 1950, which reopened record to permit Saratoga Bestg. Co. to present evidence in support of its mutually exclusive bid for new AM station on 900 kc with 250 w daytime. Petition filed too late, FCC ruled. Order Feb. 8.

Sturgeon Bay, Wis.—Door County Bestg. Co. Memorandum opinion and order dismissing petition for reconsideration of Sept. 27, 1950, grant without hearing of bid of Door County Radio Co. for new AM station on 1050 kc with 250 w daytime. Petitioner without standing, FCC ruled. See story this issue. Decision Feb. 8.

Non-Docket Actions . . .

AM GRANTS

Lawrenceburg, Tenn.—Aaron B. Robinson tr/as Lawrenceburg Bestg. Co. granted CP new AM station on 1370 kc, 500 w day, engineering conditions. Mr. Robinson is majority stockholder and president WDXI Jackson, Tenn., secretary-treasurer and stockholder WENK Union City, Tenn. and part owner. WCMA Corinth, Miss. Granted Feb. 7.

Fulton, Ky.—Ken-Tenn Bestg. Corp. granted CP new AM station on 1270 kc, 1 kw day, engineering conditions. Estimated construction cost \$22,150. Principals include Dr. Robert Bushart, president 10%; Ira W. Little, owner Kentucky Motor Co., 20%; Dr. Glenn F. Bushart, 10%, and 19 other minor stockholders, all Fulton businessmen. Granted Feb. 7.

FM GRANTS

San Antonio, Tex.—Charles W. Balthrope granted CP new FM station on Ch. 247 (97.3 mc), 9.2 kw. Grantee is owner KITE there. Granted Feb. 7.

WALK (FM) New York—Granted switch from Ch. 294 (106.7 mc), 10 kw, ant. 640 ft., to Ch. 222 (92.3 mc), 11 kw, ant. 630 ft. Contingent on WMCA-FM surrendering license pursuant to agreement between WALK and WMCA-FM. Granted Feb. 7.

WKNA-FM Charleston, W. Va.—Granted decrease in ERP from 22 kw to 9 kw and antenna height from 185 ft. to 110 ft. Granted Feb. 7.

WVCN (FM) DeRuyter Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.3 kw. Granted Feb. 7.

WFNF (FM) Wethersfield Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.4 kw. Granted Feb. 7.

WVCV (FM) Cherry Valley Township, N. Y.—Granted increase in ERP from 1.4 kw to 5.4 kw. Granted Feb. 7.

WVBT (FM) South Bristol Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.3 kw. Granted Feb. 7.

TRANSFER GRANTS

WDEF Chattanooga, Tenn.—Granted transfer of control of WDEF Bestg. Co., licensee, from Joe W. Engle to Mary Louise Finlay, trustee under will of Edward Finlay, deceased, Carter M. Parham and six other preferred stockholders through sale of 50.4% interest for \$200,000. [Story BROADCASTING • TELECASTING, Jan. 8]. Granted Feb. 7.

WDAR Savannah, Ga.—Granted transfer of control of WDAR Inc., licensee, from A. C. Neff and N. K. Clark to H. Blair Minick through pur-

chase of 100% interest for \$56,250. Granted Feb. 7.

KALG Almagordo, N. M.—Granted assignment of license from Norman Lassetter and Louis N. Neale Jr. to William Wayne Phelps for \$28,000. Granted Feb. 7.

New Applications . . .

AM APPLICATIONS

Pontiac, Mich.—Harry A. McDonald Jr. and Ray A. Shapero d/b as Oakland Bestg. Co., 1460 kc, 500 w day; estimated cost \$31,500. Mr. McDonald, 50% partner, is director of Ryerson & Haynes, Jackson, Mich., auto parts manufacturer, and partner in McDonald-Moore & Co., Detroit investment firm. Mr. Shapero is director of Cunningham Drug Stores Inc. Filed Feb. 1.

Grandview, Mo.—W. H. Brazil, 1050 kc, 250 w day; estimated cost \$9,250. Mr. Brazil is owner Pathfinder School of Radio Broadcasting, Kansas City, Bral Recording Co., same city, and Pathfinder Enterprises, Oakland, Calif., publishing and radio production firm. Filed Feb. 2.

Aiken, S. C.—Aiken Electronics Adv. Corp., 990 kc, 1 kw day; estimated cost \$12,650. B. T. Whitmire, president and one-third owner, is manager WFBC Greenville, S. C., 25% owner WAYS Charlotte and 25% owner WCOG Greensboro, N. C. Jack S. Younts, vice president 10%, is president and 50.9% owner WEEB Southern Pines, N. C. John Mare, secretary-treasurer 56.3%, is vice president and 15.7% owner WEEB. Filed Feb. 2.

Baraboo, Wis.—Watertown Radio Inc., 1400 kc, 250 w unlimited; estimated cost \$12,147.05. Applicant is licensee WTTN Watertown, Wis. Filed Feb. 6.

Fairfield, Ala.—Vearl Cicero and Albert R. Cicero d/b as Fairfield-Ensley Bestg. System, 1260 kc, 1 kw day; estimated cost \$10,093.64. A. R. Cicero, general manager 50%, is U. S. Government employee. V. Cicero, technical director 50%, is electronics engineer for Tennessee Coal, Iron and Railroad Co., Birmingham. Filed Feb. 7.

Opp, Ala.—Covington Bestg. Co. Inc., 860 kc, 1 kw day; estimated cost \$27,000. Principals: William Harris, manager and chief engineer for WWHV Huntsville, Ala., president 20%; Mrs. William Harris, employee WWHV, vice president 20%; W. M. Jordan, general manager 20%, and W. P. Thielen, secretary-treasurer 20%, and T. H. Gaillard Jr., 20%. Latter three are co-owners WPBB Jackson and WXAL Demopolis, Ala. Filed Feb. 7.

NONCOMMERCIAL FM

Springfield, Mass.—School Committee of Springfield, Mass., Ch. 201 (88.1 mc) 10 w; estimated cost \$3,000. Part of former WBZA-FM Springfield transmitter donated by Westinghouse. Filed Feb. 6.

FM APPLICATIONS

West Plains, Mo.—Robert F. Neathery, Ch. 247 (97.3 mc), 1.285 kw; estimated cost \$4,700. Applicant is owner KWPM West Plains and also has application pending for new AM station at Alton, Mo. Filed Feb. 7.

Columbia, S. C.—Radio Columbia Inc., Ch. 250 (97.9 mc), 1.52 kw; estimated construction cost \$12,000. Applicant is licensee WCOS Columbia. Filed Feb. 7.

TV APPLICATIONS

Sioux City, Iowa—Perkins Bros. Co., Ch. 5 (76-82 mc), 21.42 kw vis., 10.70 kw aur.; estimated cost \$232,000, operating cost first year \$200,000, revenue first year \$200,000. Applicant is licensee KSCJ-AM-FM Sioux City. Filed Feb. 7.

Columbia, S. C.—Marasco Bestg. Co., Ch. 10 (192-198 mc), 25 kw vis., 12.5 kw aur.; estimated cost \$182,360, operating cost first year \$100,000, revenue first year \$125,000. Applicant is licensee

WMSC Columbia. Filed Feb. 7.

Roanoke, Va.—Radio Roanoke Inc., Ch. 5 (76-82 mc), 13.1 kw vis., 6.55 kw aur.; estimated cost \$255,000. Applicant is licensee WROV-AM-FM Roanoke. Filed Feb. 7.

TRANSFER REQUESTS

KFMB-AM-TV San Diego, Calif.—Transfer of control of Jack Gross Bestg. Co., licensee, from sole owner J. Gross to The Kennedy Bestg. Co. through sale of 100% interest for \$9,800-plus. See story this issue. Filed Feb. 7.

WWNF Fayetteville, N. C.—Assignment of license from Wayne M. Neale to Rollins Bestg. Inc. for \$32,000. Transferee operates WRAD Radio, Va. and WJWL-AM-FM Georgetown, Del. and has application pending for AM station in Norfolk, Va. Filed Feb. 7.

WBEX Chillicothe, Ohio—Transfer of control of Shawnee Bestg. Co., licensee, from Walter A. Graham, James Graham, Ivan Kulbersh, Murray A. Nuss and Wilkie A. Neighbors to Truman A. Morris, E. W. Wipple and John Halliday for \$67,000. Mr. Wipple, president 33 1/3%, is president and 50% of WJEH Gallipolis, Ohio. Mr. Halliday, vice president 33 1/3%, is 30% of WJEH. Mr. Morris, secretary-treasurer 33 1/3%, is 20% owner WJEH. Filed Feb. 1.

WHOS Decatur, Ala.—Assignment of license from D. T. Kinney and estate H. H. Kinney d/b as North Alab Bestg. Co. to Barrett C. Shelton John H. Jones d/b as North Alab Bestg. Co. for \$50,000. Mr. Shelton, 50% owner is publisher of Decatur Daily. Mr. Jones, 50%, is secret treasurer of Jones Coal Co. and D. T. Fertilizer Co. Filed Feb. 2.

KFAB Omaha, Neb.—Acquisition of negative control of KFAB Bestg. Co., licensee, by Journal Star Printing through purchase of 1 sh. from William Aitken for \$125.54. Sidles Co. owns 50% ownership. Journal Star Printing Co. is owned by State Journal and Star Pub. Co. Filed Feb. 7.

WANS Anderson, S. C.—Assignment of license and CP authorizing full operation on 1280 kc from John Powell d/b as Carolina Bestrs. to firm of same name for \$85,000. Principals in transferee are C. R. Johnson and J. R. Johnson.

ECONOMIC TREND

Initiative Factor Tra

INDIVIDUAL INITIATIVE IN BUSINESS. Edited by George H. Allen. Cambridge, Mass. Harvard Press. 255 pp. \$3.50 (January sale of Executive Book Club.)

INITIATIVE has always been considered as a main quality for success under the free-for-all turmoil of the traditional American private enterprise system. Changes in our social and economic structure are affecting this function, which the editor in foreword calls the "red corpus of our society" without which kind of society becomes an anachronism is discussed in this volume by executives of industry, business, education and government.

Nine present major texts; others participate in give-and-take discussion. Mr. Allen, director of sales promotion for *McCall's* magazine, has edited the talks and discussion which comprise last year's business conference of Harvard Business School's annual series a thought-provoking volume.

GE Order

AN ORDER for \$1.3 million of transportable microwave communications equipment to be used by the Army Signal Corps has been reported by the General Electric Co. The order includes equipment for terminal and repeater stations which will give the Signal Corps a number of communications systems, GE reported.

SOLD

PRODUCT:
Thom McAn Shoes

AGENCY:
Neff-Rogow, Inc.

CAMPAIGN:
2 announcements daily

**BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!**

president of Brissey Lumber Co., dent 70%; C. R. Johnson Jr., vice dent same lumber firm, secretary James B. Johnson, secretary same er firm, 10%, and J. H. Wright, er in drug store chain and one- owner Maytag Equipment Co., vice dent 10%. Filed Feb. 5.

MJ Palm Springs, Calif.—Transfer control Palm Springs Bestg. Co., li- ee, from Richard W. Joy, Jean W. Donald C. McBain, George W. Ir- and Roland Vaile to Joseph E. ble and Theodore R. Gamble gh sale of 100% stock for \$61,500. Gamble, president, owns 51%. Gamble, vice president 49%, with is 20 1/2% owner KLZ Denver. Feb. 6.

AKR Akron, Ohio—Transfer of con- of Summit Radio Corp., licensee, ola G. Berk, present owner 28.2%, r voting trust agreement with other members of Berk family, own 22.8% together, so that Berk y may vote stock as unit. No ge in percentage of ownership or y is involved. Beacon Journal Co. remains minority stockholder. Feb. 6.

TLK Norwalk, Conn.—Acquisition control Norwalk Bestg. Co., licen- by David W. Jefferies, Michael J. en Jr. and Joseph V. Lentini gh purchase of 450 sh. from Ben- a Ginsburg, the Gaines-Lipset fam- and Solomon N. Petchers for \$20,000. stereos will together own 56% after er. Mr. Jefferies is recording eer for WCFM(FM) Washington; Lentini salesman for a wholesale- firm; Mr. Cuneen salesman for B Bradford, Pa. Filed Feb. 7.

BE Beatrice, Neb.—Relinquish- of control Blue Valley Bestg. Co., see, by John W. Thorwald through of 220 sh. for \$49,586 in five equal to Merle G. Jones, Thomas E. s Jr., M. E. Dole, Marion Morton oe D. Goldberg, all present stock- rs. Filed Feb. 7.

WA Enid, Okla.—Transfer of 100 a Public Bestg. Service Inc., licen- from estate of Charles P. Canler, used, to G. W. Athey and George hison for \$16,000. Both are orig- stockholders. Filed Feb. 7.

AT Frederick, Okla.—Assignment ense from J. D. Jones Jr., Ronald heeler Jr., Jack W. Oswalt and on A. Jones d/b as Frederick Co. to new partnership of same and persons except Mr. Oswalt, ed into Army. Filed Feb. 7.

AY Mullins, S. C.—Acquisition of ol Mullins & Marion Bestg. Co., see, by W. G. Smith, present one- owner and secretary-treasurer, gh purchase of 83 1/2 sh. from W. H. el Jr. for \$10,000. Minority stock- er W. L. Harrelson to transfer 41 o brother, Dr. Maxcey C. Harrel- r. for \$4,100. Filed Feb. 7.

VA Shamrock, Tex.—Assignment ense from Albert Cooper to Albert er and James D. Abbott d/b as rock Texas Bestg. Co. Mr. Abbott 60% interest for \$18,000. He is ger and salesman for KEVA. Filed 7.

KW-AM-FM Pasadena, Calif. — nment of license from Southern ornia Bestg. Corp., licensee, to ed partnership of Marshall S. Neal, Buhlig, M. B. Buhlig, Edwin Earl William J. Beaton d/b as Southern ornia Bestg. Co. No ownership ge. Filed Feb. 7.

ations . . .

AL withdrawals to date since Jan. M 4, FM 13, TV 0. Stations, dele- dates and reasons are:

KVR Havre, Mont.—KAVR Inc. Li-

January Box Score

STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

	AM	FM	TV
Total authorized	2,353	690	109
Total on the air	2,232	669	107
Licensed (All on air)	2,216	518	59
Construction permits	137	171	50
Conditional grants		1*	
Total applications pending	858	299	438
Total applications in hearing	299	11	180
Requests for new stations	271	11	379
New station requests in hearing	122	4	171
Requests to change existing facilities	257	27	26
Deletion of licensed stations in January	4	6	
Deletion of construction permits	1	9	
* On the air			

Emergency Plan

(Continued from page 25)

topics as state legislation, financ- ing, organization of personnel, siren installations, fire and police services, etc. [BROADCASTING • TELE- CASTING, Feb. 5].

Functions of broadcast stations "before, during and after attack" will be discussed in the closed circuit sessions, though no concrete answers to communications problems are anticipated until FCC and the Air Command have cleared the whole problem.

Communications planning for the District of Columbia was re- viewed in a meeting held at the Municipal Bldg. last Friday.

The District Communications Advisory & Planning Committee reported to Director John Fon- dahl on progress made thus far. Heading the subcommittee looking into broadcast matters is Ross Be- ville, WWDC Washington. Chair- man of the full group is Herbert Friede, District communications superintendent.

The broadcast station subcom- mittee has compiled a file of trans- mission of stations in the District area, what they may be called upon to perform in the way of services

cense, Jan. 20. Also CP switch from 250 w on 1240 kc to 1 kw on 910 kc, directional night. Economic. KAVR, founded 1946, ceased operation Jan. 20. Withdrawal coincided with Jan. 22 au- thorization to KOJM Havre to begin program tests on new assignment of 1 kw on 610 kc, directional, switching from 1 kw day on 730 kc. KAVR's MBS affiliation is switched to KOJM.

KJBS - FM San Francisco — KJBS Bestrs. License. Jan. 31. Request of applicant.

and other factors.

Mr. Beville will confer with Dis- trict broadcasters periodically, as he has done in the past, on civil defense progress. He is respon- sible for such aspects as standard radio stations, FM, TV transit ra- dio and amateur operators.

While much of the groundwork has already been laid, the whole CD project in the nation's capital is proceeding slowly at present be- cause of an uncertainty as to funds.

REPRESENTATION

NLRB Orders Elections

ELECTIONS to determine bar- gaining representatives for engi- neers and technicians at WBNY Buffalo, N. Y., WJIM Lansing and WGFG Kalamazoo, Mich., have been ordered by the National Labor Relations Board.

In the case of WBNY, an inde- pendent licensed to Roy L. Albert- son, the board directed that tech- nical employees choose between NABET (National Assn. of Broad- cast Engineers), petitioner in the dispute, and the intervening North- ern Branch of the American Com- munications Assn. (ACA), which previously represented the sta- tion's employees. The technicians voted last year to sever relations with ACA after the union was dis- lodged from CIO on the commu- nist issue. Election was ordered to "resolve conflicting claims" of both unions.

Engineers and technicians at WJIM, licensed to WJIM Inc., and WGFG, licensed to Southwestern Michigan Broadcasting Co.—Har- old F. Gross is president and gen- eral manager of both stations— were ordered to vote on whether the Detroit Chapter of NABET shall represent them in collective bargaining negotiations.

In another action, technical em- ployes at WBAP-AM-FM-TV Fort Worth were asked to hold an elec- tion on representation by IBEW (International Brotherhood of Elec- trical Workers). The board also certified an election at WICU (TV) Erie, Pa., where engineers and technicians all voted for NABET last December.

KALI Pasadena, Calif., and KFOX Long Beach will carry full schedule of Liberty Broadcasting System baseball games starting March 12.


DISMISS PETITION

Wis. Grant Stands

PETITION of Door County Broad- casting Co., requesting that FCC set aside its Sept. 27, 1950, action granting without hearing the new station bid of Door County Radio Co. for 250 w daytime on 1050 kc at Sturgeon Bay, Wis., was dis- missed by the Commission last week on grounds petitioner has no stand- ing to seek reconsideration.

Door County Broadcasting, which seeks a new station on 1340 kc there, alleged the grant to Door County Radio would cause severe injury economically and to its standing and reputation in com- munity. FCC said since different frequencies are involved and no technical conflict exists, the al- leged injury is dependent wholly upon petitioner's becoming a per- mittee, which may not ensue.

FCC said it therefore need not consider petitioner's allegations that the Door County Radio Co. application was fatally "defective" and "impliedly misrepresented the intentions of the corporation's stockholders." The allegations were denied in counter affidavits filed by the grantee, FCC noted. Charges made by petitioner involved use of similar firm name and alleged at- tempt to sell the construction per- mit.



biggest..

Growth of retail sales % in the U. S. A. was in

EL PASO

biggest..

audience in this vital marketing area is delivered by



KROD

5,000 watts 600 K. C.

KEY STATION - SOUTHWEST NETWORK

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Pres.

Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Among the Nation's 75 Largest Cities in the Last 10 Years (Latest Dept. of Commerce Report)

Gates has it

IF IT IS FOR A

BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

NARTB's Judgment

(Continued from page 21)

cal year starting April 1. Of this, \$50,000 is likely to be earmarked for payment to NARTB as overhead, plus 40% of all TV dues over \$150,000.

George B. Storer, head of the Fort Industry stations, will report to the TV board as head of its finance committee.

TV directors made it plain last week they are shooting for 100% TV membership—all 107 stations. Nearly 60 stations signed the Chicago pledge to join the new TV association. The TV board must arrange a membership campaign and decide on timing of the solicitation.

BAB's board will have to arrange its own membership solicitation. During the fiscal year starting April 1 BAB will get 30% of the dues of each NARTB radio member, unless the member decides it doesn't want BAB service, in which case a refund of 30% will be given.

NAB non-members, under a plan approved last August, would be entitled to join BAB by paying one-half the station's highest hourly rate. Dues for networks, representatives, transcription firms, manufacturers and other BAB members have not yet been fixed.

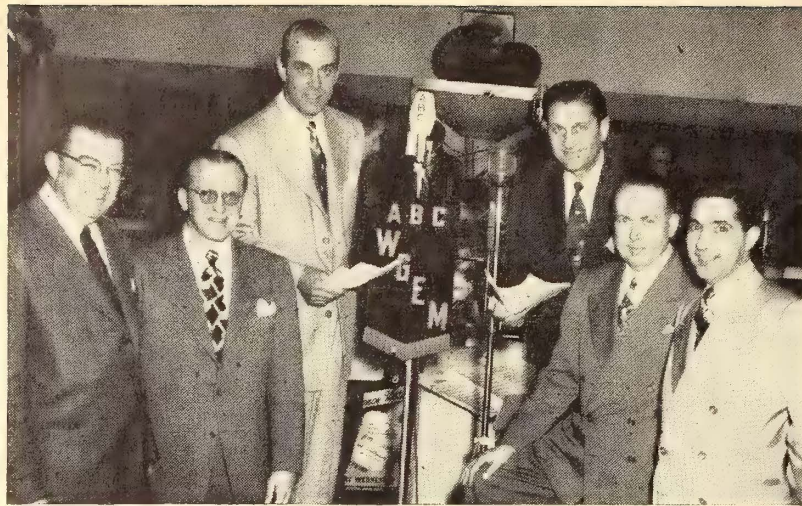
Solicitation to Start

BAB President Ryan has indicated BAB will start quickly with its solicitation of non-NAB members. He said BAB has no intention of competing with NAB but instead will argue on behalf of a strong national trade association. The two go together, he said. If a station doesn't want NAB, BAB will solicit it anyhow. After March 31, 1952, there will be no relation between NAB and BAB dues.

The BAB budget will start at around \$200,000 but it is expected to head rapidly toward the million-dollar annual budget conceived by the NAB board last summer when BAB separation was arranged.

BAB has made some contacts in its staff enlargement program. Mr. Ryan will have what he termed "fairly basic plans" ready for the BAB board meeting.

While presidential and reorgan-



FIRST nationwide network program to originate from Quincy, Ill., was a sell-out days before show-time due to promotion campaign launched by Joseph Bonansinga (r), general manager of WGEN (ABC) Quincy. Displays in lobbies of the city's two hotels, and direct-mail notices to every tavern in the Quincy area were part of Mr. Bonansinga's advance planning to fill Quincy's Casino for broadcast of Lawrence Welk's Miller High Life Revue Jan. 24 over ABC. On hand for show (l to r) Charles Helliwell, radio director of Mathis Agency, Milwaukee; Maury Murray, ABC producer; John Wiegel, High Life Revue announcer; Mr. Welk; Bill Wilson, ABC account executive, and Mr. Bonansinga.

ization details were occupying NAB headquarters, plans went ahead for the mid-April convention. Mr. Thomas is chairman of the board's convention committee. Robert K. Richards, NAB public affairs director, and C. E. Arney Jr., secretary-treasurer, are handling the convention program operations and physical arrangements, respectively.

After satellite and miscellaneous meetings Sunday, April 15, formal convention proceedings will open Monday with the report by President Miller. Monday's agenda will be confined to AM. Tuesday morning will feature FM discussion. Mr. Strouse is arranging details. Annual business meeting will be held Tuesday afternoon, followed by the annual banquet.

Wednesday will be TV day. First business meeting of the new TV organization is to be held in the afternoon.

Engineering sessions will run concurrently with the management meeting, with some joint meetings planned.

NAB headquarters was working

on the 1951 fiscal year budget last week, following board approval of the \$517,701 total recommended by the board's finance committee headed by John S. Meagher, KYSM Mankato, Minn. This fund does not include BAB's separate budget. It compares to \$549,000 for the current fiscal year (also excluding separate BAB fund). BAB has operated this year on a \$186,592 budget. TV, of course, will have its own \$150,000 budget. A number of NAB department heads and staff employees were granted raises by the board.

Funds Made Available

The board made \$5,000 available for a study of the operator employment situation and presentation before the FCC of proposals to relaxation of technical requirements. William C. Grove, KFBC Cheyenne, Wyo., is chairman of a board committee studying this problem.

By-laws of NAB were drastically rewritten by the NAB board in Florida, in line with revisions drafted by the By-Laws Committee headed by Frank U. Fletcher, WARL Arlington, Va. Mr. Fletcher, assisted by NAB staff officials, had prepared a paragraph-by-paragraph revision encompassing the changes required to bring TV into the association on an autonomous basis.

First, several changes must be made in the charter when NAB is reconstituted as NARTB. The name must be changed; proviso requiring board to meet not less than three times a year, also on call of the president, must be changed to once a year; three-fourths vote of board required for election of officers (it formerly was two-thirds); chairman of board to be added as an officer of corporation.

Summary of principal changes in the by-laws, as submitted to the membership for approval, follows: Object of NARTB has been broad-

ened to include developments the arts of "aural and visual broadcasting in all its forms."

As in NAB, provision is made for both active and associate memberships. There are two classes of members—radio and television. AM and FM stations may be active radio members, along with networks. Heretofore networks have merely been associates but now they have their choice of active or associate radio membership subject to approval of the radio board.

In the case of television, both station and network operators must be members.

Associate members are entitled to attend membership meetings, speak from the floor, exhibit products and services, and receive NARTB services. Associates cannot vote except on committees.

The board shall call special association meetings of all association members on request of a fifth of the active members (formerly the figure was 100 members). Radio and television boards can call special meetings on request of a fifth of their particular membership. A quorum consists of 10% of active members compared to 25% formerly.

Dues of radio members are to be fixed by the radio board on basis of range of income. Television dues are to be fixed by television board. The overall board is to fix dues of associates.

Total number of directors fixed at not over 42—25 maximum for radio and 14 for television. Directorships are to be held by board chairman and president. Radio directors are to be elected by each of the 17 radio districts plus two at-large directors. Large AM stations, two for medium AM stations, two for small AM stations, two for FM stations, provided an at-large group has least 25 members.

The TV board is to consist

NAB CRITICIZED

By Resigning Kops, WA

NAB's failure "to take an aggressive stand" in the Lorain, Ohio case involving use of allegedly unfair competitive methods by newspaper competing with a radio station drew criticism last week from Daniel W. Kops, WAVZ Dayton, Ohio.

In resigning from NAB, Kops and his partner, Victor Knauth, wrote President John Miller about a number of complaints covering NAB service. They reminded they had suggested "vigorous" defense of radio stations by NAB just as the AM stations fought for rights of member newspapers.

**Why buy 2 or more.
do 1 big sales job**
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.
WBA

representatives of TV station members. At least two of the nine to represent TV-only stations, more depending on the ratio of only stations to the total TV membership. Each TV network designate a director, but the works may not have more than directors on the TV board. director can represent more one classification and no mem-company can have more than director on either the radio or vision boards.

radio directors will hold office two years, as now is the case, under a staggered system. y will be elected as at present. television station directors will t their terms this year and e until the 1952 convention. y will be elected at the annual vention.

two-term limit is placed on all ctors except directors repre- ing TV networks.

he NARTB board will consist of radio and TV directors plus chairman of the board and ident.


he radio board can determine ociation policies affecting radio nbers; fix radio dues; issue dards of practice or codes for o, and allocate funds received n radio dues.

TV Board Authority
he TV board can determine asation policies affecting TV nbers; fix TV dues; issue stand- of practice or codes for TV, allocate funds received from dues.

bers of the board (radio and combined) are defined as fol-

determine the overall policies he association with respect to ers of general interest to all bers; to take title to real and onal property in the name of the ciation; to execute mortgages trust deeds on such property to re payment of some; to borrow ay in behalf of the association; encourage the organization of state ciations; to elect by three-fourths of its members a chairman of board, a president and secretary- surer upon such terms and condi- as it may deem proper; to direct ficers to do all things necessary arry out the policies, functions activities of the association; to ove the annual budget for the ram of the association for the 1 year;

rovided, however, the board of di- rs is not authorized to take ac- on behalf of the association respect to any determinations n authorized to be made by the



THE LITTLE STATION WITH... THE BIG WALLOP!

WABC
WEEKER

MMAM MARINETTE WISCONSIN

EVALUATES NAB

Baker Directs Survey

SEARCHING look into its own work will be taken by NAB when results of a self-evaluation survey have been analyzed by the NAB Research Dept., directed by Dr. Kenneth H. Baker.

Questionnaires covering 36 operations are being returned by stations—members and non-members alike. They provide for four types of evaluation—approve, not interested, disapprove, never heard about it.

The questions deal with specific operations and services rather than the work of any department or officer, the association feeling that many services involve cooperative effort by many individuals and departments.

The detailed listing, it is felt, will have a public relations value since many non-members do not realize the spread of NAB functioning and many members are not well informed on what they get for their dues.

Broadcast Advertising Bureau, Voice of Democracy contest, legal, labor and recording standards are covered in the opening questions. Others deal with inter-industry meetings, Broadcast Advisory Council, government relations, intra-association meetings, operating cost studies, FM promotion, trade press relations and related matters.

Closing the questionnaire are blanks for comments on NAB functions.

radio or television boards, but shall limit its jurisdiction to matters of general interest to all its members and adversely affecting neither television nor radio.

The language covering duties of the chairman of the board and the president-general manager follows:

OFFICERS

Section 1. Chairman of the Board. It shall be the duty of the chairman of the board to preside at all meetings of the association and of the board of directors; and he may preside at meetings of the radio and television boards at the request of such boards. He shall have such other duties and responsibilities as may be prescribed by the board of directors.

Section 2. President. It shall be the duty of the president to execute faithfully the policies of the board of directors, the radio board and the television board, and to assist such boards at all times in the determination of policies.

The president shall be responsible for the management of the affairs of the association including, but not limited to, the employment, direction and supervision of the officers and employees of the association except as provided in Article VII Section 2-A.

The president shall, not less than 45 days before the end of the fiscal year, present a report to the board of directors on the progress of the association's work in the current fiscal year to date and expenditures to date to carry out that program together with his estimate of expenditures to carry on the program for the remainder of the fiscal year. He shall at the same time present, for approval of the board of directors, his estimate of budget requirements

for the program of the association for the ensuing fiscal year.

He shall at the same time present for approval of the radio board of directors and the television board of directors his estimate of separate budget requirements for their respective programs for the ensuing fiscal year.

The president, by virtue of his office, unless otherwise serving as a director, shall become a member of the board of directors upon his election as president, to serve during his term of office. The president may preside at meetings of the association, and the radio board and the television board at the request of such boards; and he shall name the members of all standing and special committees from the members of any employe of any member and prescribe their duties. He shall be a member ex-officio, with right to vote on all committees.

He shall be entitled to make and execute for and on behalf of this association, contracts for employment for a period not to exceed one year; Provided, with the approval of the respective boards of directors where applicable such contracts may be made for a period of not to exceed three years.

The secretary-treasurer acts under the supervision of the president, the proposed by-laws specify.

The combined board must meet at least once a year. The president, or acting president, may on five days written notice call a special meeting of the combined board, or radio or television board. A third of the membership of such boards may notify the secretary-treasurer to call a special meeting.

A majority of the full board will constitute a quorum. This applies also to the Radio and TV boards except that in the case of the TV board a majority of those present may not represent networks or stations owned and operated by networks in order to constitute a quorum.

Except for the TV board, vacancies are to be filled by election if the unexpired term is 90 or more days although a director already elected for the succeeding term will fill such an unexpired term. Service during such unexpired terms isn't involved in the two-term limitation on consecutive terms served. TV network vacancies are to be filled by the network; other TV vacancies by the TV board.

PRESS CONTROL

Asked by Talmadge

THREE BILLS were introduced into the Georgia state legislature last week, all under sponsorship of Gov. Herman Talmadge, to curb newspaper "monopolies" in the state and to require that equal display be given replies to charges made by local papers.

The governor's action in part was allegedly aimed at the Atlanta *Journal and Constitution*, with which he reportedly has had longstanding differences. The *Constitution* was recently merged with the *Journal* under ownership of former Gov. James Cox of Ohio. The papers operate WSB-AM-FM-TV there.

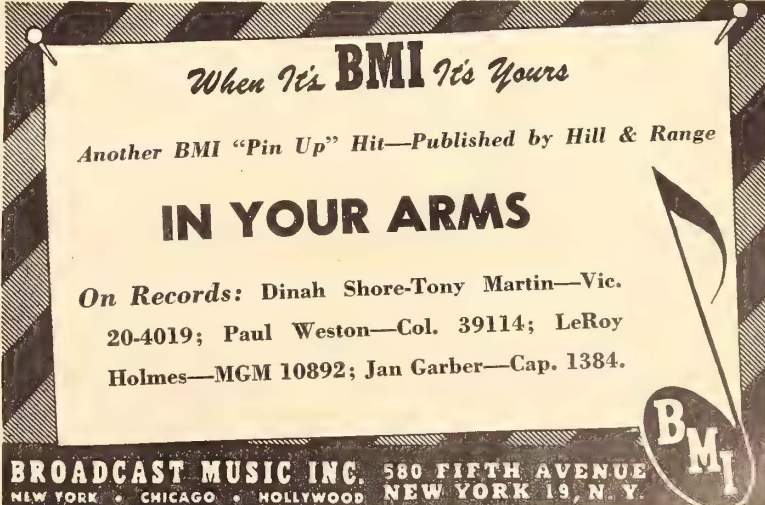
It was reported that through the bills Gov. Talmadge seeks (1) authority for the courts to dissolve "newspaper monopolies," suits being ordered filed by the governor through the attorney general; (2) to make papers subject to libel suits in any county in which they have circulation of 50 papers, and (3) to make papers subject to some form of regulation by the state and require them to give equal space and prominence to the reply of any person attacked by the paper.

GODFREY CASE

Singer Sues Star, Network

ARTHUR GODFREY and CBS were sued for \$250,000 damages last week by a Hawaiian singer who claimed the defendants squirmed out of a promise that she would appear on Mr. Godfrey's program and earn a minimum of \$250 a week for three months.

The singer, Mikilani Fo, alleged that although either Mr. Godfrey or CBS—she was not sure which—paid her way to New York from Honolulu, she was not given a chance to perform on the air and no earnings whatever materialized. Miss Fo said in her complaint, filed in New York Supreme Court, that she won a talent contest presided over by Mr. Godfrey when he visited Hawaii last summer. CBS had no comment on the suit.



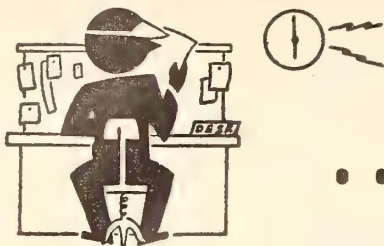
When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

IN YOUR ARMS

On Records: Dinah Shore-Tony Martin—Vic.
20-4019; Paul Weston—Col. 39114; LeRoy
Holmes—MGM 10892; Jan Garber—Cap. 1384.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

HEARINGS START FEB. 21 ON RADIO-TV CONTROL

SEN. ED C. JOHNSON (D-Col.) announced Friday Interstate & Foreign Commerce Committee, of which he is chairman, will start hearings Feb. 21 on Defense Dept.'s controversial radio-TV control plan. Committee will hold open sessions on Sen. Johnson's bill (S 537) which would empower the President to control broadcast signals "in the interest of national security" (see early story page 25).

Among groups which indicated they will appear are: Dept. of Defense (probably Maj. General Francis L. Ankenbrandt), FCC (Comr. George E. Sterling and/or Chief Engineer Curtis Plummer), NAB (President Justin Miller, Government Relations Director Ralph Hardy and/or Engineering Director Neal McNaughten) and possibly Radio-Television Mfrs. Assn. A few individual broadcasters also have requested opportunity to appear, committee authorities said. Others wishing to give views should inform committee, it was stressed.

EDUCATION TV FORUM

MERITS of TV in education to be discussed Feb. 13 on ABC *Town Hall* program, 9-9:45 p. m. by Telford Taylor, counsel for Joint Committee for Educational Television; Charles A. Siepmann, head of communications, New York U. School of Education; Ralph W. Hardy, NAB government relations director; Robert J. Landry, editor of *Space & Time*; Edwin A. Falk, counsel for Television Broadcasters Assn. Program to be under auspices of National Assn. of Secondary School Principals, with topic, "Is Television an Asset or Liability to Education?"

TRANSIT CASE FEB. 14

TRANSIT RADIO complaint of Washington Attorneys Franklin S. Pollack and Guy Martin to be argued Wednesday in U. S. Court of Appeals for D. C. Appeal is from order of Public Utilities Commission finding WWDC-FM Washington broadcasts on Capital Transit Co. vehicles are not contrary to public interest. Argument, previously set Jan. 29 [BROADCASTING • TELECASTING, Jan. 1], was delayed to Feb. 14 because of illness of Paul Segal, broadcast attorney, who is to argue for appellants.

FRASER JOINS PABST

FORREST L. FRASER, director of grocery merchandising for Kroger Co., has been appointed to newly-created position of executive vice president of Pabst Sales Co., Chicago. He will join firm April 1.

KENNEDY JOINS MAXON

EARL KENNEDY, formerly with Young & Rubicam, New York, to Maxon Inc., New York, in charge of all radio and television production.

RAYMOND GETS POST

MICHAEL A. RAYMOND, formerly with Lenzen & Mitchell, New York, named vice president and director of Dowd-Redfield & Johnstone, New York.

ABC, CBS TV AFFILIATES HOLD NEW YORK SESSIONS

MORE THAN 20 ABC-TV affiliates were represented at all-day meeting held Friday in New York, starting with tour of ABC-TV studio building. Business session included discussions of programming, sales, engineering, Washington situation and allocation of inter-connection facilities.

CBS Thursday afternoon held session on network facilities allocation problems for telecasters affiliated with CBS-TV.

BLAIR CHICAGO OFFICES

BLAIR-TV, Chicago, has moved into separate quarters from John Blair & Co. in McGraw-Hill Bldg. Company also announces physical separation of its AM and TV offices in Russ Bldg., San Francisco, where Lindsey Spight is devoting fulltime to TV. Jim Richards, formerly with sales staff of KFRC San Francisco, joins Blair there as assistant to Bill Peavey on AM. Prior to joining KFRC after war, during which he was Navy lieutenant assigned to *USS Saratoga*, Mr. Richards was with National Cash Register Co.

ATOM SECURITY HEARING

HEARINGS indicated Friday by Congressional Joint Atomic Energy Committee on security case involving ABC Commentator Paul Harvey's "unauthorized entry" into Argonne atomic-experiment plant (see early story, page 30). Authorities said Sen. Brien McMahon (D-Conn.), chairman, would call in Atomic Energy Commission and Dept. of Justice, but denied published report findings would be made public. Session will be closed. Committee reportedly received confidential reports from both departments.

WILSON NAMES FLEMMING

APPOINTMENT of Dr. Arthur S. Flemming, president, Ohio Wesleyan U., as assistant to director in charge of nation's manpower program, announced Friday by Charles E. Wilson, director of the Office of Defense Mobilization. Dr. Flemming will preside over newly-formed ODM Manpower Policy Committee, which will advise Mr. Wilson on manpower problems, including allocation of manpower to meet essential civilian and military requirements (see story page 19).

AP GETS AWARD

ASSOCIATED Press wire service granted \$18,559.82 verdict by U. S. District Court, Los Angeles, in suit against Broadcasting Corp. of America, AP announced Friday. BCA stations involved were KPRO Riverside, KYOR Blythe, KREO Indio and KROP Brawley, all California, it was stated. Verdict represents \$3,327.37 arrears for service to stations and damages of \$15,284.45 for breach of contract with AP, according to news service.

WOLFE ELECTED V-P

CLIFFORD H. WOLFE, account executive, Dancer-Fitzgerald-Sample, New York, named vice president.

Closed Circuit

(Continued from page 4)

stations or modified facilities, broadcasters complaints about inordinate delays at FCC in handling of even routine matters are continuing. Processing lines, which should have been current months ago, aren't even inching forward, according to some complainants.

SEABROOK FARMS frozen foods through Hilton & Riggio, New York, preparing half million dollar radio spot announcements, participations and chain break campaign to start March 12 for 52 weeks in about 50 markets.

RADIO Correspondents Assn., which cancelled Presidential dinner last month, expects to hold function without Chief Executive. Tentative plans call for combined cocktail-buffet in early April. Attendance will be on personal invitation basis, with John Edwards, ABC, heading Arrangements Committee. Tentative site: National Press Club auditorium.

FIRST NON-NAB member station to sign up with BAB is WGGA Gainesville, Ga., owned by *Daily Times*. E. F. MacLeod, station manager, last week buttonholed Allen M. Woodard, WDAK Columbus, NAB and BAB director and was promptly signed.

BUCHANAN & CO., New York, has recommended spot radio and television campaign. All-American Airlines to start in March. Decision from advertiser expected soon.

NAMES of new directors to be elected March 1 by Broadcast Advertising Bureau board kept under cover but it's known there hasn't been single turnout by those invited. Membership to be expanded from five to 25. Ready acceptance by invitees seen by BAB directors in reflection of confidence placed in new project.

RICHARD C. PATTERSON, former executive vice president of NBC who has been in diplomatic service for last decade, is slated for promotion to Ambassador to Switzerland. He has served for past several years as Ambassador to Guatemala.

BLUEPRINT for creation of Broadcast Bureau of FCC, part of overall staff reorganization along functional lines, due to reach Commission for action shortly after Chairman Wayne Coy's scheduled March return from vacation. Staff work on project is still in progress.

AMERICAN Legion and Radio-Television Mfrs. Assn. close to agreement on plan to provide TV sets on cost basis to military and veterans' hospitals, and similar agencies serving GIs.

LYDIA PINKHAM, Lynn, Mass., through Erwin, Wasey & Co., New York, planning early spring spot announcement radio campaign.

THOMAS HEADS AFA GROUP

EUGENE S. THOMAS, WOR-TV New York NAB director and chairman of NAB's board, named chairman of Program Committee for Advertising Federation of America 47th annual convention, to be held June 10 at Chase Hotel, St. Louis. Appointment made by Graham Patterson, AFA board chairman.

Y&R DUTIES TO MEADE

EVERARD W. MEADE, vice president and director of radio and television, Young & Rubicam, New York, and supervisors in his department will take over duties of Roland Gilman, vice president in charge of production, who has resigned [BROADCASTING • TELECASTING Feb. 5]. No replacement will be made.

BROADCASTING • Telecasting

In 1950...

WGN carried more programs sponsored locally by food and drug advertisers than any other major Chicago station... in fact, almost as much as all others combined.

..... It proves again that when advertisers have a choice of stations, they choose **WGN**..... still producing results..... still reaching more homes each week than any other Chicago station.

.....

*A Clear Channel Station...
Serving the Middle West*

MBS



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

REPRESENTED BY PETRY

The live-wire Petry organization knows the WGAR story first-hand. Periodically, WGAR presents these facts graphically to Petry men. Pictured here are John B. Garfield and Carl George in a recent meeting at the Ambassador. When you need facts about WGAR's market, coverage, programming, availabilities, promotion and publicity services, contact your nearest Petry man.



INTERROGATOR INTERROGATED

WGAR investigates every public service possibility. When Senator Estes Kefauver conducted his hearings in Cleveland, WGAR carried the actual proceedings. Special-events Director Don Hyde (left) reversed the procedure and questioned the Senator, bringing to WGAR listeners an enlightening interview.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO



A WGAR ADVERTISER

Here's one man who knows what's brewing! He is Mr. P. G. Byrnes, Advertising Manager of Brewing Corporation of America, Cleveland. Mr. Byrnes, who has had wide experience in the advertising field, points out the superior qualities of Carling's Black Label Beer and Red Cap Ale to John B. Garfield, Sales Manager of WGAR.



LADIES FIRST?

If your first consideration is to reach ladies first, reach them through Cleveland's first lady of radio, award-winning Esther Mullin. Miss Mullin conducts "Ladies Day", highest Hooperated of all women's programs originated in Cleveland. "Ladies Day" is presented every weekday morning, Monday through Friday. Ask about availabilities.

WGAR Cleveland
50,000 WATTS ... **CBS**



... AMERICA'S GREATEST ADVERTISING MEDIUM



Represented Nationally by
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