

TELECASTING

A Service of BROADCASTING Newsweekly

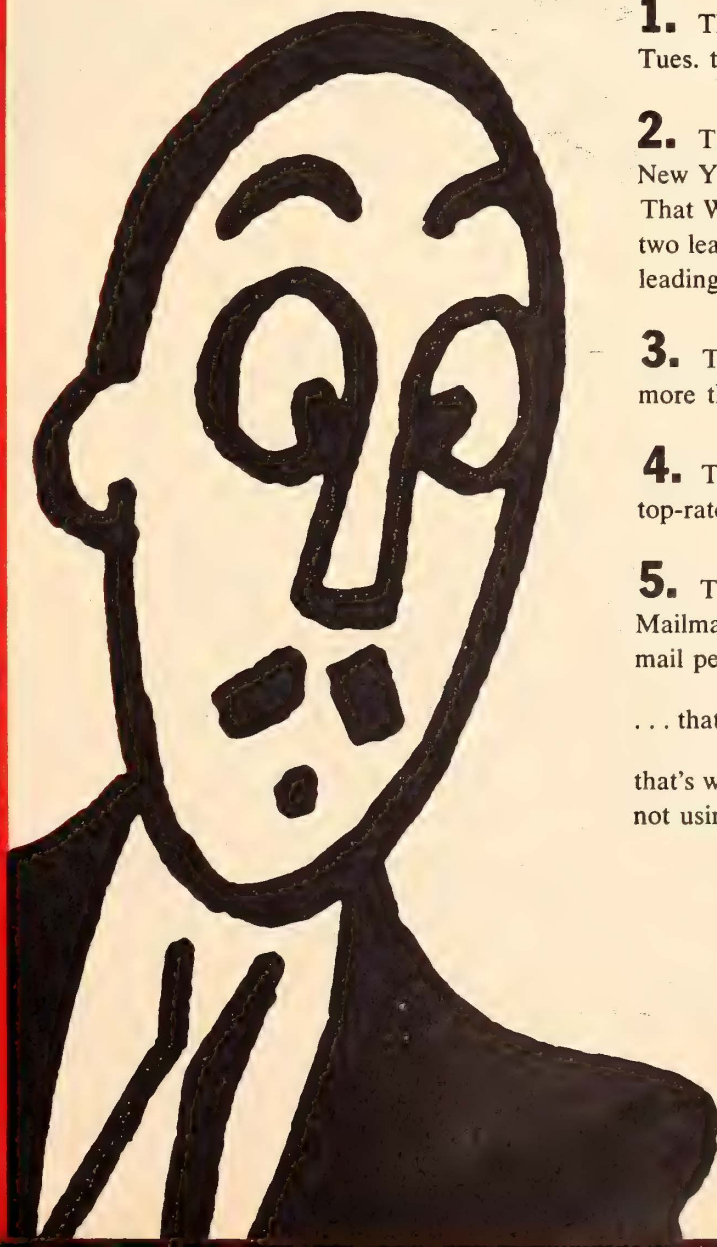
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By Markets
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tv buyers—did you know?



1. That WOR-tv, channel 9, is *tops* in local sports,*
Tues. thru Sat.?

2. That WOR-tv — the *newest* tv station in
New York — is 4th in national spot business?
That WOR-tv clocks more spot business than the
two leading independent tv stations and one
leading network outlet?

3. That 10 WOR-tv shows attract audiences of
more than 1/4-million viewers per broadcast?

4. That WOR-tv's wrestling matches are the
top-rated for real sock-seeing in New York?*

5. That one WOR-tv program, "The Merry
Mailman", has averaged at least 2,000 pieces of
mail per week during the past two months?

... that's selling! that's getting tv audience!

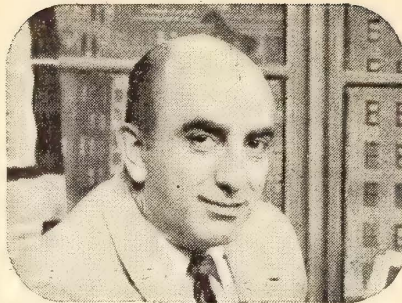
that's why *you* are losing tv money if you're
not using

WOR-tv
channel 9

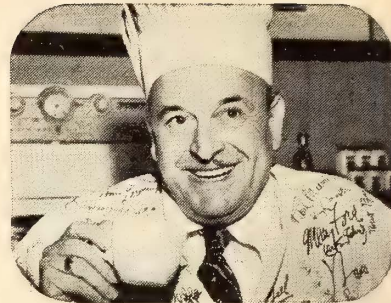
*January 1951 Pulse



①



②



③



④

they sell by day



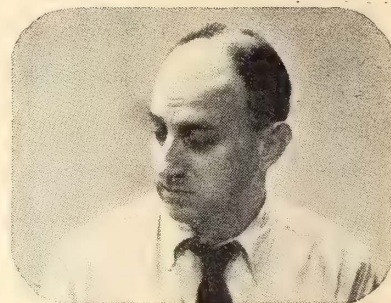
⑤



⑥



⑦



⑧

Here are some of America's most successful salesmen.

They sell scores of products to thousands of eager customers. They are invited guests into these customers' homes...invited because they are homemaking experts and entertainers. Their endorsement of the products they sell gives people *confidence* in buying. Their record of sales successes is impressive.

Here are the salesmen who are setting sales records for delighted advertisers in the most vital markets of the land. They are leading spot television personalities who are unusually equipped to sell your product too. They sell when people buy...by day.

- ① Kathi Norris WNBT New York
- ② Herbie Mintz WNBQ Chicago
- ③ Chef Milani KNBH Hollywood
- ④ Ernie Kovacs WPTZ Philadelphia
- ⑤ Polly Huse WBZ-TV Boston
- ⑥ Mildred Funnell WNBK Cleveland
- ⑦ Nancy Osgood WNBW Washington
- ⑧ Bob Stone WRGB Schenectady—
Albany—Troy

NBC SPOT SALES

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

CONSERVATION TECHNIQUES

Set Makers Ready Plans

By FRED FITZGERALD

READY within the lengthening shadows of material shortages brought on by the accelerated defense measures, the nation's set makers last week gave further tangible evidence of the conservation techniques that are being adapted for production lines throughout the industry.

In Washington, Philco Corp. unveiled a new television receiver which was described as the outgrowth of a two-year engineering project at Philco. According to Leslie J. Woods, vice president, research and engineering, the new 7 chassis "has proved its superiority in field performance tests and so conserves many critically scarce materials."

Meanwhile, RCA made its report last Friday on the fruits of its laboratory research towards the field of conserving scarce materials. RCA through its patent pool licenses the major portion of the radio-TV industry.

At the Philco showing last Thursday it was brought out that a new chassis eliminates the use of cobalt entirely and the amount of aluminum needed is reduced 7%; silicon steel, 58%; ferrite, 7%; copper, 26%; and nickel, 7%. Most of the savings are effected through substitution of non-strategic materials as well as resigning and reducing some parts. This was emphasized by Mr. Woods at the completed receiver achieves an over-all performance level superior to present TV sets."

Techniques Available

According to Philco, which stated that all its economy techniques are available to other set manufacturers who desire to utilize them, such a conservation plan had been instituted by the industry since 1950, there would have been a total estimated savings of about 100 tons of copper, 27,600 tons of silicon steel, 440 tons of cobalt, 224 tons of nickel, 2,950 tons of ferrite (which includes 20% nickel oxide); 2,100 tons of aluminum. These figures were premised on a 1950 production figure of nearly 7½ million television sets.

Among the more important changes in the new TV chassis of Philco are "more efficient and economical" deflection circuits. These circuits control the electron beam, both horizontally and vertically, as

it traces the picture on the television screen. Another development is the design of a new power supply, including two selenium rectifiers in a voltage doubler circuit, which works with the new deflection circuits and eliminates the usual heavy power transformer.

Third step by Philco is a new electrostatic-focus picture tube which is specifically designed for use with the aforementioned deflection circuits and power supply, which gives "excellent picture quality" and also saves important quantities of scarce materials.

Philco said it would have the innovations in its production line by April with possibility of complete changeover by June.

RCA, in its report, elaborated on technical developments which industry-wide "will save millions of pounds" of critical metals and still enable radio and TV manufacturers to maintain present high-quality standards.

Officials said the developments include an electrostatic picture tube and redesigned loudspeakers. These alone, they said, cut the amount of critical cobalt by 90% in the average TV receiver.

RCA President Frank M. Folsom

said that "when these conservation steps are applied by the industry, they will save millions of pounds of cobalt, copper, nickel, aluminum, brass, steel, and other critical metals."

Growing out of stepped-up conservation research work initiated at the outbreak of the Korean war, the developments have already been made available by RCA to radio, television, and tube manufacturers throughout the industry, RCA reported, adding that the manufacturers were assured that additional engineering advances will also be made available.

Find New Ways

Mr. Folsom noted that manufacturers have been able to maintain a substantial level of production by finding new ways to use scarce materials, but said the length of time during which the current production rate can be maintained will depend both on restrictions imposed by the nation's mobilization program and on manufacturers' continued ingenuity in meeting conservation needs.

For every million average 17-inch TV sets produced by the industry, Mr. Folsom said these material savings would be made:

Alnico, an alloy containing 24% cobalt and other scarce materials, 732,800 pounds; steel, 784,000 pounds; copper, 510,700 pounds; aluminum, 224,000 pounds; brass, 146,400 pounds; nickel, 46,000 pounds.

Officials said the conservation program has been extended by RCA Service Co. to include installation of television sets, with a redesigning of the antenna which cuts the use of aluminum by 50% and, on an industry-wide basis, would result in an annual savings of 2 million pounds for each million installations. Use of copper in transmission lines also has been reduced

(Continued on page 68)

SNOW CROP SALES

Hamilton Lauds TV Results

TELEVISION has been doing a tremendous job for Snow Crop products, H. T. (Tom) Hamilton, advertising manager of Snow Crop Marketers, Division of Clinton Foods Inc., told BROADCASTING • TELECASTING last week.

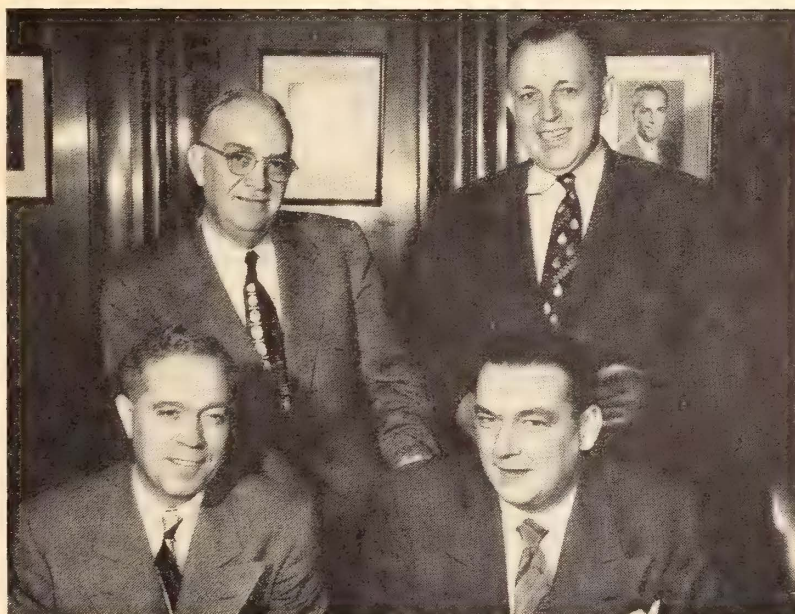
In the past few months the trend in sales on frozen coffee, which was introduced and promoted through television only, has risen steadily.

Snow Crop Marketers has been sponsoring *Your Show of Shows* Saturday night on NBC-TV, but cancels it in mid-March [BROADCASTING • TELECASTING, Feb. 5] to buy a film, dramatic, half-hour shows twice a week on afternoon station option time in 30 to 40 markets. Approximately three-quarters of the stations are already lined up, Mr. Hamilton said.

One of the reasons for cancelling the network program and starting the new series "is that the network can't clear the specific markets that we want," Mr. Hamilton declared.

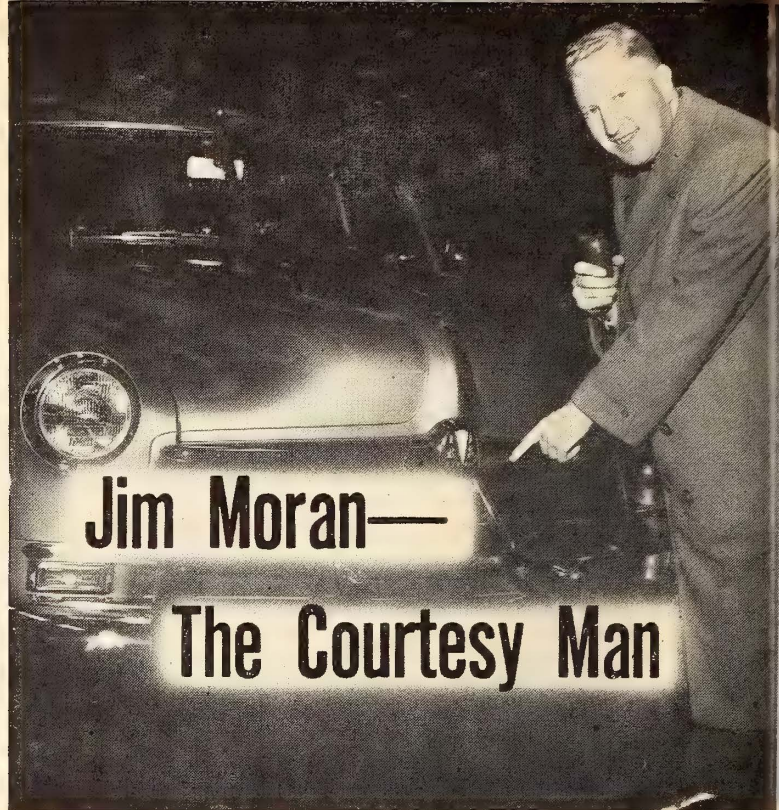
Although Snow Crop was covering 53 markets by sponsoring part of *Your Show of Shows*, they were not necessarily the urban type of market that the company is interested in, Mr. Hamilton explained.

The network show cost the firm approximately \$30,000 weekly for time and talent. Mr. Hamilton estimated that the new series would probably run on a similar budget.



NBC TELEVISION SPAC members (see story page 25) are (l to r): Standing, Martin Campbell, WFAA-TV Dallas, and Dean Fitzner, WDAF-TV Kansas City; seated, E. R. Vadeboncoeur, WSyr-TV Syracuse, SPAC secretary for TV, and John T. Murphy, Crosley Broadcasting Corp. (WLWT Cincinnati, WLWD Dayton, WLWC Columbus), SPAC vice chairman.

Mass Auto Sales With a Personal Touch



WHEN 17-year-old Jim Moran opened his own filling station in 1936, he adopted a simple get-ahead formula. He said to each and every customer: "Good Morning (Afternoon or Evening);" he asked: "How are you?," whether or not the patron liked it; he closed with: "Hope you drop in again."

Men who have watched the progress of tow-headed James Moran, president of Chicago's Courtesy Motor Sales Inc., say his manner hasn't changed one iota in 15 years.

"It isn't what Jim Moran says to you, it's the way he says it," is the comment of one of Jim's first customers. "At that Sinclair station up in Rogers Park where I first met him, he was always quick to check my car for oil and water, wash the windshield—even before he was asked to do so. But a lot of station attendants did that. The difference between Jim and the average salesman was that he looked you in the eye when he talked to

you. You felt that you were transacting business with a friend. You found yourself going back to see him again."

This friendly approach, which Jim calls common *courtesy*—the name he gave his Hudson automobile agency in 1948—has carried Jim Moran to phenomenal heights in the automotive sales world. His sales volume totaled \$20 million in 1950.

Jim is the first to acknowledge that, were it not for television, he would be "just a neighborhood success."

Today, two years after Courtesy Motor Sales bought its first TV time, a few Chicago advertising men still are asking what makes the Courtesy TV campaign click. The answer is: It has Jim Moran's personal touch. A "nice guy" to everyone he meets—shoeshine boys, elevator operators, mechanics, grease monkeys, and doormen and waiters at the Illinois Athletic Assn., where he often dines with fellow members—Jim is the perfect example of a low-pressure salesman. It is his simple charm, together with husky good looks (176 pounds, 6 feet, engaging grin, close-cropped, curly, blond hair) that puts him over.

When he first took television seriously in the fall of 1948 (automobile dealers then were having to do a selling job for the first time since World War II), he at once sensed its "auto showroom" possibilities. But he also saw in the new medium an opportunity to project his comparatively quiet, subdued technique of selling, which had brought him success

whenever he found time to deliver a pitch *in person*.

Early in his business career he had found himself penalized because there are only 24 hours in one day. As long as he had one filling station, he stayed on the job from 7 a.m. to 11 p.m. and attracted an increasing number of patrons. But when he expanded his early operations to four stations, business at one or the other fell off in his absence. Now, through television, he can do a personalized mass selling job.

By February 1949, he became "Jim Moran—the Courtesy Man" on WENR-TV (ABC) Chicago, sponsoring wrestling matches Wednesday nights from Rainbo Arena. He made a personal appearance five times during each program when the camera shifted to "Opera Drive" in front of the station's headquarters at the Civic Opera Bldg. Here, alongside a procession of new Hudsons and highly polished used cars, beautified by klieg lights, Jim calmly pointed out the best features of his cars during each announcement period. There was no hokum, no come-on to his selling. He was "courtesy" personified.

Sets Pattern For Other Dealers

This \$1,200-per-week show set a pattern for other Chicago auto dealers to follow, resulting in a bonanza for the city's TV stations. The Courtesy wrestling show brought such prosperity to Jim that within eight months he was able to bankroll *Courtesy Theatre* on WGN-TV, the *Chicago Tribune* station. This Sunday night show, most highly rated of his TV ventures, brought Chicago viewers their first feature-film TV theatre. Mr. Moran wisely chose to break in for an announcement only once during the program.

Last February he unveiled the

QUICK to sense the "auto showroom" possibilities of television, Moran personally handles Courtesy commercials. With the information of an in-store salesman, he points out the best features of his cars during each announcement period

* * *

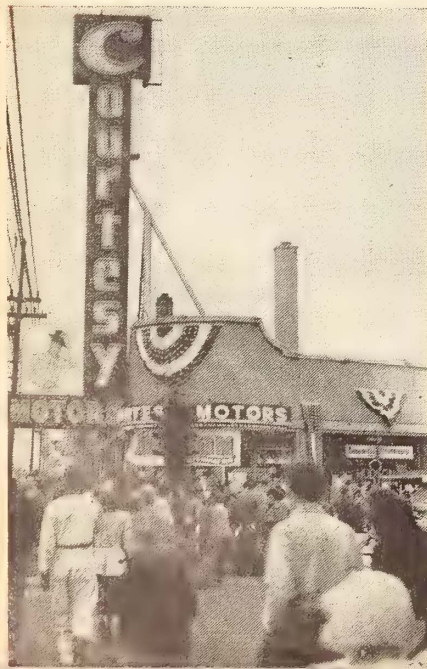
Friday night *Courtesy Hour*, 60-minute variety show with himself as m.c., at WENR-TV Civic Studio. This show is interrupted only 2 minutes and 56 seconds for commercials, which approaches Jim Moran's ideal of commercials at all—Courtesy speak for itself."

From the beginning of his activities Jim has worked with count Executive Hal Barkun, Malcolm-Howard, Chicago agent who spends much of his time on the Courtesy account.

Mr. Moran's 1950 expenditure of \$36,000 monthly for TV paid off handsomely. Last May, he sold 1,436 new and used cars. His sale of 690 new Hudsons that month topped every other auto dealer in the United States. In a contest last spring, Jim awarded Hudson Motor Car Co. "Oscar" for having sold more than any other Hudson dealer, exceeding his quota by 218%. Presentation of the award was July 15 in Chicago by Roy Smith, district manager of Hudson Sales Corp. Currently, he sells more Hudson "Baby Hornet" models than any other because he is pushing this exclusively Courtesy development. The car is really Hudson Pacemaker souped-up improved by Moran mechanics



Mr. Barkun



LARGE sign, featuring likeness of Jim Moran doffing his hat, lets motorists on Chicago's West Grand Ave. know where Courtesy Motor Sales does business. View is looking east on Grand Ave. at Central Park.

ned for business May 1, 1948, a 40-foot storefront at Grand Central Park Avenues, on Chicago's west side, now occupies three blocks with facilities valued at \$1,000,000. This includes a \$500,000 service center, where 61 cars can be "Courtesy-conditioned" at one time, and an "assembly line" where old cars are reconditioned and given a 6,000 mile guarantee. Courtesy has 167 mechanics, and a total of 346 employees, as compared with 14 in its pre-TV days.

Hudson officials in Detroit think much of Jim Moran's merchandising and advertising methods that they seek his counsel from time to time on national policies, and send copies of dealers to Chicago to help his far-flung operations.

One of the Courtesy Man's most commendable practices is to campaign for the automobile industry as a whole. He has never been known to rap a competitor. His reputation for square deals has lead far beyond the borders of Michigan, attracting orders from as far as the East and West coasts and south to Florida. He has shipped cars to England, France and Norway.

Courtesy Noted for Community Service

Locally, Courtesy Motor Sales distinguishes itself by contributing heavily to the Community Fund, Boy Scouts, Christmas Sealing House, and giving benevolent TV shows for such drives as the annual Cancer Campaign. Many churches and charitable groups raffle off Hudsons because Courtesy furnishes them at cost.

In December, Santa Claus was on the job at Courtesy headquarters every night during the week before Christmas from 7 to 10 p.m. He gave away toys valued at \$9,850 to deserving children. Courtesy's toy cart, drawn by the show girls, "Honey" and "Sugar," appeared in Chicago's big pre-Christmas parade on State St. Jim Moran spent a total of \$14,000 during the Christmas season on various charitable projects. A large amount went toward a gala Christmas Eve party which was broadcast.

The Moran organization has the same set of officers since its beginning. Jim is president. Stanley Rodine, secretary, and Walter De Met, treasurer.

KTSL Goes CBS April 1

KTSL (TV) Los Angeles, which CBS bought last Dec. 31, becomes the network's Los Angeles TV outlet April 1, when the CBS affiliation with KTTV (TV) Los Angeles, in which the network owned 49% of the stock, terminates. Merle S. Jones, general manager of KTSL, KNX and the Columbia Pacific Network, said that about 22 hours of network programs would be added to the KTSL schedule on that date.

PETRY MANUAL

Gives Full TV Sales Data

SALESMEN of the TV division of Edward Petry & Co. have just received a 220-page sales manual containing complete descriptions of the 287 local programs currently being telecast by the 12 TV stations represented by Petry. Also included are market data sheets and coverage maps of the stations, program pictures and success stories.

The book is prepared in looseleaf form so the salesman can leave with the advertiser or agency the pages on any station or program as "tangible, factual, sales-conducive reminders of each station's availabilities" (to quote from the manual).

Publication of the sales manual is the fourth step in a long-range program to improve, expand and standardize all sales service material of the company's TV division. First step, made last September, was a survey of key timebuyers to determine what kind of material they wanted from TV station representatives, the form in which they wanted it and the preferred method of delivery. Next, facts about each station were collected and published as standardized single-page station market data sheets. Third, program information was gathered and processed along the lines indicated as preferred by the buyers. Finally, all this information was collected in the manual, which will be kept up-to-date by a weekly bulletin, "TV News in Review."

WAAM SEMINAR

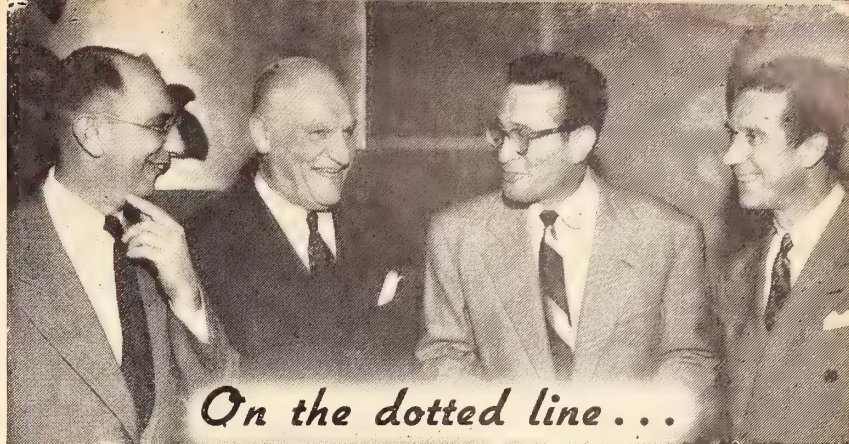
102 Students Register

REGISTRATION of 102 students for the first annual Regional Television Seminar, held in Baltimore last Friday and Saturday, was announced late last week by WAAM (TV) Baltimore. The students represent 18 colleges and universities from Pennsylvania to North Carolina. The educational institutions are co-sponsoring the project with WAAM [BROADCASTING • TELECASTING, Feb. 5].

Four of the major addresses at the seminar were slated to be telecast. WAAM reported it had cleared time for talks by representatives of three networks and one leading advertising agency.

Seminar officials said time had been cleared for addresses by Charles Underhill, general manager, CBS-TV; William I. Kaufman, casting director, NBC-TV; Robert Saudek, vice president, ABC, and a script editor from BBDO.

Titled "Career Opportunities in Television," the seminar was to conclude with a summing-up session in which students, educators and broadcasters reviewed results of the meetings and the outlook for careers in TV. All meetings were held at the WAAM building.



On the dotted line...

LOUIS HAUSMAN, v. p. in charge of CBS promotion; Milton Dammann, chairman of board, American Safety Razor Corp.; Robert Q. Lewis, star, Silver Star Blade-sponsored *The Show Goes On*, and Victor Strite, v. p. in charge of sales for the razor corp., celebrate renewal of show on 40 CBS-TV stations.

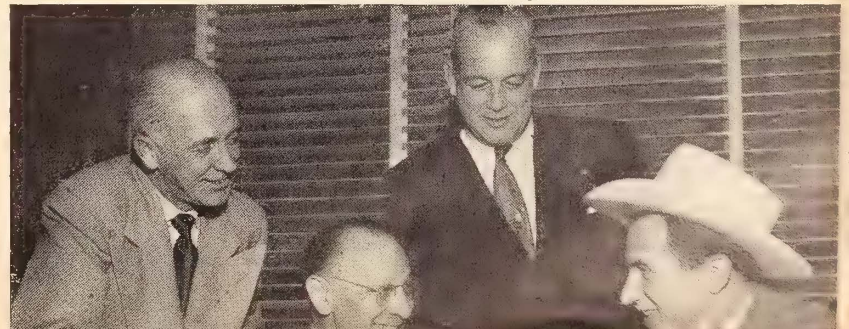


FINAL negotiations for renewal of *Hoffman Hayride* on KGO-TV San Francisco are set by (l to r) Gayle V. Grubb, general manager, KGO-AM-TV; Walter Epstein, general manager, Hoffman Sales Corp.; Robert Selby, vice president, Walter McCreery Inc., agency representing Hoffman in San Francisco, and Dude Martin, program star.



HERMAN MERGARD Jr., owner of bowling alley chain, takes sponsorship of WCPO-TV Cincinnati's *Midday Merry-Go-Round*. L to r: Wilfred Guenther and David Brown, pres. and v. p., respectively, Guenther, Brown & Berne Inc., agency; "Big Jim" Stacy, program m.c.; John Patrick Smith, WCPO-TV representative, and Mr. Mergard.

GOING OVER detailed plans for sale of Bing Crosby Enterprises' filmed TV products are, seated (l to r) Everett Crosby, firm president, and Edward Petry, president of Edward Petry & Co. Standing are Charles B. Brown, TV sales director, Crosby Enterprises; Tom Dawson, manager, TV Div., Petry Co.; Richard J. Dorso, president, Century Artists Ltd., and executive v. p., United Television Programs [BROADCASTING • TELECASTING, Jan. 22]; Basil Grillo, sec.-treas., Crosby Enterprises, and Jerry King, head, Standard Radio Transcriptions Services Inc., and UTP president.



More than FREEDOM TO VIEW

More than ever, television-wise sponsors are giving TV news shows their close scrutiny...then snapping up the choice availabilities fast. News today is a hot commodity!

ever...

Ever consider TV news for your product? *The best in Alabama is on WAFM-TV*—twice daily: 12-12:15 p.m., Monday thru Friday; 11-11:15 p.m., Monday thru Saturday.

Alabama's

Alabama's finest news coverage is combined with the world-wide films of International News and Telenews Productions, then edited especially for Alabama viewers.

best

Best is just one way to describe these fifteen-minute newscasts (ten minutes of film, five of local news by a top local reporter). They're complete, accurate, up-to-the-minute.

TV news

TV news in Birmingham is good news for you. Because Birmingham is loaded with new industry...and booming with new industry's fat payrolls and heavy spending.

buy

Buy time on these TV news shows for your product and you'll have a headliner on your hands in no time at all. For complete details, get in touch with Radio Sales, or

WAFM-TV

"TELEVISION ALABAMA"

Live Camera • CBS in Birmingham
Represented by Radio Sales

Choice Limited, Hennock Says

DECLARING that people have no freedom to choose what they want to view, Comr. Frieda B. Hennock last week lamented the fact that there is "only the choice of viewing what is offered or turning off . . . sets and seeing nothing at all."

Comr. Hennock, guest of honor at a dinner of the Philadelphia Adult Educational Council last Thursday when she received a special award for her espousal of the educational cause in radio and television [BROADCASTING • TELECASTING, Feb. 12], went on to cite educational stations as the answer to this problem.

"The establishment of educational television stations will, in effect, be giving the public an alternative—their long delayed freedom of choice," she said.

Comr. Hennock described TV as "perhaps the ultimate mass medium of communications. It is a synthesis of radio, the press and the film; it is superior to each and all of them."

She cited the "great" effect of video upon the culture and mores of our society and, labelling the medium "the educators" challenge, maintained "we must work with television and not in competition with it."

Some critics of the plan for reservation of TV channels for educational station use have maintained that education has operated "well-enough without television's benefits," Comr. Hennock asserted. She continued:

To answer this we need only to examine the history of our country. Through education we have developed the world's greatest democracy. This democracy has in turn helped to develop the greatest and most productive forms of industry. This industrial structure has created television. To complete the cycle, television must

now be utilized to expand and vitalize education.

Comr Hennock praised the far-sightedness of the Philadelphia Board of Education and the "public-spirited cooperation" of three local stations—WPTZ (TV), WCAU-TV and WFIL-TV—for setting up "a working model" of how video can be used for educational purposes. Although she conceded these programs to be "a shining example," Comr. Hennock nevertheless said it was necessary for educators to have their own "independent stations, controlled and operated by educators" in order to realize the "full educational potential" of the medium.

"Education is too important to be handled on a half-way basis. Commercial broadcasters, no matter how cooperative and willing, cannot devote sufficient time to meet . . . educational needs."

TV COSTS DOWN

Dannenbaum Cites Rates

TELEVISION circulation costs and per-impression rates are going downward, not upward, according to Alexander W. Dannenbaum Jr., commercial manager of WPTZ (TV) Philadelphia.

Disagreeing with claims that TV is "too expensive," Mr. Dannenbaum reminded that the medium is not charged with failing to deliver an adequate return for monies invested.

Referring to an article titled **Mr. Dannenbaum "Runaway Costs."**

in the Jan. 22 BROADCASTING • TELECASTING, in which a discussion at the Television Assn. of Philadelphia meeting was reviewed, Mr. Dannenbaum said a paragraph in the story did not properly represent his position. The paragraph quoted him as saying during informal debate that TV is merely trying to get back some of its original investment.

His position, Mr. Dannenbaum said, was that TV is delivering a high return per dollar invested. Referring to "an incipient crusade by some timebuyers to establish the premise that television rates are too high," he said, there have appeared "seeds of fact concerning the ability of advertisers to afford the costs" but these "become lost in charges that the rates are not realistic and not worth the price asked."

"It is my belief that most people, when they speak of advertisers



WALTER WINCHELL is present the second annual Champion Sportsman of the Year Award for his untiring efforts on behalf of the Dan Runyon Cancer Fund and for his contributions to all humanity. L to Frank Stranahan, of the Champi Spark Plug Co., which originated t award last year; Harry Wismer, Al sports director, and Mr. Winche Award was presented on Mr. Win ell's ABC program Feb. 11.

being unable to afford increased rates, are arguing not that rates are too high for the advertising delivered but that the budget of some given advertiser cannot afford the cost of a specific type program he may desire," Mr. Dannenbaum said. "In my opinion the answer rests in the advertiser's TV purchases being tailored to meet the size of his budget."

"The responsibility for finding more ways of adjusting the television advertising dollars rests with the advertisers, agencies, networks and stations alike. Many steps in this direction have already been taken. Prime examples are the Kate Smith participation type of sponsorship and the *Saturday Night Revue* approach. Still more recent arrangements are the policies being followed by Pet M Norge and Motorola on the N Wednesday 8-9 p.m. program. Each advertiser sponsors a show every third week. The two weeks he is off the air he receives an identification of his sponsorship on other sponsors' shows."

"Television is the most forceful selling tool yet devised. But let us not forget that it's a new tool with new uses and new applications. It's up to all of us to find and use them."

"Rather than criticize television costs per se, let's look at television in respect to what it delivers per dollar invested. This is the advertiser's approach to any other medium; why not television? In television honestly believe that the present rates are justified. As we believe we always will be able to justify our rates."

Jurien Hoekstra

JURIEN HOEKSTRA, 57, conductor, singer, actor and at one time KMOX St. Louis as public relations director, died Feb. 12 at his home in Kalamazoo. Mr. Hoekstra had just returned from a trip to organize March of Dimes campaigns in Baltimore and other cities.

THAWING FREEZE

Far Away Places Get TV

FROZEN TV areas—those too far away from a station to receive signals—may be thawed out considerably when and if a community TV aerial system produced by Jerrold Electronics Corp., Philadelphia, comes into general use.

At Lansford, Pa., a Jerrold 85 foot tower was installed at the top of a mountain and the boosted signal carried by wire to individual homes, piping in reception from three Philadelphia stations more than 70 miles away. The system was originally designed for apartment houses. Some think it will soon be possible to insert a local commercial from a local control room by breaking into a distant station's commercial time.

President Milton Shapp said that TV stations could more than double their coverage areas if—and it's a big if—materials for building the systems do not become impossible to obtain. Jerrold officials estimate that the systems can be supplied for the next six months.

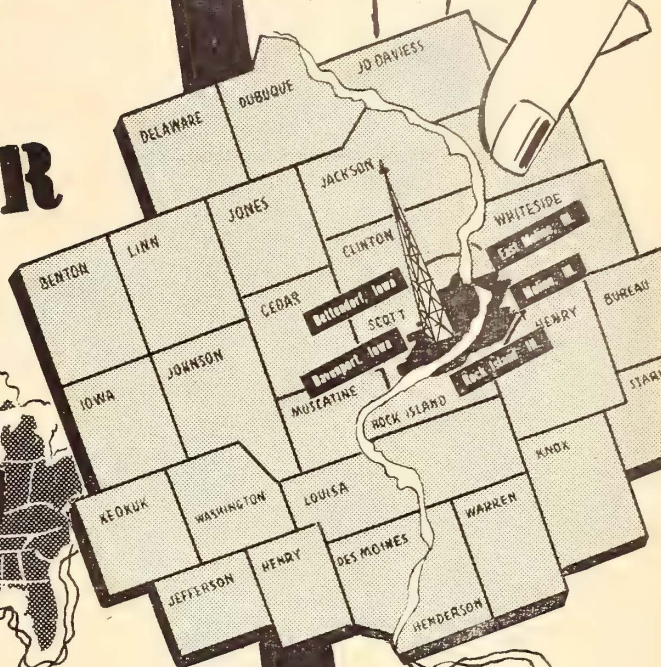


SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



WOC-TV Sells! It is now pulling more than 1,000 proofs of purchase a month (4,698 in January) for a cracker concern using a ½-hour local live show a week!

WOC-TV Sells! It enabled an auto dealer, sponsoring a weekly wrestling film, to move into third place last summer—and the dealer's car is an independent make NOT in the low price field!

WOC-TV Sells! It helped a potato chip maker, using two one-minute live announcements a week, increase his sales 400% a week.

WOC-TV Sells! And it has a host of success stories like the above to prove it sells! If you want sales in the rich Quint-City market, you want WOC-TV! Get the facts from your nearest F & P office—or from WOC-TV direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



**The
QUINT CITIES**

B. J. Palmer, President
Ernest C. Sanders, Resident Manager

WOC-TV
AM FM

YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today there are

120,000

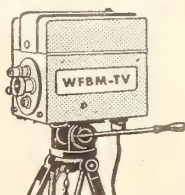
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



Network Programming Trends Reported by Pulse

(Report 151)

MORE network TV time was aired during the Pulse survey week in January 1951 than in December 1950. Multipulse program trends indicate. Most of the increase went to comedy-variety, musical-variety and interview programs.

In the order of average ratings, the 10 top-ranking program types for January were:

Boxing (including Louis-Beshore fight)	26.0
Westerns & Serials	19.6
Talent Programs	16.9
Drama & Mystery	16.8
Pres. Truman (all nets combined)	15.9
Comedy Situation	15.1
Comedy Variety	13.3
Musical Variety	13.3
Children Shows	11.3
News	11.2

Comedy-variety shows lead the listing of Multipulse programs by types in the period Jan. 2-8. Top 10 types follows:

	#1/4 Hrs.	Avg. Rtg.
Comedy-Variety	133	13.3
Children Shows	97	11.3
Drama & Mystery	72	16.8
Quiz-Audience Participation	67	10.3
Women's Interest	60	5.9
Musical Variety	40	13.3
Interviews	26	7.7
Comedy Situation	20	15.1
Wrestling	18	8.8
Basketball	18	9.0

'Star Theatre' Tops Nielsen Report

NATIONAL Nielsen ratings of television programs for the two weeks ending Dec. 23 show *Texaco Star Theatre* in first place. *Your Show of Shows* was in second place

in number of homes reached. Complete list follows:

HOMES REACHED IN TOTAL U. S.		
Rank	Program	Homes (000)
1	Texaco Star Theatre	5,475
2	Show of Shows (Crosley)	3,805
3	Show of Shows (Participation)	3,778
4	Toast of the Town	3,707
5	Philco TV Playhouse	3,677
6	Fireside Theatre	3,532
7	Show of Shows (Snowcrop)	3,521
8	You Bet Your Life	3,253
9	Martin Kane, Private Eye	3,216
10	Stop the Music (Lorillard)	3,067

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1	Texaco Star Theatre	56.0
2	Fireside Theatre	49.1
3	Show of Shows (Participating)	48.0
4	Toast of the Town	42.5
5	Show of Shows (Crosley)	41.3
6	Robert Montgomery Presents	40.6
7	Philco TV Playhouse	39.6
8	Show of Shows (Snowcrop)	38.6
9	Arthur Godfrey's Scouts	37.7
10	Gillette Cavalcade	37.5

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

New Time Rates Announced by WBNS-TV

WBNS-TV Columbus, Ohio, announces a new evening one-hour, one-time rate of \$450, effective with its new Rate Card No. 3, now in effect. It lists Class B time, 5-7 p.m., Monday through Friday; sign-on to 1 p.m. Sunday; sign-on to 7 p.m. Saturday and 11 p.m. to sign-off Sunday through Saturday, as \$337.50 an hour; Class C, all other hours is now \$225, on a one-time rate.

Announcement rates, either film

or slides, on a one-time basis, run as follows: Class A, 6:59 p.m. to 11 p.m., Monday through Saturday; 1 p.m. to 11 p.m. Sunday, \$100; Class B, 4:59 p.m. to 6:59 p.m. Monday through Friday, sign-on to 1 p.m. Sunday, sign-on to 6:59 p.m. Saturday, and 11 p.m. to sign-off Sunday through Saturday, \$80; Class C, \$50.

American Research Reports January Ratings

LATEST report on televiewing by American Research Bureau shows *Texaco Star Theatre* as the leading program in January. ARB reports the show was seen in an estimated 7.6 million homes by 25 million persons.

ARB TV-Nationals were reported for January as follows:

RANKING BY POPULARITY RATING	
1. Star Theatre	71.1
2. Cavalcade of Sports	58.0
3. Comedy Hour	54.6
4. Talent Scouts	53.9
5. Fireside Theatre	52.0
6. Your Show of Shows	51.5
7. Godfrey & His Friends	50.8
8. Philco Playhouse	48.8
9. Greatest Fights	46.1
10. Groucho Marx	44.5

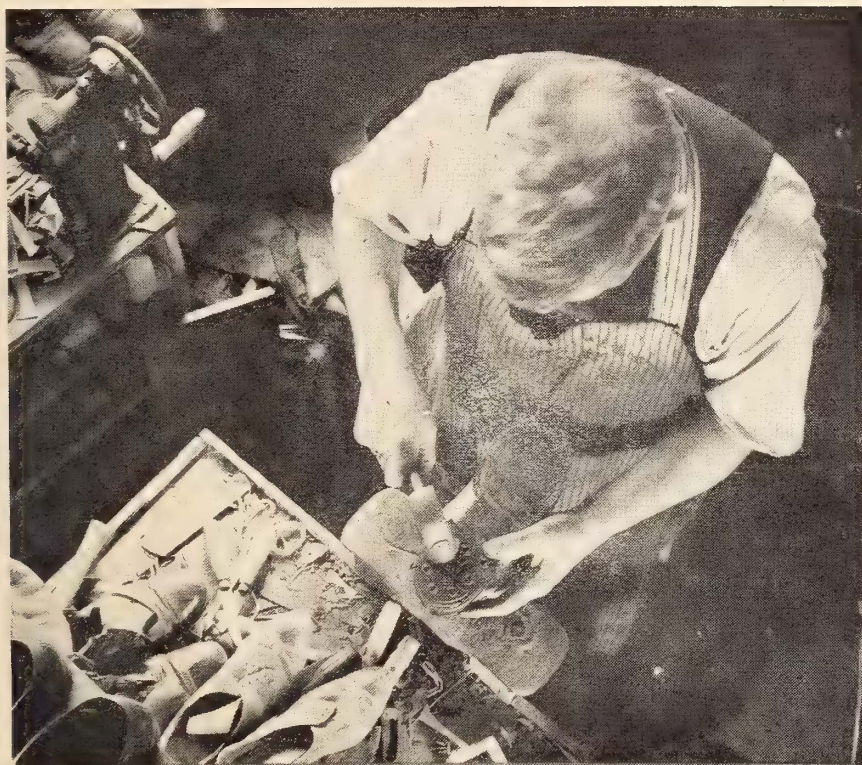
RANKING BY HOMES REACHED (Add 000)	
Star Theatre	7,600
Comedy Hour	5,550
Cavalcade of Sports	5,450
Your Show of Shows	4,950
Godfrey & His Friends	4,950
Philco Playhouse	4,860
Groucho Marx	4,660
Greatest Fights	4,400
Talent Scouts	4,250
Fireside Theatre	4,100

Weekly Television Summary—FEBRUARY 19, 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	78,553
Ames	WOI-TV	42,006	Memphis	WMCT	75,117
Atlanta	WAGA-TV, WSB-TV	91,225	Miami	WTVJ	52,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865	Milwaukee	WTMJ-TV	212,880
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	136,500
Boston	WBZ-TV, WNAC-TV	650,000	New Orleans	WDSU-TV	47,179
Buffalo	WBEW-TV	181,957	New York	WABD, WCBST-TV, WJZ-TV, WNBC	2,150,000
Charlotte	WBTV	56,631		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471	Newark	WATV	Inc. in N. Y. Estimate
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000	Norfolk	WTAR-TV	56,783
Cleveland	WEWS, WNBK, WXEL	422,503	Oklahoma City	WKY-TV	73,370
Columbus	WBNS-TV, WLWC, WTVN	132,000	Omaha	KMTV, WOW-TV	64,019
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	784,000
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	105,319	Phoenix	KPHO-TV	30,150
Davenport	WOC-TV	44,668	Pittsburgh	WDTV	212,000
Dayton	WHIO-TV, WLWD	170,000	Providence	WJAR-TV	105,355
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	405,000	Richmond	WTVR	62,867
Erie	WICU	46,230	Rochester	WHAM-TV	73,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	105,319	Rock Island	WHBF-TV	44,668
Grand Rapids	WLAV-TV	107,297	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Kalamazoo	WFMY-TV	49,812	Salt Lake City	KDYL-TV, KSL-TV	37,500
Greensboro	KPRC-TV	65,238	San Antonio	KEYL, WOAI-TV	40,124
Houston			San Diego	KFMB-TV	81,000
Huntington	WSAV-TV	35,250	San Francisco	KGO-TV, KPIX, KRON-TV	143,406
Charleston	WFBM-TV	120,000	Schenectady	WRGB	139,600
Indianapolis	WMBR-TV	27,000	Seattle	KING-TV	68,200
Jacksonville	WJAC-TV	68,125	St. Louis	KSD-TV	254,000
Johnstown			Syracuse	WHEN, WSYR-TV	101,405
Kalamazoo-Grand Rapids	WKZO-TV	120,269	Tulsa	WSPD-TV	120,000
Kansas City	WDAF-TV	100,600	Utica-Rome	KOTV	61,085
Lancaster	WGAL-TV	80,553	Washington	WKTU	36,000
Lansing	WJIM-TV	42,500	Wilmington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTVL, KTTV	877,421		WDEL-TV	57,757

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 is necessarily approximate.

The CLIENT with a SOLE



...and good

Business

Sense, too

Sunday Evening February 18th marks the 171st consecutive time that the Century Shoe Repairing spot has flashed on WMAR-TV's Channel 2 just before Ed Sullivan's much loved "Toast of the Town." That the Century people are pleased with their spot is self-evident.

Spot business is good business—premium time guaranteed by contract. Within the range of any budget, the client makes quite sure his message reaches and stays with a vast audience.


Century Shoe Advertising is placed on WMAR-TV by Dundon & Rosenbush Company

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

**Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**





They're buying a new product

The show is sponsored by a new brand of toothpaste. And tomorrow, the housewife will be asking her druggist for it. So will thousands like her. We know. We planned it that way.

Radio Sales TV analyzed this advertiser's sales and distribution problems in a major metropolitan market. Recommended a homey, live-talent show on the Radio Sales-represented TV station. A show built to hit home with children and adults alike.

So well did we fill the bill for this sponsor that he wrote, "We have had phenomenal success with the sale of the toothpaste. In checking drug stores, we have found many instances in which customers asked for the toothpaste 'mentioned on the program.'"

By getting an early start in television... by getting to know the medium from every angle, Radio Sales TV has learned all the ins and outs of selling all kinds of products...yours included. As you will see when you call...

Radio Sales

Radio and Television Stations

Representative...CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTSL, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.

disinterested survey proves

APPROXIMATELY ONE HALF OF THE MORE THAN 70,000 TELEVISION SETS IN THE MEMPHIS AREA TUNED IN **DAYTIME!**

SETS-IN-USE SURVEY CONDUCTED BY INDEPENDENT MARKET RESEARCH FIRM

The results of a television ownership survey conducted among Memphis television set owners by the Psychological Service Center have just been released (the Psychological Service Center is a survey and research organization directed by W. R. Atkinson, Ph.D.).

The findings of this study prove conclusively that approximately 50% of WMCT's more than 70,000 television homes have their sets tuned in between 12:00 Noon and 6:00 p. m.

The survey employed the usual coincidental manner. Telephone calls to set owners were scheduled on a half-hour basis, and the results carefully tabulated. Between December 4 and December 10, 1950, the survey compiled 3,840 interviews during the hours of 12:00 noon to 6:00 p. m. The following high percentages for half-hour listenership are significant: **52% high Monday through Friday, 62% for Saturday, and 79% for Sunday.** The survey establishes the following averages:

1. 38.3% of the more than 70,000 television sets in this area were in use from 12:00 noon to 6:00 in the afternoon . . . Monday through Friday.
2. 41.6% of these 70,000 sets were in use on Saturday afternoon.
3. 53.25% of these 70,000 sets were in use Sunday afternoon.

Here is an assured audience of tremendous proportions, which you can reach in the daytime. In Memphis, this takes on extra importance for you, in that this television audience is unbroken. WMCT is the only television station in the Memphis market area—the one and only station telecasting to the entire Memphis area.

A Sales Demonstration in these Memphis homes at only \$.0015 each*

This survey proves that you can show your product to an assured audience in the Memphis market area at a cost of \$.0015 (fifteen one-hundredths of a cent) per home. In other words, you could make 648 such sales demonstrations for only \$1.00.

Day and night, here is the *entire* television audience in Memphis and the Mid-South, ready to receive your sales message. May we suggest that you call or wire your nearest Branham office for availabilities. They're going fast!

*Based on the WMCT one minute class "C" weekday rate.

**To sell Memphis
you need the
undivided audience of**



National Representatives
The Branham Company

Owned and operated by
The Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC

Also affiliated with
CBS, ABC and DUMONT

'ASSET OR LIABILITY'

'Town Meeting' Weighs TV as Teaching Tool

TELEVISION was variously described as the most powerful teaching weapon ever created and as an educational liability during debate on the *Town Meeting of the Air* program on ABC last Tuesday, 9-9:45 p.m.

Participants in the discussion were Ralph W. Hardy, NAB government relations director; Charles A. Siepmann, head of communications, New York U. School of Education, and Telford Taylor, counsel for Joint Committee for Educational Television. Hurling questions at the trio were Robert J. Landry, editor of *Space & Time*, and Edwin A. Falk, counsel for Television Broadcasters Assn.

Program was under the auspices of the National Assn. of Secondary School Principals and was sponsored cooperatively. Topic was, "Is Television an Asset or Liability to Education," with George V. Denny as moderator.

On the premise that TV is "the greatest teaching tool ever put in the hands of man," Mr. Hardy said all of man's creative genius is needed to develop the medium's

potentialities. He placed this responsibility squarely on the licensees, who are selected by FCC. He termed Mr. Taylor's quest for TV educational channels a great waste of facilities.

The basic challenge, Mr. Hardy said, is to make the blessings of knowledge and enlightenment available to the largest number of people. "I like to think of education as worrying about their Hoopering," he concluded.

Says TV Price High

Mr. Siepmann, co-author of the FCC "Blue Book," said he felt the price of TV is too high and claimed it could not offer much that film cannot offer. Time is not important, he felt. He put TV "low" on the list of priorities among media of education. "TV, I feared, 'will compound radio felonies' and 'make us a nation of passive gapers.'" He advocated the reserving of channels wholly dedicated to education.

Mr. Taylor said TV is a "tremendous potential asset to education" but now offers very little true educational value. He called for development of educational programming, with improved service for children in after-school hours, better adult programs in the evening and special material for farm areas and other groups. Universities should operate stations, he declared.

Mr. Siepmann agreed with Mr. Falk that placing of the blame for some of TV's weaknesses on the medium was like blaming the printing press "for all the trash published."

TV CHANNELS

Educator Wants to Share

EDUCATIONAL and commercial television do not conflict, and can live side-by-side as supplements, in the opinion of Dr. Dallas W. Smythe, an associate in the institute of communications research at the U. of Illinois.

Dr. Smythe, who co-directed the New York video study which based an educational TV presentation to the FCC in solicitation of educational channel allocations, spoke to members of the Chicago Television Council last Thursday.

"Despite contrary impressions in the press, education wants to be friends with commercial television," Dr. Smythe said, decrying "the popular intellectual prejudice against television." Pointing out that educational and commercial telecasting need not be competitive, the speaker suggested the two factions are supplementary in nature.

Regarding sources of income for educational institutions which want to support a TV station, he said "sources other than advertising could be tapped. These might include foundations, tax support or contributions."

Outlining highlights of the recent New York study, in which Dr. Smythe and his colleagues checked programming on all seven stations from sign-on to sign-off for a week, the speaker concluded that commercial and educational telecasters can work together "in terms of program ideas, experimenting with new forms and program schedules" and profiting mutually "by living together in the same community and on the same bands."

AT&T PROBE

Postponed Until Aug. 20

INVESTIGATION of AT&T rate for interstate and foreign communications services has been postponed until Aug. 20. In the original order of Jan. 19 [BROADCASTING • TELECASTING, Jan. 22] AT&T and 22 Associated Bell companies had been given until March 23 to show why present rates should be held "unjust and unreasonable" and why interim reduction should not be ordered pending completion of the probe. Hearing was to start April 16.

In its order last Thursday, to which Acting Chairman Paul A. Walker and Comr. Freida B. Henlock dissented, the date for filing answers by the telephone companies was also extended to July 16.

Investigation is seen as having little effect on radio and TV with any possible reductions that might materialize accruing in long-distance message charges. Rates for intercity TV service are already in hearing and that proceeding was not consolidated in the general hearing.

WBAL-TV

TOPS

IN TV AUDIENCE SURVEY

**AMERICAN RESEARCH BUREAU SURVEY PROVES
VIEWERS IN BALTIMORE PREFER WBAL-TV***

TOPS

in over-all rating

WBAL-TV scored 16.4 against 13.3 for
its nearest competitor.

TOPS

Monday thru Friday—daytime

WBAL-TV polled 7 out of 7 firsts in
highest rated daytime programs.

TOPS

in number of 15 minute periods

WBAL-TV scored 145 firsts against 90
for its nearest competitor.

TOPS

in total programs of the week

6 out of 7 days daytime

4 out of 7 days nighttime

5 out of 7 days over-all

It all adds up to this: The greater the
audience . . . the greater the potential
market . . . the more reason to use
WBAL-TV in Baltimore.

*While all stations were televising—Jan. 15, Quarterly Survey

Ask Your Petry-TV Man

. . . He'll Tell You More

NBC
Affiliate

WBAL-TV

CHANNEL 11
Baltimore, Md.

Conservation Techniques

(Continued from page 57)

and still further savings may be made, RCA said.

The new electrostatic picture tube was described as fully comparable to present picture tubes from the standpoint of performance, while eliminating the need for a large external focusing magnet, the largest cobalt user in a TV set. A new magnet structure in the redesigned loudspeakers also permits a substantial saving of cobalt, RCA said.

Hold Quality Up

RCA's conservation research, authorities said, was designed to maintain product quality by taking advantage of new non-critical materials wherever possible.

Mr. Folsom said in a letter to manufacturers:

I know you will join with us in earnestly pursuing this conservation program, not only for the resulting substantial savings in vital metals, but also to demonstrate to our government officials the industry's resourcefulness in this time of emergency.

Only by doing everything possible to help itself can the industry feel morally justified in asking the help of government agencies in supplying sufficient critical materials to permit continued production of peacetime products which, in turn, enable us to hold together our technical skills and our trained workers until they are needed to produce electronic equipment for the military services.



film report

ALEXANDER FILM Co., Colorado Springs, announces production of film commercials for 10 sponsors, including American Central Div. of Avco Mfg. Corp., through Ruthrauff & Ryan, Chicago; Apex Electrical Mfg. Co., through Meldrum & Fewsmith, Cleveland; Culligan Zeolite Co.; The Hoover Co.; Kaiser-Frazer Co.; Lennox Furnace Co., through Henri, Hurst & McDonald, Chicago; Philco Corp., through Julian G. Pollock Co., Philadelphia; Seiberling Rubber Co., through Meldrum & Fewsmith, Cleveland; Seven-Up Co., through J. Walter Thompson Co., St. Louis, and Union Pacific Railroad, through Caples Co., Omaha.

THE AMERICAN JEWISH Committee has produced three animated ballad cartoon films especially for television and is making them available free of charge for use during Brotherhood Week, Feb. 18-25.

RADL-GODAL-HOFFMAN ASSOC., New York, is a new production firm, specializing in animated cartoon films for TV. Of-

fices are in the Hotel Sulgrave, 67th St. and Park Ave. Firm is composed of Dr. Otto Peter Radl, motion picture photographer, producer and director; Eric Godal, cartoonist and artist, and Richard H. Hoffman, radio commentator and publicist.

TELEVISION ARTS PRODUCTIONS has moved from Berkeley, Calif., to 1505 Kingsley, Hollywood. J. T. Ward is president and Alexander Anderson is production manager. Firm is currently engaged in doing animation work for JERRY FAIRBANKS PRODUCTIONS' TV film series, *Crusader Rabbit*.

RELIGIOUS GROUPS

Two Signed by ABC-TV

TWO RELIGIOUS groups last week signed as sponsors with ABC-TV.

America for Christ Inc. (non-profit organization under guidance of the Methodist Church) will sponsor *The Circuit Rider*, 11-11:30 p.m., Monday, starting March 5. Agency is Turner & Dyson Inc., New York. Lutheran's Laymen League will sponsor *Bringing Christ to the Nation*, one time, 4-4:30 p.m., Feb. 25. Agency is Gotham Adv. Co., New York.

SWG ISSUES

Picture Strike Averted

THREATENED Screen Writers Guild strike against the major motion picture studios on television and other issues [BROADCASTING • TELECASTING, Dec. 18, 1950] was averted last week, when the groups came to an agreement on basic terms of a new collective bargaining contract following two weeks of intensive negotiations reopened early this month. Previously the 18-month discussions between the two parties on a contract to replace an extended one which expired Feb. 15 ended in a stalemate with SWG filing strike intent Nov. 15, 1950.

The contract marks a victory for the guild on the major issues of television and separation of rights. It provides for reopening of the contract every two years on the question of television, with a further provision for reopening any time the producers make offer concerning TV to Screen Actors Guild or Screen Directors Guild.

TBA Meeting Postponed

BOARD meeting of Television Broadcasters Assn. was postponed from last Thursday (Feb. 15) to Feb. 27 when four directors reported themselves unable to attend last week's session.

COAST BASEBALL

Telecasting Limited

ONLY three Pacific Coast League baseball clubs will permit telecasting of games this season. Los Angeles team has granted rights on a limited basis, to KLAC-TV Los Angeles. Hollywood Stars club is holding out for a \$150,000 guarantee based on sliding attendance figures and will permit no telecasts unless attendance figures hit 600,000 or more.

The Seattle baseball club is working on arrangements to duplicate last season's set-up of telecasting Wednesday and Thursday night games as well as Sunday afternoon double-headers.

San Diego club tested on KFMB-TV last season and, according to Bill Starr, club president, found TV satisfactory, but explains that station time is not available this year. San Francisco and Oakland tried TV on a limited scale last season and blame the medium for poor gate attendance. Hence no TV this year. Sacramento and Portland location of other PCL teams, have no TV outlet.

Eastside Beer Sponsors

KLAC-TV for \$40,000 acquired TV rights to 87 Los Angeles Angels home games and a contract was expected to be signed this past weekend with the Los Angeles Brewing Co. (Eastside beer) to sponsor the series at a similar figure, plus station time and facilities. Beer company has first refusal.

Under the contract, only day games will be completely televised with Friday night contests eliminated because KLAC-TV has prior commitments. KLAC-TV will start telecasting night games at 9 p.m. 45 minutes after regular starting time of 8:15 p.m. Television rights last season went to KFI-TV for \$25,000.

Eastside beer, it is understood, would also like to sponsor the Hollywood Stars games but shied off because of the price.

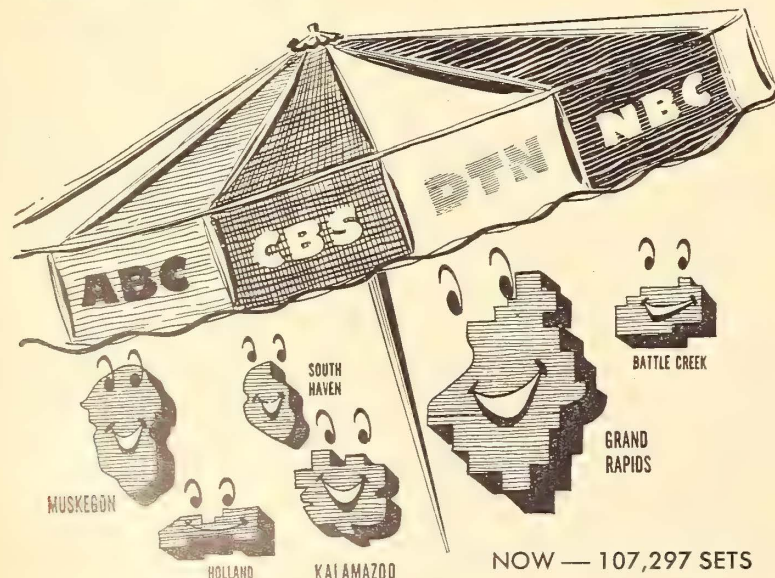
'Show of Shows' Sponsor

SWIFT & Co., Chicago, has bought the 9-9:30 p.m. CT portion of *Show of Shows* on NBC-TV starting March 10 for 13 weeks, through J. Walter Thompson, also Chicago. The company's current contract for two participations weekly in the *Jack Carter Show* ends March 3. Meats and other Swift products will be advertised on the full, live and cable NBC-TV network lineup.

New TV Series

PHILBIN-BERGMANN Productions, New York, announces a new half-hour television series, *Meet Me at the Waldorf*, to originate in the Peacock Lounge of New York's Waldorf-Astoria, available in 15-minute or half-hour segments, Monday-Friday.

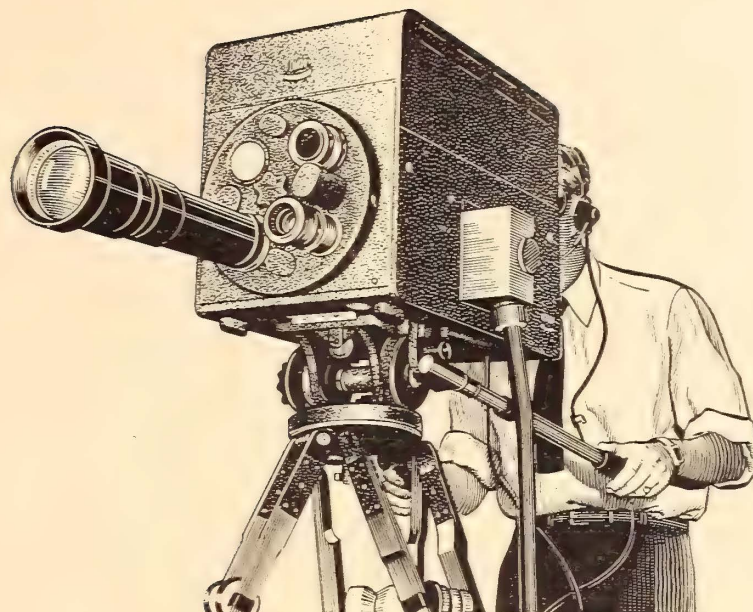
nothing but smiles
under our umbrella!



WLAV-TV
CHANNEL 7 - GRAND RAPIDS

LIVE - INTERCONNECTED

Represented by John Pearson



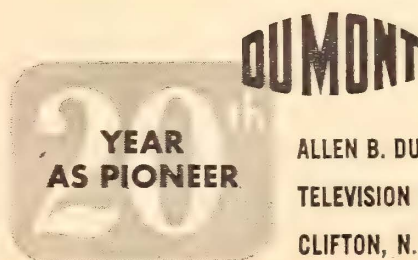
for telecasting...for research...for merchandising...for industry...

there's nothing finer than

DUMONT

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range . . . wherever you wish to have many eyes see a closeup . . . whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.



ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.

BETWEEN COMMERCIALS

BY
KAY
MULVIHILL



Something new and different in the way of television programs now comes to the KPIX screens with the inauguration of KMA 438.

Specifically designed to inform and educate the public in the workings of the San Francisco Police Department, the fifteen minute program is handled by Inspectors John Kane and Ed Comber.

KMA 438—the radio call letters of the S. F. Police Department — brings viewers behind-the-scene glimpses of all divisions of the Police Department, and includes overall administration, the Patrol Force, Inspectors' Bureau, crime investigations, burglary and robbery details.

Emphasis is also given to crime investigations of general interest to the public, with guest interviews, maps, charts and special exhibits, further supplementing the discussions.

The unique program feature, in which KPIX works in close cooperation with the San Francisco Police Department, is the result of the increased interest in the "Wanted and Missing Persons" series, which has been seen on the station since January of 1949.

CAMPUS TIME

"Campus Time", a regular feature on KSFO's "Take It Easy Time" is gaining in popularity throughout the area. Three nights a week, emcee Glenn Hurlburt, salutes the greek lettered organizations of surrounding universities and colleges, with background stories and musical requests. Mail response to the campus feature further attests to its overwhelming popularity with KSFO listeners.

AD AIRINGS

Faye Stewart has recently added a new link to her KSFO-KPIX airing schedules, with the introduction of "Mr. Cook" . . . seen weekly on KPIX for the Pioneer Appliance Co. Each week Faye plans and prepares meals for the audible but invisible "Mr. Cook"—the universal man—who delights in doing the cooking for himself.



Represented by The Kraft Agency, Inc.



Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

SECURITY

Internal Problems Under Study; Broadcasters Mull Implications

THE NATION's internal security jigsaw puzzle was being pieced together on several fronts last week, although broadcasters could detect few immediate practical applications within the radio and television industry. The Communist issue cut across many areas embracing:

(1) The newly-created Senate Judiciary Subcommittee on Un-American Activities, which prepared to probe enforcement of the Subversive Activities Control Act.

(2) The House Un-American Activities Committee, which hinted that it may re-inquire into Communist influence in the entertainment field.

(3) The Nimitz Commission on Internal Security, which last Monday was "inducted" by President Truman to look into security and individual rights without "witch-hunting."

(4) The Subversive Activities Control Board, with the Chief Executive sending to Congress formal nominations of members now serving under recess appointments.

Out of the maze of developments on the governmental level came only an indication that the Communist issue in radio-TV may be broached inadvertently during the course of possible hearings on entertainment talent in general.

Fresh Expense Fund

Authorities at the House Un-American Activities Committee, newly armed with a fresh \$200,000 expense fund, said last week that no probe is contemplated for the industry specifically, although it is conceivable that the issue may arise in individual cases.

Authorities declined comment, in view of controversy within the radio-TV industry the past year, on whether the issue had arisen in any correspondence between broadcasters and the committee. Previous committee reports had served in

COLOR TUBE

Also Receives Black and White

A TV manufacturer and a university professor announced last week that they have developed a color television tube which can replace the black-and-white tube in any present set.

The researchers are Eugene Singer, the manufacturer, and Dr. Irving Rehman, X-ray expert and anatomist in the U. of Southern California School of Medicine.

The professor said that his tube will receive either colorcasts or black-and-white telecasts.

Dr. Rehman said the tube uses the color transmission method of CBS but that it also is adaptable to RCA's system.

In the Rehman-Singer plan, a color phosphor disc rotates within the vacuum of the tube. The colored image is created electronically within the tube on the disc and then is projected by lens onto the TV screen. The scientist added that there is no limit to picture size.

part as the basis for *Red Channels*, a controversial booklet which stirred protests within the industry by naming radio-TV entertainers allegedly affiliated with subversive organizations.

The entertainment probe originally was proposed by Rep. Francis Walter (D-Pa.), committee member, who has promised a thorough airing and stated that "it will inevitably" lead to protracted hearings on Hollywood entertainers.

At present the Senate subcommittee has no plans for a probe beyond those involving the Institute of Pacific Relations and a possible followup to Communist-in-government charges by Sen. Joseph McCarthy (R-Wis.).

COLOR TV PROBE

Hill Group Postpones

AN AMBER light has been given the color television probe by the Senate Select Small Business Committee, it was learned last week.

The cautious approach is being taken because of court proceedings still in progress and because of the stir created in the broadcasting industry, authorities have disclosed. RCA, it is understood, has complained privately to committee staff members that the committee's review summary released last month [BROADCASTING • TELECASTING, Jan. 22] in effect justifies the FCC decision on color, even though that decision now is a matter of legal contention [CLOSED CIRCUIT, Feb. 12].

It is understood further that staff members, conveying their attitude to Senators on the committee, have wanted to let the issue drop because of the "hornets nest," which they felt had been poked up in the industry as a result of the report.

Wait for Court

At a closed session Feb. 9, Senators agreed to shelve the color issue at least until the court makes its final determination. There is speculation that the U. S. Supreme Court may act not later than spring [BROADCASTING • TELECASTING, Feb. 12].

Meanwhile, it was revealed that Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, has been in touch with the small business unit, which is headed by Sen. John Sparkman (D-Ala.). Sen. Johnson turned over his correspondence with FCC and CBS which had been made public last fall [BROADCASTING • TELECASTING,



DOROTHY DOAN (seated, l), star of the CBS-TV show *Vanity Fair*, admires a souvenir program designed by WCAU-TV Philadelphia before addressing a dinner-meeting of The Philadelphia Club of Advertising Women last month at the Poor Richard Club. With her are (l to r) Gladys Webster, WCAU-TV star and chairman of the meeting; Robert N. Pryor, vice president of WCAU-TV, and Alice Lynne Mooney, club president.

FCC REVOKES

Amateur Station License

AMATEUR operator and station licenses of John Mark Vandling were revoked by FCC last week on grounds he participated last fall in operation of an unlicensed TV station at Williamsport which picked up and rebroadcast programs from WFIL-TV Philadelphia.

FCC indicated others involved were the manager of a local electrical appliance distributor and the proprietor of a radio service company. The Commission reported the "illegal" station was located on a farm and that it was operated on Channel 2 during September, October and November, when it was stopped. FCC said its investigation showed the station had been built in order to "bring television to Williamsport" and to sell TV receivers.

FCC stated it learned 30 sets had been sold with the "guarantee" that programs would be supplied for five days of the week.

Mr. Vandling was given 15 days in which to request a hearing and should such a request be made, the revocation order would be held in abeyance pending disposition of that proceeding, FCC said.

Nov. 20, 13, 1950] at the insistence of Pilot Radio Corp. and in the heat of the post-color decision controversy.

It was said that these files are the only material supplied the Small Business Committee by Sen. Johnson, which bear directly on controversial aspects of the color issue.

Sen. Sparkman told the committee members during the executive session that the committee should "keep its eye" on color developments, but that no further investigation or hearing would be conducted.

Presenting
another great new G-E
triode for FM and
TELEVISION



GL-6039

- Has an output over one-third higher than the famed GL-9C24, its predecessor.

- Requires 1,100 w less filament power, or a 75-percent reduction.



RATINGS

Filament voltage	5 v
Filament current	78 amp
Grid-plate transconductance	11,000 micromhos
Interelectrode capacitances:	
Grid-filament	24 micromicrofarads
Grid-plate	15.7 micromicrofarads
Plate-filament	0.47 micromicrofarads
Type of cooling	water and forced air

Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):

Max voltage	6,000 v
Max current	2.25 amp
Max input	13.5 kw
Max dissipation	7 kw

* Power output, typical operation (at 5,000 v and 2.2 amp, band width 5 mc) 5.4 kw

Plate ratings per tube, Class C r-f power amplifier (key-down conditions without amplitude modulation):

Max voltage	7,500 v
Max current	2.25 amp
Max input	16 kw
Max dissipation	7 kw

* Power output, typical operation (at 7,000 v and 2.08 amp) 12.8 kw

* Includes power transferred from driver to output of grounded-grid amplifier.

Plenty of output... Two GL-6039's will put out 25 kw in FM—10 kw in television. Here's sufficient final power for medium-size transmitters... or output to spare for the intermediate stage of large commercial installations.

Low operating cost... The modest 5-v, 78-amp requirement of the GL-6039's filament, slashes by three-quarters the watts needed for Type GL-9C24, itself a pioneering FM-TV triode with fine performance. Thoriated-tungsten construction, among other filament features, cuts your power bills materially.

Real v-h-f operation... 220 mc at max plate input gives you full FM-TV band coverage.

Easy to install... The GL-6039 needs no neutralizing, when employed in a properly designed

grounded-grid amplifier circuit. Features which help make the tube so efficient, are its low lead inductance, the fact that all outer metal parts are silver-plated to cut r-f losses, and the large terminal-contact areas made possible by G-E ring-seal design.

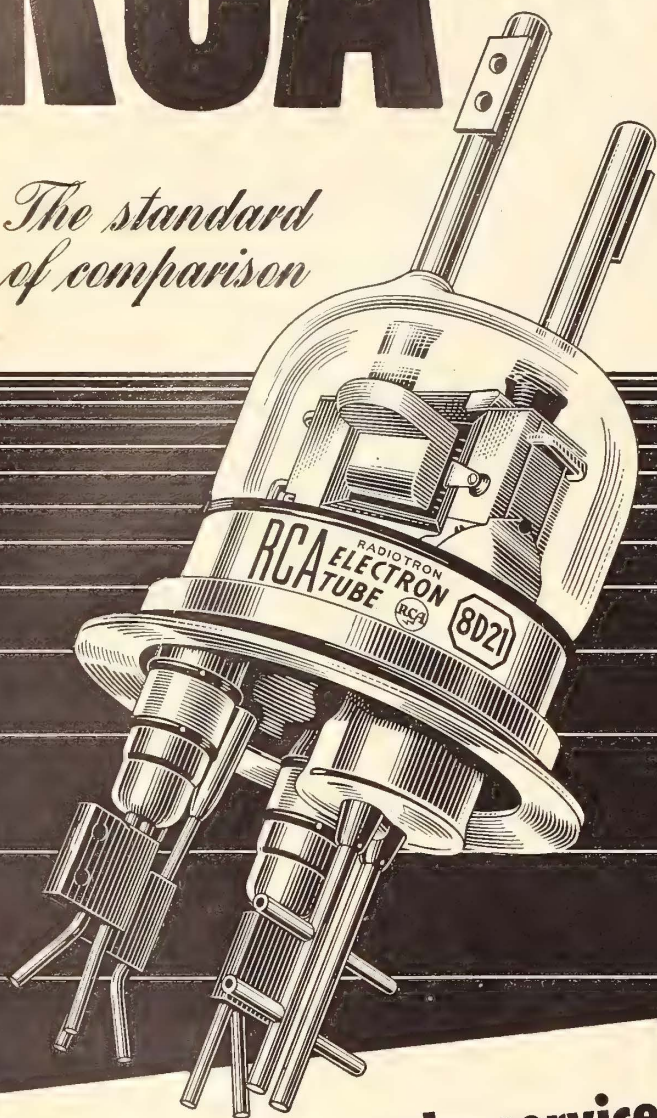
Sturdy, dependable... Newest of a family of modern G-E power tubes for FM-TV that has proved its worth in hard station service, Type GL-6039 is engineered to stand up! The tube is trim, with real built-in structural strength—mounts solidly and closely in today's compact transmitters. You can rely on its full-time, full-life performance. Ask for a visit by a G-E tube engineer, to prove that the GL-6039 will give your new circuit peak power, improved economy! *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL  ELECTRIC

185-K2

RCA TUBES

*The standard
of comparison*



**Convenient, near-by service
...on tubes for TV***

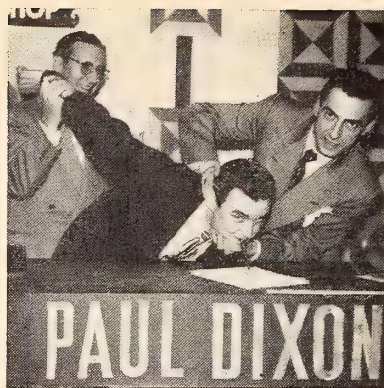
RCA Tube Distributors are the leading distributors in their territories . . . and are fully equipped to offer you efficient, local service on your RCA tube requirements.

For the best tubes that money can buy . . . order RCA quality tubes from the RCA Tube Distributor in your locality.

*RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for . . . buy RCA quality tubes.



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.



Disc Jockey Dixon's arm didn't need to be twisted to sign this contract but just the same he was given assistance by Mr. LeBrun (l) and Mr. Watters.

PLATTER CHATTER

Makes Dixon's Purse Fatter

PAUL DIXON'S talents as a television disc jockey have won for him a four-year contract with WCPO-TV Cincinnati calling for perhaps the highest sum ever paid a local entertainer in the greater Cincinnati area.

The contract was signed in the presence of M. C. Watters, vice president of Scripps-Howard Radio Inc. and general manager of the WCPO stations, and Harry LeBrun, director for television at WCPO-TV.

Reportedly, 42 television stations have sent representatives to Cincinnati to observe Mr. Dixon's technique.

WDTV PROGRAMS

To Take Networks' 'Best'

DR. ALLEN B. DuMONT, president, DuMont Labs, has worked out a system for WDTV (TV) Pittsburgh programming which would please even a man with a revolving sense of preference.

Dr. DuMont has devised a rotating system which will enable WDTV, only TV outlet in Pittsburgh, to carry 12 of the 15 top-rated shows in the country. The shows, now being cleared with networks, will feature the "best" from ABC, CBS, NBC and, of course, DuMont.

The television pioneer said that the station was giving up local revenue in favor of the system but that it may serve as the answer to the big problem that has faced all one-station markets in the country. Under the planned system, Dr. DuMont hopes to please "most of the people, most of the time."

It was also announced that WDTV had designated 3:45-4 p.m. on Thursday as a public service package, available to any local or national group whose efforts are aimed at serving the public. Donald A. Stewart, WDTV manager, said: "We promised Pittsburgh an ambitious public service program as soon as we got our studio facilities established. And we have lived up to our word. . . ."

SCHOOL SERIES

Set For March by WBAL-TV

WBAL-TV Baltimore is collaborating with 12 leading universities and colleges in Maryland on a series of college-level education telecasts, tentatively set to get underway about March 1. A announcement was made by the station last Monday following a luncheon meeting with educators at the WBAL-TV studios.

The weekly program will be under the auspices of a different school each week, with the institution stressing its scholastic specialty in each presentation. Plans call for dramatics, visual display film clips and working models. It was agreed that every effort should be made to inject showmanship into the series to hold audience interest. A script-writer will be assigned by WBAL-TV to work with each school.

The Maryland State Department of Education will serve as liaison between the institutions and the studios for the project, which is designed to offer educational opportunities to an "unprecedented multitude of people through the medium of television."

Schools participating in the series are: U. of Maryland, Johns Hopkins U., St. Johns College, U. S. Naval Academy, U. of Baltimore, Maryland State Teachers College, Loyola College, Morgan State College, Peabody Conservatory of Music, Western Maryland College, Hood College and Goucher College.

Helpful techniques and ideas for TV programs



*This new book
shows you how
to use movies
most effectively*

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what is bad in movies for television, and why.

SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11

Please send me a copy of *Movies for TV*. I will either remit the full price of \$4.25 or return the book in 10 days.

Signed

Address

To see it... again

For the record . . .

for review . . . for future release . . .

put television programs on 16mm. film with
the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube.

Available in two versions
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Record every program on film

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6706 Santa Monica Blvd.
Hollywood 38, California

RADIO SCRIPTS

Compiled in Book Form

PRAIRIE SCHOONER ON THE AIR. Lincoln, Neb.: U. of Nebraska Press. 160 pps. \$1.75.

A COLLECTION of 13 radio scripts, already "well received by a general audience and most acceptable for educational broadcasting," comprise the content of the forthcoming publication, *Prairie Schooner On the Air*. The scripts are adaptations of 13 stories selected from the U. of Nebraska's literary quarterly, *Prairie Schooner*, and among those accorded recognition as the best short stories of 1950.

Included in the series are three scripts appropriate for holidays and other special occasions; seven adaptations of modern short pieces by well known writers, and three others representing contributions of new penmen. Collection touches on such qualities as comedy, fantasy, tragedy, drama, history and others. The scripts are described as "a genuine challenge to interpretative imagination and acting ability" of students, and the artistic and creative direction" of producers. Sheets are perforated so that scripts may be removed to serve as copies for drama casts.

LISTENERS BACK

WCFM Sets Subscription Plan

SUBSCRIPTION plan calling for listener sponsorship of certain BBC and other classical music programs on WCFM (FM) Washington has been announced by the Listener Committee for Better Radio in the capital area.

The committee plans to send out some 15,000 brochures in the hope that it may raise an estimated \$10,000 this year to pay for a weekly four-hour Sunday afternoon series of programs. The booklets were mailed to stockholders in the station, recipients of regular program guides and other listeners. The series would last 52 weeks and also feature drama fare. The plan was formulated, the committee said, because BBC-originated programs cannot be commercially sponsored and WCFM is unable to carry them as sustainers.

air-casters



DENNIS KING Jr., radio-television producer Maxon Agency, N. Y., to WFIL-TV Philadelphia as producer-director.

LEE P. MEHLIG, assistant program director WNUR (FM) Evanston, Ill., to WNMP same city as production manager.

JOE GUIDI, production director WXGI Richmond, takes on additional duties as publicity director.

VERN DIAMOND, senior director WXYZ-TV Detroit, appointed to staff of directors WCBS-TV New York.

GEORGE VARNUM, WPIT Pittsburgh, appointed production manager of AM programming and head of announcers at station. **ROSEMARY CALABRESE**, actress, model and TV performer, named secretary to **DON LOSET**, vice president and station manager.

PAUL TOEPP, independent producer, to WXYZ-TV Detroit as program assistant. **GEORGE MANNO**, program assistant WXYZ-TV recalled to active duty with Army.

ELLIOTT W. HENRY, director of publicity ABC Central Division, resigns.

MARK OLDS, WCAU Philadelphia, to production staff KYW same city, replacing **CHARLES BOLAND**, now free lancing. **EARL HIGGINS** appointed to station's business staff.

FRED PFAHLER named to announcing staff KNEA Jonesboro, Ark. Has been with several other stations in South.

JIM STAIR, formerly with WROL-FM Knoxville and WCRK Morristown, to WLIL-AM-FM Lenoir City, Tenn., as station personality.

MURIEL TITUS returns to WNAX Yankton as publicity writer in promotion department. **RICHARD S. BEAN**, KCOM Sioux City, to station as continuity writer.

JACKSON LOWE, disc jockey WWDC Washington, to WINX same city in similar capacity [BROADCASTING • TELECASTING, Jan. 29]. **GEORGE DINICK** appointed music director for WINX.

HOWARD NELSON to announcing staff WEEL Boston.

JIM MURPHY, WFRS Alexander City, Ala., to WABB Mobile announcing staff.

MICHAEL CASHIN, announcer CKEY Toronto, and Hazel Turpin married Feb. 10.

JOE KRAMER, announcing staff KFH Wichita, Kan., father of boy.

JACK KEITH, KCVN Stockton, Calif., to KTUR Turlock, Calif., on general staff. **DON CHAMBERLAIN**, KCVN, to KHBC Milo, T. H., as announcer-engineer.

BILL FOUNTAIN, announcer-disc jockey WKY Oklahoma City, and Joyce Davenport married.

BILL FRIES named staff artist KMTV (TV) Omaha.

BOB ERBER, assistant in record and transcription department WBBM Chicago, to active duty with Air Force. **FRED PAESEL**, page, to duty with same unit.

BING CROSBY in St. John's Hospital, Santa Monica, Calif., recovering from kidney operation performed Feb. 12.

NORMA BELLOWES, KXOL Fort Worth, to WBAP same city, in promotion department. She replaces **MARGARET CASKEY** who joins continuity staff KCNC Fort Worth.

DICK BECHER appointed announcer-engineer WKAN Kankakee, Ill. **SYLVIA JEFFERY**, women's director, resigns.

CECILE LINDSAY, noted dancer and dance producer, to WLWT (TV) Cincinnati, as choreographer.

BILL LAWRENCE, singer featured on Arthur Godfrey's programs over CBS-AM-TV, was inducted in Army Feb. 14.

DICK BARNETT, writer-producer KNBC San Francisco, announces engagement to Jeanne Williams. They are to be married Easter Sunday.

HOWARD O. PIERCE, noted showman and radio pioneer, has opened group duplex villas and apartments called El Mirador Ocean Villas, outside of Ft. Lauderdale, Fla.

DICK CLEM, new to radio, named page WMAL-AM-TV Washington.

News . . .

JOHNNY LAWRENCE, play-by-play sports announcer, to WOKO Albany, N. Y., as sports director.

THAD HORTON, sports director and national publicity man WSB Atlanta, named head radio-TV section of local Red Cross drive.

WALTER PASCHALL, news director WSB-AM-TV Atlanta, father of daughter Amy King.

LESLIE RADDATZ, manager, press department NBC Western Division, father of girl, his seventh child.

ROY STORY, KCVN Stockton, Calif., to KTUR Turlock, Calif., in sports department.

BOB EDELL, director of news and special events WSDR Sterling, Ill., to WROK Rockford, Ill.

BILL STERN, NBC sportscaster awarded certificate of appreciation from National Foundation for Infantile Paralysis for "outstanding work as radio, sports chairman in the March of Dimes."

GENE GOSS, news department KLF Little Rock, father of girl, Iris Elaine.

JOHN ALLEN, newsman WKAN Kankakee, Ill., and Mary Boehmer married.

JONATHAN RICE, news editor KTI (TV) Hollywood, father of girl, Katie May.

PARKING BAN

WLOK Forum Ends Dispute

WLOK Lima, Ohio, has been complimented by the Lima City Council for arranging a round-table, on-the-air forum that ended in settlement of a two-month controversy over a proposed downtown parking ban.

The ban, passed by the city council, evoked strenuous opposition from civic groups. Lyel Lee, news editor of WLOK, arranged a forum featuring representatives of the opposition and the seven city councilmen.

The round-table was originally scheduled for half an hour, but ran to an hour and seven minutes, with commercial programs cancelled. Near the end of the forum the council voted a traffic control compromise that made everybody happier.

WRUL Transfer

BID has been filed with FCC for approval to assign the license of international broadcast station WRUL Boston from World Wide Broadcasting Corp. to World Wide Broadcasting System Inc., new firm of same ownership but with greater stock issue. Switch is for tax purposes and to permit possible financing of later facilities expansion, it was indicated. Holding of President Walter Lemmon would be increased from 4,000 shares to 28,000 shares while that of Radio Industries Corp., controlled by M. Lemmon, would be upped from 6,000 shares to 42,000 shares. Total stock authorization would be 100,000 shares. Remaining 30,000 shares would be unissued at present.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Do you want to

SELL something

in Grand Rapids?

Write to —

"The People's Station"

W G R D

BERNAYS AWARD

Will Be Made Sept. 15

FIRST annual Edward L. Bernays Foundations radio-television award, \$1,000 U. S. government bond, will be presented Sept. 15 by the American Sociological Society to the individual or group contributing the best piece of research on effects of radio and/or television on American society." Originally scheduled for inauguration this year, the lack of suitable paper for consideration caused postponement of the initial award until 1951.

Regulations for entrants include: research study completed since Jan. 1, 1949, and submitted in duplicate before June 15, 1951, with published and unpublished studies eligible for consideration. Further inquiries should be addressed to Clyde W. Hart, National Opinion Research Center, 51 S. Ellis, Chicago 15, Ill.; or Executive Officer of American Sociological Society, New York U., Washington Square, New York 3.

TE NANCY CRAIG

Gets Understanding Award

NANCY CRAIG, women's commentator of ABC, and Anne O'Hare McCormick, special writer for *The New York Times*, received the 50 Better Understanding Awards of the English Speaking Union last Thursday afternoon, in a presentation ceremony that was broadcast on Miss Craig's program at 3 p.m. Awards are given to women in radio and press in recognition of outstanding contributions toward greater friendship and understanding between peoples of the United States and of the British Commonwealth of Nations.

In addition to the main awards, the English Speaking Union awarded better understanding citations to Julie Benell, WFAA Dallas; Evadna Hammersley, KOA Denver; Mary Wilson, WTTM Benton; Margaret Parton, India correspondent of the *New York Herald Tribune*; Honor Balfour, London correspondent of *Time* magazine. Special commendations went to Ann Ford, WSM Nashville, and Pearl Baum, WCSC Charleston, S. C.



EARL GODWIN, Washington news commentator, celebrates his birthday with the help of the WRC Washington staff. Looking on are (l to r): Miss Henrietta Young, Mr. Godwin, Leif Eid, Jay Royan, Arthur Barriault, Richard Harkness and Morgan Beatty.

BOOK 'LARNIN' IS GOOD

ACEJ Employer Reaction Survey Shows

THAT old saw that journalism, audible or otherwise, cannot be learned in college is being systematically disproved by the American Council on Education for Journalism, which released a report last week emphasizing the progress and improvement being made in the preparation of students for careers in the radio, publishing and advertising fields.

Alfred H. Kirchhofer, president of the council and vice president of WBEN Buffalo, released the report, emphasizing that "not only have journalism graduates found ready employment in their respective fields, but . . . many employers rate them well above average. This finding contradicts the time-worn theory still held in some . . . offices that the fundamentals . . . cannot be learned in college."

Mr. Kirchhofer also said that the study, prepared by Dr. Karl English, associate dean of the Missouri School of Journalism, shows "that many employers regard the journalism graduates about whom they comment as having exceptional qualifications, well prepared for the work they have undertaken."

He said that "the American Council is seeking to promote better selection of students and better college training in the field to the end that schools participating may turn out better qualified graduates for service in journalism."

In his report to the ACEJ on the status of the "Employers' Appraisal Project," Dr. English explained that "the 39 institutions accredited by ACEJ issued undergraduate degrees to 2,728 students. Of these, the accrediting committee is currently investigating the success of 2,003 employed in some phase of mass communications. . . . For the past four years, the accrediting committee has been gathering data on the success of journalism graduates at the end of their first six months of employment. . . . Employers have cooperated almost unbelievably well in returning completed evaluations."

The employer evaluations of 136 radio news journalists recommended for their positions by their alma maters, ranged from "average" to "above average," being judged on more than 20 points. One radio employer's comment was that the graduate had been "on the job for about three months. . . . We . . . believe him to be competent and we are most satisfied with his background, character, and ability to work well with others. He is developing and I believe that in another year he will be a well rounded radio news reporter."

"Evidence is mounting," Dr. English continued, "that journalism schools, perhaps partly as a result of the employer appraisals, are placing more emphasis on placements that prove satisfactory to both employer and graduate." And demand for graduates is high "as the actual employment records reveal. Schools are reporting many more requests for help than they are able to fill."

CANADIAN RATINGS

U. S. Programs Dominate

OF THE FIRST 10 evening programs heard in Canada in January, only one originated in Canada, according to national ratings of Elliott-Haynes Ltd., Toronto. The sample in January was enlarged to cover 23 English language urban centers where all English-language networks were heard, with 2,000 calls made. Previously 1,660 calls had been made in 15 Canadian cities. There has been no change in the French-language sample, but the English-language change was necessitated by the growth in stations and doubling of networks since the sampling method was started in 1944.

First 10 most popular evening programs in January were *Charlie McCarthy*, 37.4; *Amos 'n' Andy*, 34.4; *Radio Theatre*, 33.9; *Our Miss Brooks*, 31.3; *Twenty Questions*, 26.6; *My Friend Irma*, 25.8; *Your Host*, 24.5 (Canadian program); *Aldrich Family*, 24.5; *My Favorite Husband*, 24.1; *Roy Rogers*, 24.1.

Leading five daytime programs were *Ma Perkins*, 19; *Right to Happiness*, 18.3; *Pepper Young's Family*, 18; *Big Sister*, 17.7; *Life Can Be Beautiful*, 15.6. Leading five evening French programs were *Un Homme et Son Peche*, 33.3; *Radio Carabin*, 29.3; *Metropole*, 28.9; *L'Épervier*, 28.2; *La Pause qui Rafraichit*, 27. Five leading daytime shows were *Rue Principale*, 27.5; *Jeunesse Doree*, 25.4; *Maman Jeanne*, 25; *Tante Lucie*, 24.9; *Quart d'Heure de Detente*, 24.9.

WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

and ADJACENT AREAS

0.5 MV/M 1890 Sq. Mi. 259,874 Pop.
0.1 MV/M 6365 Sq. Mi. 576,164 Pop.

Write for latest brochure and coverage maps.

WERC

5000 WATTS DAY and NIGHT

NATIONAL REPRESENTATIVES

WEED and COMPANY

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

'TUNE-TEST'

Schwimmer Signs 25 Stations

TWENTY-FIVE stations reportedly have bought the syndicated package, *Tune-Test*, from Walter Schwimmer Productions, Chicago, within the past two weeks. The musical giveaway show, which has been tested on WGN Chicago for the past year, has been offered only in a mailing piece this far, Mr. Schwimmer said.

Stations which have bought the show are:

KMPC Los Angeles, WMPS Memphis, WKYW Louisville, KCMO Kansas City, WFHG Bristol, Va.; WREL Lexington, Va.; WSLR Roanoke, KANS Wichita, WPTF Raleigh, WPDQ Jacksonville, WGGG Gainesville, Fla.; WJVA Mishawaka, Ind.; WTNS Coshocton, Ohio; WBBC Flint, Mich.; WHLS Port Huron, Mich.; WLIP Kenosha, Wis.; KWRE Warrenton, Mo.; KFGO Fargo, WKYB Paducah, WLCS Baton Rouge, KAMD Camden, Ark.; KGYN Guymon, Okla.; KMHT Marshall, Tex.; KXOX Sweetwater, Tex., and KBRO Bremerton, Wash.

Mrs. Mary Akerberg

MRS. MARY AKERBERG, mother of Herbert V. Akerberg, CBS vice president in charge of station relations, died Feb. 11, after a long illness in her home in Worthington, Ohio. Funeral services were held Feb. 13 in Worthington.

Advertising succeeds
with continuity.

Continuous advertising in

Printers' Ink develops

a cumulative impact

that creates a

vivid picture of

your station and

market in the minds of the

leading buyers

of advertising and

helps you sell

more advertising.



SPARKY, who comes into creation under the talented hands of Mr. Page, has been running, jumping and otherwise disporting himself through daily and weekly newspapers in his primary market for the past three months with amazing success.

SPARKY TREES ADS

As 'Top Dog' Symbol of CKNW

SPARKY, the "Top Dog" symbol of CKNW New Westminster, B. C., is a lovable canine who would howl resentment over being termed an ordinary publicity hound.

Owner-manager Bill Rea put a leash on the cartoon-pup to tell his sales and listener promotion story after deciding that an animated character like Sparky would sniff along the trail to listener loyalty and possibly tree an advertiser or two.

The cartoon canine character is the brain-pup of Vancouver Artist-writer Peter Carter-Page, formerly with Walt Disney. He has featured Sparky in situations ranging from spinning records as a disc jockey to tending goal for New West-

minster's Royals of the Pacific Coast professional hockey league.

Sparky's feats are invariably phenomenal and performed with mirth-provoking ease, and are tied in with a plug for the station.

FTC COMPLAINT

Cites Health Spot Shoes

MISREPRESENTATION in certain advertising claims of Health Spot Shoe Co., Oconomowoc, Wis., on behalf of its shoe products is charged in a complaint issued against the firm Feb. 7 by the Federal Trade Commission.

The complaint specifically mentioned "false and misleading" claims used by the firm in broadcast continuities and in printed media advertisements, but did not identify the stations. FTC contended that Health Spot shoes are "stock" items and their effect in "preventing or correcting common foot ailments is insignificant," contrary to the company's claims. Hearings will be held in Milwaukee March 6-8 before FTC Trial Examiner Clyde M. Hadley.

SALES CLINIC

Canadian Meet Set

SALES CLINIC will be held at the Royal York Hotel, Feb. 23-24, by H. N. Stovin & Co., Toronto station representative firm. About 35 managers and executives from stations represented are expected to attend while on their way to the annual meeting of the Canadian Assn. of Broadcasters at Quebec, Feb. 26-March 1.

The sales clinic will deal with a variety of topics, including accounting practices, market research and promotion, development of national spot business, advertisers' views on media, commercial programming and a general study on rates. The meeting will be chairmanned by Horace Stovin and speakers will include J. E. Potts, Lever Bros., Toronto; J. E. Palmer, radio director, Walsh Adv. Co., Toronto; Spence Caldwell, transcription distributor, Toronto; Walter Elliott, Elliott-Haynes Ltd., Toronto; S. Smith, James Lovick Ltd., Toronto; W. N. Hawkins, CFOS Owen Sound, and R. M. Hope, CHOV Pembroke.

Strictly Business

(Continued from page 10)

the use of Keystone's facilities supplementing TV in those areas having no television coverage."

During the past several months Keystone reportedly has added more new accounts than in any like period in the company's history. Included are food products, flour, drugs, hosiery, jewelry and toilet preparations. Several accounts involve 15-minute, five-week shows, while others have spot announcement campaigns.

Edwin Rubin Peterson was born 55 years ago in St. Paul. His father, Gustaf, now 83, was a coachman for the fabulous Jim Hill, builder of the Chicago, Milwaukee & St. Paul Railroad—in fact, Pete was born on the Hill estate. When the elder Peterson moved to Chicago where he became a construction superintendent for a steel erecting concern, his son was enrolled in Harrison School on the city's south side. A Wendell Phillips High School Pete distinguished himself in basketball.

A year at the Watson Business College, "to keep from being a laborer," preceded Mr. Peterson's invasion of the city's financial district when barely out of his teens. His war service was confined to this country, but he rose from private in artillery to a first lieutenant in the motor transport corps.

Mr. Peterson married Dorothy Metzger of Chicago in 1922. There are two sons—Robert, 26, veteran of nearly three years on a Naval LST in the Pacific who is now taking his master's degree in English at Drake U., and Edwin Richard, 20, a sophomore at Lake Forest College. The family lives on the far south side of Chicago.

A former member of the board of governors of Chicago's Merchants & Manufacturers Club Mr. Peterson is active in that organization, as well as in the American Legion.

TECHNICAL information on ground conductivity, effect of terrain on transmission and tests of various types of equipment will be sought by a College of the Pacific radio crew, on a mobile tour March 18-22.

**WTAD OR
NO WTAD, SHE
BETTER COLLECT
THESE EGGS
PRETTY SOON!**

WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station

Our Silver Anniversary Year of Service — to 88,270 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income \$315,669,000; retail sales \$417,326,000. Represented by Weed & Company.

AT CONTEST

WOOD Lynchburg, Va., conducted contest for Woods Bros. Coffee Co. in connection with firm's program, *Breakfast at the Ponce*, heard on the network basis. Hats entered contest could be made out of material, only requirement being that H & C Coffee bag had to be used as base. Don Jarvis, program manager, judged entries.

THE OPENING SERIES

WDC Washington, *The New Frontier of Human Freedom*, Sun. 10:30 p.m., started Feb. 11 comedy drama and discussion series, presented by Anti-Defamation League of B'nai B'rith. First show, titled "The Facts of Life," featured Ezra Stone, star of *Henry Frick* show. Last 15-minutes of show featured panel discussion covering subject of broadcast. Dramatic portions of succeeding broadcasts will feature Tyrone Power, Ray Emerson, Edward R. Murrow, Quentin Reynolds, Walter Hampden and Richard Widmark.

THE MUTUAL GAIN

BS last week placed full-page advertisement in *New York Times*; not richly-decorated Valentine mailing piece to 7,000 advertising agency executives, and used space in trade publications for Valentine's Day message pointing out that network's average for commercial programs had gained 10% number of homes listening from December 1949 to December 1950. Advertising theme was based on Nielsen average audience data, and Mutual said that it was only network to show such a gain in audience.

ALL AROUND CALENDAR

ASSOCIATED Program Service has issued APS Program, Promotion and Merchandising Calendar for 1951, listing all important merchandising events, special days and weeks, birthdays of noted composers and artists, noting daily 13-week expiration dates and mentioning special APS programs tying in with various times and dates. Calendar is part of overall sales, field service and merchandising plan developed by Maurice B. Mitchell, vice president and general manager of APS division of Muzak Corp.

programs promotion premiums



COLLEGE SHOWCASE

WMAZ Macon, Ga., *Georgia College Showcase*, Sun., 2-2:30 p.m., Macon Kraft Co. (wood pulp processor.) Series designed to foster better understanding and appreciation of various colleges in area. Featured live broadcast Feb. 11 from Wesleyan College Conservatory Chapel, including 100-voice glee club.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



GETTING along with the best of 'em, Announcer-Chief Starr Yelland, KOA Denver, prepares stacks of pancakes and sausage while celebrating the observance of National Pancake Day (Feb. 6.) Mr. Yelland gave a credible performance in his make-shift miniature kitchen at station during his *Time and Tempos*.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ADVERTISER SUPPORT

WTVJ (TV) Miami backs up its advertisers with a bi-monthly circular letter listing all of station's local advertisers and their store locations. Letter goes to all employees of WTVJ and the more than 500 employees of WTVJ's parent company, Wometco Theatre circuit, urging them to patronize the advertisers and let them know they "saw it on television."

LOW COST OFFER

WMAQ Chicago offered sponsors special radio bargain last week. Sales Manager Howdee Meyers pinned price tag of \$98.99 on five-minute news package, complete with announcer. The show, aired six days weekly, 7:55-8 a.m., is sponsored by Talman Federal Savings & Loan, on week days, when News Chief Bill Ray handles newscasting chores. The Saturday slot, still available, was given benefit of "cut-rate."

INDIAN SHOW

KPIX (TV) San Francisco, *Powow Indians*, Wed. 4:45 p.m., West Coast Soap Co., San Francisco (Powow Cleanser), featuring Stafford Repp as Chief Powow and Kenton King as Chief Powie. Six children chosen each week to visit Chief Powow and tribe on "Indian reservation" and participate in dances, stories and games. Glenn Heyward, ventriloquist, and his dummy, Pale Face Pat, are featured on show.

SHOES FOR BABIES

WGY Schenectady, Feb. 5, extended Disc Jockey Earle Pudney's morning show, due to popular demand. To observe new addition, station giving shoes to every baby born in WGY's listening area. Each name submitted will be enrolled in "WGY Stork Set" with booties and card of congratulations going personally from Mr. Pudney. Shoes supplied by Ed White Shoe Co., Paragould, Ark.

WDTV (TV) SALUTE

WDTV (TV) Pittsburgh opened its studio facilities to a Sea Scout division for live demonstration Feb. 8, when station's public service department saluted 41st anniversary of Boy Scouts of America. Victor Skaggs directed show. Kathy Rosser was coordinator.

GETTING READY

WNAX Yankton broadcasting informational series of public service announcements based on government publication *Survival Under Atomic Attack*. Twenty-four one-minute lectures covering various phases will be presented over four week period.

'A GUY NAMED JOE'

WARD Johnstown, Pa., sending advertisers promotion booklet entitled "A Guy Named Joe," plugging its star personality, Joe Cavanaugh. Booklet gives information on his program *The Joe Cavanaugh Show*. Each page has different picture of Mr. Cavanaugh during local shows or promotions. Back has rate card and map showing station coverage.

KOREAN VETS SPEAK

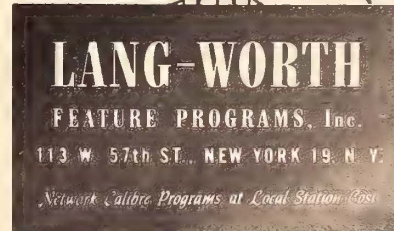
VETERANS of the Korean and other overseas campaigns were heard Feb. 11 on a new program, *Your Servicemen Speak*, over WTOP Washington. Taped interviews made at hospital beds furnish source material. American Building Assn. sponsors new Sunday program through Mellor & Wallace Agency. Dick Powell is producer for WTOP. Ted Lingo tapes interviews and serves as emcee.

THE DRAFT

WAAM (TV) Baltimore, *Lawyer's Briefcase*, Feb. 18, discussed subject of "Who and When in Current Draft Legislation." State director of selective service and two local young attorneys discuss the present draft situation. All prospects for persons covered by current law were to be discussed, as well as outlook for future changes in the law.

FOOTBALL CLINIC

WCOJ Coatesville, Pa., plans delayed broadcasts of football clinic beginning there today (Feb. 19). For second year, broadcasts will be sponsored by Lukens Athletic League. Coaches Paul Bryant, Kentucky U.; Charlie Caldwell, Princeton; Frank Kavanagh, Cornell, and many others are scheduled to participate.



**immediate revenue produced
with regional promotion
campaigns**

**23 years of
service to the
broadcasting industry**

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

*experienced sales
personnel will sell community
programs throughout
your coverage area*

IRE CONFERENCE

Fink and Sterling Slated

KEYNOTE address by Donald G. Fink, editor of *Electronics* magazine, on the "New Frontier in Electronics" is scheduled for the Southwestern Conference of the Institute of Radio Engineers to be held April 20-21 on the Southern Methodist U. campus in Dallas, Tex. [BROADCASTING • TELECASTING, Dec. 4, 1950]. Also scheduled to speak is FCC Comr. George Sterling.

Twelve technical papers will be read by leading authorities, including Dr. Cornelius Lonczos, National Bureau of Standards, Institute of Numerical Analysis, U. of California, who will speak on the "Radiation of a Cylindrical Antenna." Also to be featured is a large engineering exposition where many of the newest developments in radio and electronics will be displayed.

Tuned By Ear

AT THE SOUND of the metro-nome—listeners know they're tuned in to WDRC Hartford. The station goes on the air officially at 6:30 a.m., but while the engineers are warming up the transmitter about 6:15 a.m., a metro-nome begins ticking away.



**THE DOOR'S
WIDE OPEN
TO
NEW ORLEANS'
LUCRATIVE
NEGRO
MARKET**

Reach more than 1/2 million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
JOHN E. PEARSON CO
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

allied arts



CARYL COLEMAN, freelance radio and motion pictures writer in L. A., to Photo & Sound Productions, S. F., as radio and TV director.

JOHN BALCH, assistant to director of public relations on Bakelite account J. M. Mathes Inc., N. Y., to staff Assn. of National Advertisers Inc., N. Y., as editor of weekly newsletter and monthly news bulletin.

COFFIN, COOPER & CLAY Inc. announces additional organizations have signed for San Francisco Tele-Que television audience rating service. They are: KGO-TV; Abbott-Kimball Co. and BBDO, advertising agencies; Hoffman Radio Corp., all San Francisco.

PHILIP VON LADAU, special analysis coordinator in radio-television division A. C. Nielsen Co., Chicago, to Nielsen client service staff.

LANNON, ROMAN & THOMPSON Inc., N. Y., dissolved and its interests taken over wholly by J. A. LANNON Inc., to conduct creative service. Mr. Lannon was art director on Lucky Strike account when it was handled by Foote, Cone & Belding.

JACK HARGROVE, president and sales executive Hargrove-Green Co., L. A., named president Electric League of Los Angeles Inc. for 1951. He replaces WILLARD HELLMAN, retiring president. Other officers elected include MIL ZILLGITT, Television-Household Appliances, executive vice president; KENNETH R. JOHNSON, general sales manager, Packard-Bell Corp., secretary; D. C. CULBREATH, D. C. Culbreath Co., treasurer; GLEN L. LOGAN, managing director.

Equipment . . .

W. L. ROTHBERGER, assistant general sales manager RCA Tube Dept., appointed manager of sales operations. **L. J. BATTAGLIA**, assistant to renewal sales manager, appointed manager of renewal sales field force. **L. F. HOLLERAN**, manager of sales administration for Tube Dept., named manager of sales administration. **G. C. BREWSTER** appointed manager of sales planning section, and **M. R. STOECKER** named manager of product distribution section. **JULIUS HABER**, advertising and sales promotion director for all RCA technical products, will, in addition, be acting manager of advertising and public relations for Tube Dept. **LAWRENCE LeKASHMAN**, assistant to advertising manager, appointed manager of advertising and sales promotion section, reporting to Mr. Haber. **HOWARD S. GWYNNE** appointed assistant to general sales manager.

JOHN S. MILLS, Stromberg-Carlson, Rochester, N. Y., elected vice president in charge of production Tele-Tone Radio Corp., N. Y.

GENERAL ELECTRIC Co., Owensboro, Ky., has under construction \$2 million additional facilities for manufacture of electron tubes.

SIMPSON ELECTRIC Co., Chicago, producing new type oscilloscope, Model 476 "Mirroscope," designed to save space on testing benches.

RCA VICTOR, Camden, N. J., has established Specialized Employment Division, with responsibility for supervising and coordinating program to develop manpower resources to meet company's need for experienced engineering personnel. **ROBERT E. McQUISTON**, veteran personnel administrator, has been appointed manager of the new division.

CLAROSTAT MFG. Co. Inc., Dover, N. H., has developed new precision-built potentiometer. It has tapered winding held to tolerance of plus/minus 1 1/2% linearity as measured at 10 test points. Mechanical tolerances reportedly are held as close as plus/minus 0.00025 inch.

J. BERKLEY DAVIS, manager, General Electric's receiving tube division, Owensboro, Ky., has accepted commendation plaque on behalf of division employees. Plaque was given by leading U. S. airlines. Presentation made by F. C. Dyer, vice president of engineering for Aeronautical Radio Inc.

SUN RADIO & ELECTRONICS Co. Inc., N. Y., announces new, portable, completely self-contained 3-speed phonograph. Standard model equipped with Astatic LQ-D wide range crystal pickup, while second model equipped with G. E. RPX-050 triple play cartridge and built-in G. E. UPX-003 pre-amplifier. Corporation also announced new 132-page catalog of radio-television-electronics components available from its offices, 122-124 Duane St., N. Y.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces development of new studio picture monitor, Model M-104. It reportedly features high resolution in excess of 500 lines; 16" kinescope; excellent vertical and horizontal linearity; lightness of weight, and a minimum of maintenance.

AUDIO-MASTER Corp., 341 Madison Ave., N. Y., now distributing Harmonic Record Library of mood, bridge and background music. Catalog free on request.

PHILCO CORP., Phila., has announced new expanded program of factory supervised service on all its products, it was announced by Henry T. Paiste Jr., vice president, quality and serv-

ice. Philco Corp. said "new program of factory supervised service will ensure satisfaction for everyone who buys, sells or services a Philco product." Philco is reportedly backing up by making available an adequate supply of replacement parts, and expanded line of test equipment to make it easier to service each product.

CATHODE-RAY TUBE Div. of ALL B. DuMONT LABS Inc., Clifton, N. J., has announced specially designed mask for simplifying the replacement of types 12JP4 and 12RP4 tubes with type 12QP4A. New mask is available at DuMont Teletron distributors.

DAVEN Co., Newark, announces availability of new electronic voltmeter type 170. Unit covers frequency range from 10 cycles to 250 kc with accuracy of ±2%.

RAY F. CREWS named vice president in charge of sales for Fairchild Recording Equipment Corp., Whitehouse, N. Y.

Technical . . .

JOHN GASKIN appointed studio technician WTMA Charleston, S. C.

CHARLES H. COLMAN, technical director KECA-TV Hollywood, leaves March 6 for duty with Air Corps communications and radar.

RAY KUBLY appointed chief engineer KIST Santa Barbara, Calif., replacing GENE FARRSELL, now with KPOA Honolulu.

MICHAEL KONICHAK, chief engineer WPIT Pittsburgh, father of boy.

CHARLES E. HASTINGS, Hampton, Va., named new chairman of North Carolina-Virginia section of Institute of Radio Engineers, succeeding C. L. Smith, Winston-Salem. Other new officers are Victor S. Carson, Raleigh, vice chairman, and Philip F. Hedrick, Winston-Salem, secretary-treasurer.

Facsimile Course

DAILY transmission of a facsimile newspaper, carrying news from one part of the campus to another, one of the features highlighting course in newspaper production to radio now being offered by the journalism division of Emory U. Atlanta, Ga. Students who produce the radio newspaper obtain valuable experience in editing, makeups and "writing under pressure," according to Milton Krueger, university instructor. Course was made possible by the *Atlanta Journal* (WSB-AM-FM-TV), which donated the facsimile equipment.



NEARLY 30 YEARS
MANUFACTURERS OF FINE BROADCASTING EQUIPMENT
Uates
RADIO COMPANY
QUINCY, ILLINOIS
Phone 8202
WASHINGTON, D.C. (Warner Bldg.) Phone Nat. 0522
HOUSTON, TEXAS (2700 Polk Ave.) Phone Atwood 8536



ROLAND HARRIMAN (l), national chairman of the American Red Cross, realizes the value of the upcoming funds drive. Mr. Harriman is interviewed by KOA Denver by announcer, Van Haaften. A New York banker, and president of the American Pacific Railroad, Mr. Harriman was appointed president of the American Red Cross to succeed Gen. George C. Marshall, who resigned to become Secretary of Defense.

All Accounts

(Continued from page 12)

Von Zehle has built his agency an imposing entity. A few of its accounts include the Brotherhood of Railway Trainmen, Plutonium and Romans Ravioli.

Mr. Von Zehle also operates a subsidiary firm known as Package Sales Inc. He personally produces some of its programs, *It's In the Air* on the DuMont Television network.

She Von Zehles—she is the former Dorothy Benson, an ex-model actress—have been married since Oct. 17, 1947. They live in Manhattan.

Fishing is Mr. Von Zehle's favorite hobby. He owns a 73-foot motorboat called *Tondelayo*, which employs 10 people.

PHILADELPHIA Fire Department's two-way mobile radio communication system KGB-476, was placed in operation Feb. 13. Mayor Bernard Moore officially threw switch that put Victor engineered and built station on air. It is designed as one of the key measures in city's civilian defense set-up.

'TOO MUCH ADVERTISING?'

Kleppner Answers Ad Budget Critics

IN THE lifeblood of U. S. economy, advertising encourages incentive, assures the consumer of a quality buy and tells him so in the fastest way possible.

That is the way Otto Kleppner, part-owner of The Kleppner Co., New York advertising agency, answers the question, "Is There Too Much Advertising?", title of his article printed in *Harper's* February issue.

In a scholarly approach, Mr. Kleppner counterpoints repeated criticisms lodged against national advertisers, objections heard more often now because of the defense economy.

Most basic objection, Mr. Kleppner says, is the claim that national advertising echoes the clamor of competitors who "merely swap customers . . . at the customers' expense."

Actually, according to the author, advertising goes further than that. The basic value of advertising, Mr. Kleppner believes, is that a maker tells of some development affecting the quality, price, design, packaging or special flavor of his product. He goes on to show how "there has been a growth of values of all products in a [given] field today, compared with those of some years ago."

'Fastest Way'

"Advertising is the fastest way of telling many people about these developments at the lowest cost per message. Mass communication is as important to our economy as is mass production. That it is available on a nation-wide scale to anyone with a price of an . . . advertisement, and not merely to government bureaus or state trusts, is evidence of democracy at work," Mr. Kleppner writes.

Another charge is that "product differentials" breed monopolies. He answers that to take away a man's right to be known for the quality of the product he offers to the public and deny him benefits of being recognized for an improvement

ment in the product, is to reduce incentive to make further improvements. "It is just as important to preserve this incentive, as it is to provide a way in which an individual can discover the products available to him."

Any curtailment or limit on advertising expenditures, Mr. Kleppner observes, is to usurp the liberty of an individual to tell about his product to others. "An advertiser must assume responsibility for what he says, but to curb how much he may say about his product when newsprint is available and radio and television stations have time to sell is an invasion of freedom of speech."

Fraud in advertising is dismissed post haste by Mr. Kleppner, who cites an FTC examination of over a million newspaper, magazine, radio and television advertisements, of which less than 3% were seen

as possibly misleading. Referring to the "double your money back if not satisfied" guarantee, Mr. Kleppner opines "we could well ask that politicians and statesmen keep their promises nearly as well as do national advertisers."

He makes the salient point that "the more a man has invested in advertising his trade-marked product, the more will he protect his asset by guarding its quality. (The larger the advertising appropriation, the larger usually is the investment in product research and in quality control.)"

It is true, Mr. Kleppner says, that the consumer pays the cost of advertising as he does for everything else—but, the author asks, does he get more or less for his money because of that advertising? According to Mr. Kleppner, the answer depends on whether advertising lowers production costs, reduces selling costs and what management does with resulting profits.

He notes that advertising helps reduce personal selling to the consumer, which is costly; that it enhances additional orders for the product thus increasing business volume which is needed to lower the cost of the product. How much the businessman decides to pass on to the consumer via the product and in what form it fits in with the function of advertising. That function "is to help create and distribute the better values a business offers in competition for the buyer's selection," Mr. Kleppner concludes.

DETROIT FETE

Radio-TV Committee Named

WILLIAM J. SCRIPPS, of WWJ Detroit and Henry T. Ewald, of Campbell-Ewald Co., have been named co-chairmen of the radio-television committee for Detroit's 250th birthday festival.

Named to serve on the committee are Herbert T. Bayle, Brooks, Smith, French & Dorrance; John L. Booth, WJLB; Ted Campeau, CKLW; George Cushing, WJR; Don DeGroot, WWJ-The Detroit News; John Donahue, NBC; J. J. Hartigan, Campbell-Ewald Co.; Clarence Batch Jr., D. P. Brother & Co.; Jack Henry, N. W. Ayer & Son; Jack Hill, WWJ-The Detroit News; Paul Holder, McCann-Erickson Inc.; Ralph Hotchkiss, Maxon Inc.; Richard Jones, WXYZ; Worth Kramer, WJR; John McKee, BBDO; John L. McQuigg, Geyer, Newell & Ganger Inc.; Don Miller, Kenyon & Eckhardt Inc.; E. E. Potter, Young & Rubicam Inc.; Todd Reed, Ruthrauff & Ryan Inc.; George P. Richardson Jr., Walter Thompson Co.; James Riddell, WXYZ; Joseph Spadea, CBS, and Melvin C. Wissman, WWJ-The Detroit News.

GUILT UPHELD

In Nazi Treason Case

TREASON conviction of Herbert J. Burgman, accused of broadcasting Nazi propaganda during World War II, was affirmed Feb. 8 by the Court of Appeals for the District of Columbia. James J. Laughlin, Mr. Burgman's attorney, indicated the case may be appealed further to the Supreme Court.

Mr. Burgman, who reportedly broadcast over a station located in Berlin while representing its origination point as in the Midwest, was convicted in November 1949 and later sentenced to federal prison for a 6-to-20 year term. He had listed nine exceptions in his latest appeal for reversal of the conviction.

Mr. Horace Hagedorn
Kiesewetter Associates, Inc.
New York City

Dear Horace:

These boys at WCHS shore done a job we permotin' fer **SHARE THE WEALTH** when hit come ter Charleston, West Virginny. Yessir, Horace, th' big city auditorium was packed with three thousand Peter Donald fans, an' they shore had lotsa fun! Incidentally, th' latest Hooper report shows that in th' afternoons when **SHARE THE WEALTH** is on, WCHS has 41.3 percent of th' audience—more'n twice as much as th' next station, an' there's five stations in town! Now ain't that sumptin'! Horace? Yuh shore got yer program on th' right station in Charleston!

Yrs.
Algy

WCHS
Charleston, W. Va.

KGW carries the weight in the Oregon Market DAY or NIGHT



TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Respects

(Continued from page 48)

Dallas and enrolled in Southern Methodist U. Graduating with an A.B. in government, he became his university's candidate for a Rhodes scholarship. A vote of the candidates among themselves gave him the scholarship, but the judges decided differently. So he stayed on a year teaching fellowship to take a degree of Master of Arts in government.

Leaving Southern Methodist in 1933, he entered Columbia U. Law School and earned an editorship of the *Columbia Law Review* before graduating in 1936. Admitted to the New York State Bar shortly thereafter, he joined the law firm of Sullivan & Cromwell in downtown New York; and remained there until 1942, gaining experience as a trial lawyer before the courts and before government bodies such as the Securities & Exchange Commission and the Federal Trade Commission.

With the advent of World War II, Mr. McDaniel was appointed special counsel to the late James V. Forrestal, then Under Secretary of Navy. He was commissioned a lieutenant (jg) of the Naval Reserve in 1942 and assigned to the Office of the general counsel of the Navy. Promoted in 1943 to lieutenant and to lieutenant commander, successively, Mr. McDaniel worked on procurement of aircraft for the Bureau of Aero-

National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—
and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA WEEK DEC. 31, 1950-JAN. 6, 1951

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes (%)
1	2	Jack Benny (CBS)	18.7
2	1	Lux Radio Theatre (CBS)	18.4
3	5	Godfrey's Talent Scouts (CBS)	16.3
4	14	You Bet Your Life (NBC)	15.5
5	6	Amos 'n' Andy (CBS)	15.4
6	3	Charlie McCarthy (CBS)	15.1
7	20	People Are Funny (Tue.) (NBC)	15.0
8	12	Mystery Theatre (CBS)	14.5
9	50	Mr. District Attorney (NBC)	14.3
10	21	Mr. and Mrs. North (CBS)	14.1

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 for homes listening only 1 to 5 minutes.

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nautics. In 1945 he was retired to inactive duty to become chairman of the Navy Board of Contract Appeals. At this time also he received an official commendation from Secretary of Navy Forrestal for his "unremitting efforts, astute judgment and ability to cope with an extraordinary volume of business" which the commendation said, had "contributed greatly to successful prosecution of the war."

Mr. McDaniel left the Navy Board in January 1946 to become general counsel of RCA Communications Inc. In 1948 he was elected a vice president of RCA, where he served on the staff of the chairman of the board and the president.

"I get glowered at when things go wrong in Washington," he says with a smile, by way of explaining that he was brought into RCA because of his trial experience to coordinate its legal and business relations with the federal government.

Unacquainted with the radio-television industry before joining RCA, Mr. McDaniel since has developed an extensive knowledge and interest in its affairs. Representing RCA Communications Inc., he traveled in South America and in Europe, where in 1948 he met with the International Telegraph Consultative Committee to plan for the World Telegraph Conference in Paris the following year.

Cites TV Future

Television in America, he believes, "has given us only a hint of what it will become. It has the greatest potentialities, particularly as a force for democracy. Too often television is looked upon solely as a device for amusement. Actually it holds forth the prospect of an enormously wider and more intimate participation by the public in national affairs."

As RTMA's new president, Mr. McDaniel is hopeful of "contributing in some way toward making the radio-television industry as useful as possible in the national emergency effort." The civil defense authorities have called for the training of 20 million Americans in first aid. "How can this be done except by television?" he asks.

"It would be a great tragedy," Mr. McDaniel points out, "if in-

creased costs and penalizing excise taxes should make television sets too expensive for low income groups without sets to buy." The federal government, he feels, instead of hindering production and ever-wider distribution of TV sets should "affirmatively sponsor" such developments.

Mr. McDaniel assumes his new office with a demonstrated capacity for solving intricate problems. While working on Navy aircraft contracts, he was credited with developing the incentive-type contract to replace the cost-plus-fixed fee type in use. Effect of the new contract was to save the government millions; for example the cost of one type of airplane dropped from \$70,000 to \$35,000.

In 1942, Mr. McDaniel married Dorothy Sandlin of Dallas, well-known in light opera and concert fields, who has appeared on the *Ford Sunday Evening Hour* and in productions of the St. Louis opera, Los Angeles Light Opera Assn., Paper Mill Playhouse and others.

The McDaniels have a house in Putnam County, Carmel, N. Y., where the male side of the family pursues hobbies of oil painting and occasional fresh-water bass fishing.

Other leisure interests of the new RTMA president include Columbia U. Law School, where he lectures occasionally, and the Administrative Law Committee of the New York Bar Assn. The committee's study of relations between independent regulatory commissions and Congress particularly has absorbed his interest. The nightshirt has been replaced by the toga.

WVOP to Liberty

WVOP Vidalia, Ga., last Thursday was slated to affiliate with the Liberty Broadcasting System as the network's newest southeast Georgia outlet. WVOP also plans to carry baseball broadcasts during the 1951 season. Licensed to Vidalia Broadcasting Co., the station operates on 1450 kc with 250 w. Owners are M. F. Brice and R. E. Ledford. Howard C. Gilreath is general manager. KWIN Ashland and KFIR North Bend, Ore., also have signed as affiliates of Liberty.

McCARTHY TALK

Kilgore Cites WWVA Record

RECORDINGS of a 1950 Lincoln Day speech made by Sen. Joseph McCarthy (R-Wis.) and aired WWVA Wheeling, W. Va., figure prominently last week in a flack attack on the Senator's Communists-in-government stand.

Sen. Harley Kilgore (D-W. Va.) told Senate colleagues that Wisconsin Republican had twice retreated from his original claim that he had a list of 205 members of the Communist Party "working and shaping the policy of the State Dept." Sen. Kilgore quoted Sen. McCarthy as stating he had used the figure of 57.

He told the Senate that Wheeling speech was recorded and that affidavits had been signed by Paul Myers, WWVA program director, and James K. Whitaker, news editor, attesting that Sen. McCarthy had used the figure 205. The speech was aired twice on WWVA, he added.

Sen. Kilgore asserted that Senate had been subjected "one year to a blue whirl of charges and accusations" but claimed that Sen. McCarthy had offered no proof to support his charges.

He said Sen. McCarthy had told him last May that the station was given a rough draft of the speech and that "it is entirely possible that there was an error and that 205 was used in place of 57." Sen. McCarthy later explained the error referred to Communists in the State Dept. and the 205 to "security risks" according to the President's Security Board.

Pope Honors Lucey

POPE PIUS XIII has appointed William F. Lucey, business manager of WLAW-AM-FM Lawrence, Mass., and a director of the Hiram & Rogers Co., owner-operator of the stations, as a Knight of Malta. The order which dates from the 11th century, is the highest honor the Pope can bestow on a Catholic layman. There are fewer than 200 Knights of Malta now living.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only **ABC**
Station Serving
This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Read Co.,

National Representatives

WAGE-PRICE LINE

CED Urges New Program

FOUR-POINT program for wage-price controls—acting twin needs of increased production and checked civilian demand for goods and services—was last Tuesday by the Committee for Economic Development in a policy statement prepared by its Research and Policy Committee. Price and wage controls will help themselves stem the tide of inflation," CED warned. "They will with symptoms rather than underlying causes. They can be helpful provided other steps are taken. . . . They will be harmful if they are lulled into a false sense of security and fail to take . . . steps . . ."

In the policy statement, "Conditions Necessary for Effective Wage Controls" (also see separate story), the committee presents a four-pronged plan adding: (1) Reduction of non-productive government expenditures; (2) a "sharp and prompt" tax increase; (3) check on expansion of credit, and (4) inauguration of national savings program.

Evil Effects

As long as the total demand for goods and services is greater than supply, the evil effects of inflation will operate throughout the economy," CED asserts, tracing expression in higher prices and shortages, black markets, deterioration of goods, distortion of the production-distribution pattern, weakened efficiency and reduction of incentives.

Increasing production is essential though "not enough," the committee adds, suggesting the U. S. government encourage women and older men into working force, lengthen the work week, expand output and improve productive techniques. Regarding government expenditures, the committee recommends rigorous screening "to hold down waste of materials, manpower and money"; at the same time taxes should be raised substantially to restrain consumers' expenditures as well as to increase revenues. "Higher and more extensive excise taxes," already proposed



CHICAGO showing of WOV New York's presentation film, "WOV's Three Million People" [BROADCASTING • TELECASTING, Jan. 29], attracted agency and advertising executives. TOP PHOTO: Gathered after a luncheon meeting are standing (l to r), Herb Schorr, WOV sales manager; Gene Fromherz, Aubrey, Moore & Wallace; Genevieve Lemper, Foote, Cone & Belding; Nick Wolf, Leo Burnett; J. G. Woolsey, Armour & Co.; seated, Jane Daly, Earle Ludgin; Kay Kennelly, Olan Adv., and Jane McKendry, Needham, Louis & Brorby.

BOTTOM PHOTO (l to r): Ed Fitzgerald, J. Walter Thompson Co.; D. J. O'Sullivan, advertising department, Armour & Co.; Ralph Weil, WOV general manager; Dick Coombs, Leo Burnett; J. A. Burns, radio-television director, Swift & Co.; George Clark, Chicago manager, John Pearson Co., which represents the station, and Milt Blink, vice president and Chicago manager of Standard Radio Transcriptions Services.



posed by the administration, "should be imposed," CED felt. Other proposals:

(On bank credit)—"It is of the utmost importance that . . . power to check . . . expansion be used to reduce inflationary pressure. . . . The contribution that (such) a monetary policy can make . . . and the holding down of the cost of the defense program is more important than the preservation of an existing pattern of interest rates in the security market."

(On savings)—"A national program of education is needed to bring home to our people their individual responsibility to save. As part of such a

program we should enlist the cooperation of the leadership . . . in our communities. . . . The program should be more than a drive for savings bonds—all forms of savings should be encouraged."

(National policy)—"We need a clear and consistent national policy . . . that will convince our people that our government is facing the realities of the situation . . . so that direct price and wage controls will have a reasonable chance of success."

With such a policy, the committee concludes, "we can then proceed first to live with controls and later, as production rises and demand is stabilized, to live without them."

Members of the Research and Policy Committee include Gardner Cowles, Des Moines Register and Tribune and Cowles Broadcasting Co. (KRNT Des Moines; WNAX Sioux City-Yankton; WCOP Boston); Philip D. Reed, General Electric Co.; Philip Graham, Washington Post (WTOP-AM-TV-FM Washington); and Eric Johnston, ESA administrator.

WOL Business Up 700%

INCREASE of more than 700% in business within a year is reported by WOL Washington, which tomorrow (Tuesday) marks its first anniversary under ownership of Peoples Broadcasting Corp. Station joined the Liberty network in October.

SHOW TRAIN

WTIC, NBC Back Special Trip

NOW it's a Big Show "Show Train"—the first time the New Haven Railroad's run to New York was made for radio fans exclusively. WTIC Hartford and NBC cooperated with the railroad to supply passengers with free tickets to the Sunday night hour-and-a-half extravaganza at NBC's Center Theatre studios, scheduled for yesterday (Sunday).

More than 200 Big Show fans were to be aboard as the train left Hartford, and passengers who made reservations were to be picked up at nine cities along the way.

The "Connecticut audience" was to arrive at 4:25 p.m. in New York, in time to get to the Big Show studio at 5:30 for the performance at 6-7:30 p.m. The "Show Train" was scheduled to leave for home at 9:30 p.m. The Big Show "Show Train" idea was conceived by Anne Norman, radio-TV editor of the Hartford Times.

THE PHILADELPHIA INQUIRER has started complete TV and Radio Section, which will appear every Sunday. It will include entire week's programs, description of programs and Inquirer's own column of TV news and criticism. The Philadelphia Evening Bulletin also has started special Sunday TV section.

KSWM
JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
\$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!



The small map above 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.

KSWM
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

IF HE DOESN'T
TEAR HIMSELF AWAY
FROM KGLO, WE
WON'T EVEN BE ABLE
TO WALK THIS
WINTER

kglo

15th year of SERVICE to 69,740 rural-urban homes, with farm income \$535,703,000; total retail sales \$493,004,000. A Lee Station—represented by Weed & Company.

CHURCH COUNCIL

Expands Broadcasting Unit

THREE specialists in the field of religious broadcasting were added to the staff of the Department of Broadcasting and Films of the National Council of Churches (formerly Protestant Radio Commission) last week.

Rev. Charles Schmitz, chairman of the Radio and TV Committee of the American Baptist Convention, has been named education director of the department. Dr. Schmitz will head planning and conducting of radio and TV workshops and institutes for the organization. Arthur Austin, former production director of NBC and Compton Adv., New York, has been appointed special events director to develop special radio and TV programming concerned with religious activities. Richard M. Gray, British TV and film director, has joined the department to handle special production assignments.

Rev. Harold Quigley, former special events director with Protestant Radio Commission, has resigned to return to the parish ministry, it also was announced.

GEORGIA PRESS

Ethridge to Address Meet

A HOST of distinguished speakers, including Mark Ethridge, publisher of the *Courier-Journal* and *Louisville Times* (WHAS-AM-TV), has been announced for the 23rd annual Georgia Press Institute to be held on the U. of Georgia campus Feb. 21-24.

Other prominent speakers scheduled for the Institute are Jonathan Daniels, editor of the *Raleigh News and Observer* (WNAO-AM-FM); Edward Weeks, editor of the *Atlantic Monthly*; Sylvia Porter, syndicated financial columnist; Ernest Vacarro, AP White House correspondent; Cranston Williams, general manager, American Newspaper Publishers Assn.; Robert Low, assistant to the publisher of *Life*, and Robert Brown, editor of the *Columbus Ledger* and *Sunday Ledger-Enquirer*.



WGES
Chicago, Ill.

USES
Magneecorder

PROFESSIONAL TAPE RECORDERS



PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.

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

FIRST CHOICE OF ENGINEERS

fcc actions



FEBRUARY 9 TO FEBRUARY 15

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 9 Applications . . .

ACCEPTED FOR FILING

CP Amended

WKBZ Muskegon, Mich.—CP to change power from 5 kw-D 1 kw-N to 5 kw unl. AMENDED to change request to 5 kw-D 1 kw-N DA.

Modification of CP

KSCJ-FM Sioux City, Iowa—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

WLBK DeKalb, Ill.—RETURNED application for relinquishment of control of DeKalb Radio Stations Inc., licensee, by Theodore A. Lanes. [FCC ROUNDUP, Feb. 5].

WFYC Alma, Mich.—RETURNED application for assignment of license from Alma Bcstg. Co. Inc. to WFYC Inc. [FCC ROUNDUP, Feb. 5].

KSIJ Gladewater, Tex.—RETURNED request for CP to change from 1430 kc

MEETINGS SET

By Electrical Engineers

H. H. HENLINE, secretary, American Institute of Electrical Engineers, has announced three district meetings to precede the summer general meeting of the institute in Toronto, Canada, June 25-29.

Southern district meeting is scheduled April 11-13 at Miami Beach, Fla. Included are Kentucky, Virginia, Tennessee, North Carolina, South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida.

Northwestern district will convene May 2-4 in Syracuse, N. Y. with engineers and scientists from New York, Vermont, New Hampshire, Connecticut, Massachusetts, Rhode Island and Maine.

The Great Lakes District meeting, May 17-19 in Madison, Wis., will bring together delegates from Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, North Dakota and a large portion of South Dakota.

1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

February 12 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WLCK Campbellsville, Ky.—Granted continuance of hearing from Feb. 19 to Mar. 12, re its application and that of Clark-Montgomery Bcstg. Co., Winchester, Ky.

WIBW Topeka, Kan.—Granted leave to intervene in hearing April 26 re applications of R. W. Towery, Iuka, Miss. and WKSJ Pulaski, Tenn.

WKSJ Pulaski, Tenn.—Granted continuance of hearing from Feb. 26 to April 26, re its application and that of R. W. Towery, Iuka, Miss.

KCHC El Paso, Tex.—Granted dismissal without prejudice of application for mod. CP.

Radio Sumter, Sumter, S. C.—Dismissed as moot petition requesting severance, removal from hearing docket and immediate grant of new application.

WPAQ Mount Airy, N. C.—Dismissed as moot petition for reconsideration and grant of application without hearing; application dismissed without prejudice Feb. 2.

KGBS Harlingen, Tex.—Granted extension of time to Feb. 20 to file reply brief to general counsel's exceptions to initial decision issued re application.

By Examiner J. D. Bond

KDSJ Deadwood, S. D.—Granted continuance of hearing re its application and that of Minnesota Valley Bcstg. Co. (KTOE Mankato, Minn.) from Feb. 19 to Mar. 19.

By Examiner Elizabeth C. Smith

Easton Pub. Co., Easton, and **Allentown Bcstg. Corp.**, Allentown, Pa.—By memorandum opinion and order granted joint motion to move hearing re applications to field for taking non-technical testimony; ordered that hearing shall commence Mar. 5 at Allentown and thereupon, further hearing at Easton, and to Washington, for engineering testimony and completion.

By Examiner Leo Resnick

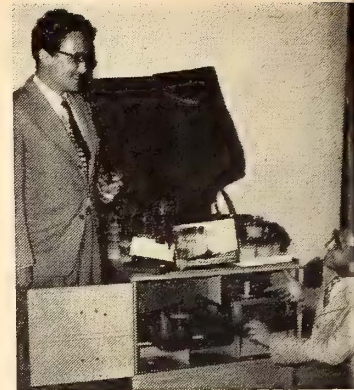
WINS New York—Granted leave to amend application.

Vermillion Bcstg. Corp., Danville, Ill.—Granted leave to amend application proposing new DA.

Royal Broadcasting Co., Lancaster, S. C.—Granted leave to amend application by specifying 1360 kc instead of 1220 kc and for removal of application, as amended, from hearing docket.

By Examiner Basil P. Cooper

Basil P. Cooper, Examiner—On motion of examiner re application of Radio Reading, Reading, Pa., hearing con-



EMERGING as first-place winner the 1 kw-to-5 kw station category of RCA Victor's \$64 Question promotion contest among NBC station WORZ Orlando's Gene Hill station manager, and Sammy Ro promotion manager, examine prize, an RCA Victor console. top of the console are some of first-place prizes won by Mr. Ro during NBC station promotion network's *People Are Funny*.

tinued to Mar. 14.

By Examiner H. B. Hutchison

KLMR Lamar, Col.—Granted in p motion that further hearing re application be continued from Feb. 12 to Feb. 20.

By Examiner Fanny N. Litvin
FCC General Counsel—Granted part petition for correction of transcript of testimony re petitions WHDH Boston and KOA Denver; application of WXXW Albany, N. Y.

February 13 Decisions . . .

BY THE COMMISSION

CP to Replace CP

WIPR Santurce, P. R.—Granted to replace expired CP for change trans. location. Also granted extension of STA for 90 days from Feb. 3 to operate trans. at temporary location w 5 kw D 500 w N.

BY THE SECRETARY

KBUC Corona, Calif.—Granted voluntary assignment of license to American Pacific Radio Bcstg Co., new partnership of same name through transfer of 25% interest by John G. Buckner to Elmer J. Buckner.

WPXI (TV) New York—Granted m CP for ant. and other changes in m TV station.

WORL Boston—Granted license new AM station 950 kc 5 kw D. **Marshall Electric Co.**, Marshalltown, Iowa—Granted license for new rem. pickup. KA-7453.

Orville W. Lyerla, Herrin, Ill.—SA KA-7941.

KRLC, Lewiston, Ida.—Same KA 8104.

Lake Erie Bcstg. Co., Sandusky, O.—Same KA-7825.

Bakersfield Bcstg. Co., Bakersfield, Calif.—Same KA-8376.

Island Bcstg. Co., Area, Hilo, Haw T. H.—Same KA-8375.

Twin Cities Bcstg. Corp., Minneapolis—Same KA-8377.

WIAC Inc., San Juan, P. R.—Granted mod. license to change remote pickup KA-6031 to 2790 kc and 26.37 mc.

WGN Inc., Chicago—Granted CP license for new remote pickups, KS 840, KA-8378, KA-8379-8381.

WFNC Fayetteville, N. C.—Granted mod. CP change trans. location and type trans.; cond.

Following granted mod. CPs for extension of completion dates as shown: KA-6976 St. Croix Island, V. I. to 4-WBBB-FM Burlington, N. C. to 5 cond.; WRFD-FM Worthington, O. to 5-1; cond.; KIB-41 Columbus, Ga.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

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

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

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



HOLLYWOOD 38, CALIFORNIA

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JANSKY & BAILEY

Executive Offices
National Press Building
Press and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE*

McNARY & WRATHALL

RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE*

A 43-year background
—Established 1926—

PAUL GODLEY CO.

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 AFCCE*

Commercial Radio Equip. Co.

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

A. D. RING & CO.

26 Years' Experience in Radio
Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience

GLENN D. GILLET

AND ASSOCIATES
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Washington 4, D. C.
National 7757

Craven, Lohnes & Culver

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

McIntosh & Inglis

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

RUSSELL P. MAY

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

WELDON & CARR

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Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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Member AFCCE*

MILLARD M. GARRISON

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WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ

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

GUY C. HUTCHESON

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

SILLIMAN & BARCLAY

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

LYNNE C. SMEBY

"Registered Professional Engineer"
20 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



WOPA-FM Oak Park, Ill.—Granted license new FM ch. 272 (102.3 mc) 1 kw.

KIJV Huron, S. D.—Granted CP install new trans.

WNDI Montevallo, Ala.—Granted mod. CP to change trans.

KIKI Honolulu—Granted mod. CP for extension of completion date to 4-2; cond.

WPAB Ponce, P. R.—Same to 5-22.

WLIL-FM Lenoir City, Tenn.—Granted license new FM station ch. 262 (100.3 mc) 8.8 kw.

WAGA-TV Atlanta, Ga.—Granted license new TV station Ch. 5 (76-82 mc) 17.768 kw vis. 10 kw aur.

KGDM-FM Stockton, Calif.—Granted license new FM station Ch. 225 (92.9 mc) 1.4 kw.

WOOK-FM Silver Spring, Md.—Granted license new FM station Ch. 240 (95.9 mc) 590 w.

KCBS-FM San Francisco—Granted mod. CP for extension of completion date to 9-1.

WISN-FM Milwaukee—Granted mod. CP for extension of completion date to 8-22.

February 13 Applications . . .

ACCEPTED FOR FILING

License for CP

KGEM Boise, Idaho—License for CP

change frequency, power etc.

KTSW Emporia, Kan.—License for CP new trans. etc.

WNAV Annapolis, Md.—License for CP increase power etc.

KBOP Pleasanton, Tex.—License for CP new AM station.

KRE-FM Berkeley, Calif.—License for CP authorizing changes.

WOR-TV New York—License for CP new TV station to request change of studio location.

Modification of CP

WARD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

WSYR-TV Syracuse, N. Y.—Mod. CP TV station for extension of completion date to 9-12.

CP to Replace CP

WLAB (FM) Lebanon, Pa.—CP to replace expired CP new FM station.

APPLICATION TO AMEND

WBEN-TV Buffalo, N. Y.—Application to AMEND CP new TV station to request change in ERP from 16.2 kw vis. 10.2 kw aur. to 5 kw vis. 2.6 kw aur. etc.

APPLICATION RETURNED

KPET Lamesa, Tex.—RETURNED application for voluntary assignment of license to new partnership.

February 14 Applications . . .

ACCEPTED FOR FILING

Extension of STA

WNYC New York—Extension of STA to operate additional hours with DA between 6 a.m. EST and sunrise in N. Y. and between sunset in Minneapolis and 10 p.m. EST.

AM—850 kc

KTBI Tacoma, Wash.—CP to change from 810 kc 1 kw D to 850 kc 1 kw-D 500 w-N DA-N. AMENDED to change to 850 kc 1 kw unl.

Modification of CP

WSTV Steubenville, Ohio—Mod. CP to change name licensee from Valley Bcstg. Co. to WSTV Inc.

WHP-FM Harrisburg, Pa.—Mod. CP new FM station for extension of completion date.

CP to Replace CP

WOAK (FM) Oak Park, Ill.—CP to replace expired CP new FM station.

License for CP

KXEL-FM Waterloo, Iowa—License for CP new FM station.

WHAS-TV Louisville, Ky.—License

(Continued on page 87)

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.

Station manager-salesman wanted 250 watt network station, attractive New England single station market. Want an experienced salesman familiar with local station operation, interested in settling down and becoming a part of a pleasant community. Starting pay \$400 month plus commission and bonus. Please send photo, references and all details. Box 851H, BROADCASTING.

Manager, thoroughly experienced, strong on sales and sales management to direct established midwest kilowatt independent. Competitive market with good opportunity to build for yourself and station. Stock interest may be available to right party. Send all pertinent information first letter. Box 861H, BROADCASTING.

Well known manufacturer of electronic equipment desires assistant advertising manager. Technical background and writing ability required. Excellent opportunity. Give background and experience in first letter. Box 871H, BROADCASTING.

Commercial manager, large metropolitan area, midwest, 1000 watts, daytime, immediately. Completely new programming. Advertising and promotion experience necessary, radio preferred. Desire stable person, good mind, excellent appearance, sincere approach for a specialized product. Salary plus commission. Furnish full details, reference, photograph and desired salary. Box 898H, BROADCASTING.

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.

Twenty-five percent is yours by putting 2000 on west coast network affiliate. Liberal guarantee. Box 896H, BROADCASTING.

Time salesman: Good deal for man who can produce! Network affiliate. Only station in prosperous market. Send all details, photo, salary expected. All replies in confidence. KRJF, Miles City, Montana.

Experienced salesman wanted. We want a top man and will pay accordingly. An excellent opportunity. Personal interview necessary. WHFB, Benton Harbor, Michigan.

New Hampshire's fastest growing station, WKBR, Manchester, has opening for aggressive, experienced time salesman. Good market with big potential where wide awake salesman can earn big money. Write WKBR, Manchester, N. H.

WORZ, a progressive NBC station in Orlando, Florida offers permanent, excellent opportunity for capable, experienced salesman. Requirements: Initiative and ambition. Contact immediately.

Progressive station in Virginia's largest market is interested in live wire salesmen. Attractive salary and commission given. Contact Graeme Zimmer, WXGI, Richmond, Va., if interested.

Announcers

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

Help Wanted (Cont'd)

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.

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

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

Morning combo man to do news and transcribed programs. Long salary, short hours, send full particulars or apply in person. Box 859H, BROADCASTING.

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

Wanted immediately. Two announcers with first class tickets. Sixty dollars per week. 500 watt daytime operation. Good working and living conditions. State draft status. Box 880H, BROADCASTING.

Announcer-engineer. Experience on announcing. Good salary. Car necessary. Arkansas independent. Box 883H, BROADCASTING.

Excellent opening on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good stations needed. Send personal and business references, photo, audition including musical shows, news, straight spot announcements and disc jockey samples. Reply is confidential. Box 901H, BROADCASTING.

Announcer with ticket. One year experience announcing. Start \$225, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Wanted: Announcer 250 watts local independent. Permanent, good working, living conditions. Give full details first letter. KCTI, Gonzales, Texas.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Wanted, for station soon to go fulltime. Need two announcers, one experienced sports man and another who plays Hammond organ. KTBB, Tyler, Texas.

Exempt announcer-engineer. Going up? Next stop 100w affiliate. Emphasis announcing. Interview necessary. Stu Sanders, Manager, KWBG, Boone, Iowa.

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.

Southern Illinois thousand watt independent wants good disc show personality with commercial punch. Western music background desirable. Family man preferred; congenial staff, 40 hour week, \$210 per month. Address: M. G. Rogers, Comm. Mgr., WCNT, Centralia, Illinois.

Help Wanted (Cont'd)

Staff announcer for 1,000 watt daytime station, send disc and complete details to Manager, WDBL, Springfield, Tenn.

Combination announcer-engineer, first phone license, with emphasis on announcing. Good draft status needed. Start \$65.00. ABC affiliate carrying CBS and NBC shows direct. Send tape or disc, references, photo to Manager WFTC, Kinston, N. C.

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.

Announcer-engineer. Will pay top salary for man with good selling voice and first phone, permanent job, advancements, excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. WKUL, Cullman, Alabama.

Wanted: Announcer with experience, some copywriting. Must be good, news, DJ shows. Opening immediately. Start \$50.00. WMGR, Bainbridge, Ga.

Announcer, staff work. Board knowledge desired. Vet preferred. Interview necessary. WSYB, Rutland, Vermont.

Technical

Wanted: Engineer with first class license, capable of operating and maintaining AM and FM studio and transmitting equipment. Possibility of entering TV field. Station located in south central New York State. Box 857H, BROADCASTING.

Wanted: Transmitter operators, first class license, no announcing. Good working conditions, experience unnecessary. East central area. Box 888H, BROADCASTING.

Engineer wanted for transmitter operation only. 40 hours per week for 250 watt fulltime Mutual station in Boone, North Carolina, Box 72. State minimum salary in reply, no experience necessary.

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.

Transmitter operator wanted immediately. Wire or phone KWWL, Waterloo, Iowa.

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.

Transmitter engineer. 1 kw ABC. Give draft status, age, references. Harold White, WKTY, La Crosse, Wisconsin.

Chief engineers AM, executive placement service has several desirable vacancies. Also need experienced or qualified TV operators. Howard S. Frazier, 726 Bond Bldg., Washington 5, D. C.

Production-Programming, others

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.

Help Wanted (Cont'd)

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

Television

Salesman

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

Situations Wanted

Managerial

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

Twenty years of constructive radio background as commercial manager. With the very best of references to ability and character. Seeks job as manager or commercial manager substantial station. Married, 45 years of age. Will go anywhere. Box 670, BROADCASTING.

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

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

Five years successful independent station managerial experience. Strong on sales and local programming. Civil minded, announce and a real worker. Box 803H, BROADCASTING.

Commercial manager. Now employed 250 watt midwest station. College background. Announcing, writing experience. Excellent sales record in large competitive markets. Draft exempt. Write Box 854H, BROADCASTING.

Manager-chief engineer—experience. Years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

Manager. At present advertising director for large corporation. Desires to locate with station affording pleasant relations. Sales wise with 12 years background. Family man, sober and conscientious. Under 30, total draft exempt. Salary plus percentage. Box 870H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 872H, BROADCASTING.

Manager. Now employed with twenty years experience in all phases. Desires opportunity to build up and get results for station in west. Excellent contacts, recommendations. Box 875H, BROADCASTING.

Sales promotion manager, currently in AM-TV operation wants similar connection with larger TV or AM-TV stations. Experienced public relations, good speaker for sales meetings, etc. Also interested in commercial management set-up. Good national contacts. Address Box 895H, BROADCASTING.

Manager, executive placement service has several experienced, well qualified managers for local or regional stations. These men have been carefully investigated. Howard S. Frazier, 726 Bond Bldg., Washington 5, D. C.

Some station needs me in some capacity. 20 years experience, management, sales, programming, production, M and announcing. 6 years Public Service Director, ABC Central Division Vice-President Central Division Progressive Broadcasting System. Robert (Bob) White, 6255 Sheridan Rd., Chicago 40, Illinois.

Situations Wanted (Cont'd)

Salesman

man, eight years' experience, in commercial manager, staff and announcing. Family man, 34, in, draft exempt. Dependable, producer. Box 780H, BROADCASTING.

Announcers

all man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

all broadcaster, major league; veteran; married; college graduate. Box 458H, BROADCASTING.

s announcer, three years experience, married, draft exempt. Play-by-baseball, football, basketball, top-sports review, news, commercial, board operation, all-round. Want year-round play-by-play, sports-minded community. Moderate plus talent. Currently employed, able two weeks notice. Consider offers. Box 526H, BROADCASTING.

all play-by-play man experienced in and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

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

fight baseball announcer available use sponsor lost bid. Midwest. References. Box 824H, BROADCASTING.

claim to fame. No specialist. Just announcer with four years experience. Draft exempt. Preference northern territory. Box 852H, BROADCASTING.

ouncer: 28, draft exempt vet. 7 years experience news, DJ, staff. Handy console. Currently announcer, program director metropolitan independent. Write original copy. Available immediately. Box 853H, BROADCASTING.

ts announcing position wanted. Married veteran, age 28. College graduate, presently employed but seeking advancement. Three years experience play-by-play in all major sports. Currently handle daily sports interview commentary. Can do re-creation, tape, references available. Box BROADCASTING.

notch baseball announcer available coming baseball season. Experienced in live and recreated play-by-play. Best references. Air check available. Box 860H, BROADCASTING.

perienced announcer: Sports play-by-play. Staff announcing and sales. Family man with sound background, and excellent references. Box BROADCASTING.

announcer available. Experienced all radio and television. Ten years background. Box 865H, BROADCASTING.

enty years radio and show business. Experienced announcer, news editor, dramatic producer. Box 866H, BROADCASTING.

perienced announcer-continuity writer, two years experience. DJ, broadcasting console operator. Disc available. Will travel. Box 874H, BROADCASTING.

announcer, newscaster, experienced, capable, veteran, 200 mile radius New York City. Box 878H, BROADCASTING.

announcer, network experience, specialty news, 31, married, draft exempt. Box 881H, BROADCASTING.

competent announcer, available now progressive station. Thoroughly experienced, draft exempt. Good DJ, either jazz or sentimental. Sincere voice. No southern stations please. Box 882H, BROADCASTING.

announcer with front office ambitions. Years radio experience. Play-by-play all sports. (Major league baseball, Big Ten football, Indiana basketball.) News editor (rewrite wire, compile and write local news). Disc jockey currently with high Hooper as early morning man of 5 kw outlet in major market. Not a prima donna. Not afraid of hard work. 30 years old. Draft exempt. Box 884H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer large market and small market operations. Capable newsmen and music programmer, can operate board and sell time. Anywhere eastern portion. Box 879H, BROADCASTING.

Announcer: Presently employed PD. Small operation desires change, bonified reason why, married, draft exempt, will travel. Box 885H, BROADCASTING.

Radio newsmen, 30, now employed, wants change of scene, new challenges. Veteran. Father. College graduate; experience (newspaper and radio) totals five years. Box 889H, BROADCASTING.

A-1 announcer, emcee, program director. 25, married. 7 years experience all phases. Excellent references. Box 890H, BROADCASTING.

Announcer, two years experience, draft exempt. Handle all types of shows. Good on news, sports, disc shows. Operate board. Good voice, hard worker, references. Box 892H, BROADCASTING.

Experienced announcer all phases, married, draft exempt, employed, desires permanent position with future. Box 895H, BROADCASTING.

Announcer-salesman, pleasing voice, sales experience, hard worker, college, will travel. Married. Box 894H, BROADCASTING.

Announcer, MC, actor. Experienced club work. TV, radio, in New York City. Writing and direction; good morning man, audience participation. "Live wire." Veteran, single, car. Disc, resume, photo on request. Radio or TV situation desired. Box 903H, BROADCASTING.

Experienced play-by-play sportscaster, 32, college graduate, vet, married, draft exempt. Box 908H, BROADCASTING.

Announcer-program director, 1000 watt southern independent desires permanent change and advancement out of south. Formerly instructor speech and radio. Experienced news, music, Gates equipment. Married. Hard worker. Disc, resume. Box 909H, BROADCASTING.

Young, aggressive, all-round announcer, control board operator, writing experience. Specialize in sports, knowledge all types. Disc available. Write: 1089 Anderson Avenue, Apt. 1C, Bronx, New York.

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.

Announcer, some experience, veteran, draft exempt. Seeks opportunity in small town. Leo J. Feldmann, 317 West 28th St., New York City, N. Y.

Announcer-salesman. Excellent references. Disc upon request. Will go anywhere. Draft exempt, Harry Kaufman, 682 S. Kingsley Drive, Los Angeles, Calif.

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.

Technical

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

Holder first class phone ticket wants broadcast experience. Consider anything paying living wage. Prefer Pacific Northwest. Box 847H, BROADCASTING.

Experienced engineer, married with dependents. Veteran, have car. Native of south. Desires permanent position in south or southwest. Box 850H, 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.

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

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

Situations Wanted (Cont'd)

Engineer, 3 years experience transmitter, remotes, taperecorders. Presently employed. Box 877H, BROADCASTING.

First phone, three years experience. Two years six months with present station. Experience, transmitter control board. Recording and remotes. Draft exempt. Car, state salary and working conditions. Box 902H, BROADCASTING.

Experienced engineer AM, FM transmitters, first phone, Army Radar veteran, draft proof. Presently employed. Box 905H, BROADCASTING.

Operator, first license, five years broadcast radio, wants straight transmitter job. 32. Single. Available quickly. Outline your requirements, please. Lewis Sherlock, Box 51, Plainview, Texas.

First phone, DMSRA graduate. Age 26. Draft exempt. Single. Top personal references. Photo and disc on request. P. O. Box 212, Hollywood 28, California.

Production-Programming, others

Program director, 12 years in radio, 1 year TV. Seeking PD position or TV production-direction. Married, draft exempt, permanent. Box 744H, BROADCASTING.

Competent news editor. Excellent background. Two years experience. Disc and details on request. Box 858H, BROADCASTING.

Trained newsmen, three years experience 250w, wants to join larger news staff. Prefer eastern U.S. Thoroughly trained in local news, special events, wire re-write. Six network news feeds in past year. B.J., A.B., University of Missouri. Veteran, not in reserve, 27, married, Box 863H, BROADCASTING.

Accordionist, age 31, union, sober and reliable. 10 years experience in staff, polka, modern, hillbilly and western. Also TV. Read or take. Can also sing harmony. State salary, etc. in first letter. Box 867H, BROADCASTING.

University grad, radio-news trained. Two years experience in news department of large midwest television station. Desires writing and air job with news and sports minded radio or TV station. Box 868H, BROADCASTING.

Continuity writer, woman's announcer, experienced. College graduate. 23, single. Traffic and secretarial experience. Good references. New England or southeast preferred. Box 873H, BROADCASTING.

For the love of mike, I've worked in radio six years. Now program director 1000 watt. Need permanent program director, 25, B.A., married, child, vet. 4A, with creative programming, promotion, continuity, traffic, sales and minimum of announcing? \$70. Box 876H, BROADCASTING.

Copy and traffic. 19, male. Now employed. Box 891H, BROADCASTING.

Three birds with one letter: Experienced commercial and program writer, versatile and selling announcer and experienced engineer. All draft exempt. Presently employed on 1000 watt independent. Can be had singly or as package. For details, write Box 899H, BROADCASTING.

Program director-continuity writer team. Husband-wife. Capable, creative, efficient. Cost conscious. First class air work. Box 900H, BROADCASTING.

Need a dynamo in your news room? Working news editor thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 904H, BROADCASTING.

Woman copy-continuity writer with ideas, showmanship. Have own women's program. Graduate top west coast radio school. Some experience. Box 906H, BROADCASTING.

Ten years as program director, newscaster and commercial manager. Thirty-five. Will travel. All answers will be considered. Box 907H, BROADCASTING.

Program directors and disc jockeys AM and TV, executive placement service has some thoroughly experienced men with excellent backgrounds. Howard S. Frazier, 726 Bond Bldg., Washington 5, D. C.

Situations Wanted (Cont'd)

Television

Technical

Telecine technician: Veteran, fourteen years motion picture experience. Y.M.C.A. and S.R.T.-TV graduate, can double on camera or audio. Desire permanent position. Available March 5. Box 846H, BROADCASTING.

Production-Programming, others

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.

Future television director, presently inexperienced, versatile, imaginative, looking for bottom rung of ladder. Veteran, 25, single, B.A. speech major, pianist-organist, member RWG. Slight experience announcing, acting. Travel anywhere, start any capacity in TV station or agency, will prove ability. Box 899H, BROADCASTING • TELECASTING.

For Sale

Station

Midwest 500 watt, grossing \$50,000 annually. Good terms. Harvey Malott, Scarritt Building, Kansas City, Missouri.

Equipment, etc.

For sale, RCA FM 10B—10 kw FM transmitter with 500 ft. 3/4" line, four section Federal square loop antenna and Hewlett-Packard frequency modulation monitor. \$10,000.00. Box 750H, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, \$350.00. Box 856H, BROADCASTING.

Two Blaw-Knox 200 foot self supporting towers 1080 feet-7/8 inch transmission line, new with fittings 1200 feet-WE #107058 sample line, new other equipment, new and used, available for immediate construction. Contact Chief Engineer, KGGF, Coffeyville, Kansas.

For sale: Presto recorder type 8N complete with amplifier, equalizer. In good condition. Make an offer. Station WCBC, Anderson, Ind.

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

Wanted to Buy

Station

Radio station wanted. Interested in radio station or combination station and newspaper. Give details. Box 893H, BROADCASTING.

Equipment, etc.

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—Used FM limiting amplifier. Also 3/4 or 1 1/2 inch coaxial cable. Box 782H, BROADCASTING.

Reproducers, Western Electric vertical type D-93306 wanted regardless of condition. Write details to Box 848H, BROADCASTING.

Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 887H, BROADCASTING.

(Continued on next page)

Help Wanted

Production-Programming, others

PRODUCER •

Man who can direct people and who knows legitimate, vocal and instrumental music. Must take initiative and build top musical shows for top mid-west radio station; no TV. Address Box 845H, BROADCASTING.

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.

Experienced Manager

available

If your station is located in the middlewest . . . if it, or a controlling interest is for sale . . . or, if you're looking for a manager with 20 years fully rounded radio experience, then I'm available for your consideration. Write, wire or phone

John D. Hymes
652 State St.
Lancaster, Pa.

Announcers

SLIGHTLY TERRIFIC HILLBILLY PERSONALITY!

Original, with punch a-plenty selling ability. 7.2 hour-long daytime rating and 33% of audience in highly competitive market. Boosted fourth-place daily time period to No. 1 in four months. Big mail pull. Experience: staffer 5 kw CBS; chief announcer two 1 kw indies. College degree radio, family. 2 years present job but seek challenging assignment with progressive station. Basic living wage plus talent. Box 897H, BROADCASTING.

For Sale

Equipment, etc.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION!

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for installation. Substantial saving. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Wanted to Buy

Equipment

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail. J. W. NEFF LABORATORIES, INC. Mfrs. of Nef-O-Lac Record Compounds Stockertown, Penna.

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 321H,
BROADCASTING**

Western Radio-TV Meet

THE 1951 Western Radio-TV Conference will be held March 2-3 in Hollywood. This will be the fourth in an annual series of the conferences. William Sener, manager, KUSC U. of Southern California, will head the program committee in the Los Angeles area. John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., is chairman of the board of directors of the conference.



Browsing through the 1,000 or more messages received by Campbell-Ewald are (l to r): W. A. Moffett, public relations director; W. H. Campbell, senior vice president in charge of eastern operations, New York office; Mr. Ewald and Mr. Rothman. Many floral and telephone greetings also were received by the company's officials.

'LIFE BEGINS AT 40'

Campbell-Ewald Looks to 'New Horizons'

A REVIEW of its two-score history as one of Detroit's oldest and largest advertising agencies and a toast to television and other "new horizons" for advertising highlighted the 40th anniversary celebration of the Campbell-Ewald Co. in Detroit Feb. 6.

Attending the celebration, held in the Statler Hotel, were more than 300 employees of the company, including representatives from the agency's five branch offices.

Henry T. Ewald, agency president, outlined the company's future plans, expressing optimism over the immediate future of business because of the country's greater capacity and facilities for producing armament in the present emergency.

The agency's 40-year history was traced in slides, running commentaries, recount of outstanding achievements and honors the company has received throughout its existence.

Cites Letters

Mr. Ewald acknowledged thousands of congratulatory telegrams and letters, some of them stressing the growth of the agency in relation to that of the automotive industry. Campbell-Ewald today has over 400 employees on its payrolls in six cities—Detroit, New York, Chicago, Los Angeles, San Francisco and Atlanta—and boasts billings of over a half billion dollars over a 40-year period.

The company's role in the automotive picture was likened to that now emerging in its relationship to the television field, which Mr. Ewald cited as an example of "new horizons."

"Campbell-Ewald's 40 years of accumulated skills are at work carving out a future in this exciting new industry just as the agency did in the automotive industry," he asserted.

A transcription voiced by H. G. Little, executive vice president, and aired prior to Mr. Ewald's

talk, viewed the future of agency, of advertising and country with rose-hued optimism.

Other sessions included talks by 16 department heads who explained the functions of their departments in the overall operational plan of the agency. E. E. Roman, vice president and general manager, served as moderator.

Another was devoted to prizes awarded by Mr. Ewald to members of the organization for outstanding service, essays, competitive advertisements and symbols in 40th anniversary contest; for perfect employee attendance in 1950 and for those veterans who have served 25 years with the company. A reception and dinner were held in the Grand Ballroom after afternoon sessions.

Campbell-Ewald was founded 1911 by Mr. Ewald and Frank Campbell. Since 1922 it has served as the agency for Chevrolet Div. of General Motors, head user of radio-TV and one of the largest single advertisers in the industry.

CATHOLIC MEET

Radio-TV Trends on Agency

SPECIAL emphasis on new trends in radio and TV will be the keynote of the Annual Summer Convention of the Catholic Broadcasters Assn. to be held at Seton Hall U., South Orange, N. J. Catholic radio-TV workers, whether clergy or laymen, are invited to attend. The date has not yet been set.

The Rev. Thomas J. Gilhool, head of Seton's speech and radio department, and Lewis Arnold, member of the radio staff, are official hosts and convention leaders. Those interested are invited to send their names and addresses to the association at P. O. Box 1573, Wilmington, Del. Date, agenda and further details will be mailed when available.

Eastern Major Market Independent

\$85,000.00

Located in one of the first fifty markets, this outstanding independent is showing consistent increases in both gross and net. Business is good and future prospects excellent. On the basis of present earnings this property shows a very high return on the purchase price of \$85,000.00.

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

FCC Actions

Continued from page 83)

Applications Cont.:

CP new TV station.

APPLICATIONS RETURNED

WJ Palm Springs, Calif.—RE-
TURNED application for transfer of
freq. [FCC ROUNDUP, Feb. 12].

February 15 Decisions . . .

BY COMMISSION EN BANC

License Renewal
WOU Greeley, Col. — Granted re-
newal of license.

AM—1400 kc
Wison Bestg. Co., Richmond, Ky.—
Designated for hearing April 16 re
application for new station 1400 kc 250 w,
and made WIEL Elizabethtown,
party to proceeding.

AM—1440 kc
WY Topeka, Kan.—Designated for
hearing April 17 application to change
from 5 kw-D 1 kw-N to 5 kw unli., on
kc. made KEIO Pocatello, Ida., and
W. O. Riverdale, Calif., parties to pro-
ceeding.

Change DA
WMAK Nashville, Tenn. — Granted
to change DA; cond.

Reinstatement of CP
WEN Mt. Pleasant, Mich.—Granted
reinstatement of expired CP change
from 500 w D to 1 kw-LS 500 w-N
on 1150 kc.

Application Denied
WJW Alhambra, Calif.—Denied ap-
plication for mod. CP new FM station,
six-month extension of expiration

CP to Replace CP
Following were granted new CPs
during expiration dates of six months
in date to replace expired CPs:
WST-FM Atlanta, Ga.; WCOH-FM
Winnan, Ga.; WBIB New Haven, Conn.

February 15 Applications . . .

ACCEPTED FOR FILING

Modification of CP
Following request mod. CP for ex-
tension of completion date: WDMJ
Marquette, Mich.; WNXT Portsmouth,
N. H.; KSBK (FM) San Bruno, Calif.;
WVS-FM Cape Girardeau, Mo.

AM—1300 kc
WTFY Brownfield, Tex.—CP change
from 1050 kc 250 w D to 1300 kc 1 kw D.

Modification of License
WVSH (FM) Huntington, Ind.—Mod.
license noncommercial FM station to
change from Ch. 201 (88.1 mc) to Ch.
202 (91.9 mc).

License for CP
KFMB-TV San Diego—License for
new TV station, specifying 13.7 kw
instead of 20.2 kw aural.

APPLICATIONS RETURNED

Wovington Bestg. Co., Opp, Ala.—
RETURNED application for CP new
station 880 kc 1 kw D [FCC
ROUNDUP, Feb. 12].
WChatham Bestg. Co., Silver City,
N. C.—RETURNED application CP new
station 1440 kc 1 kw D.
WALT Tampa, Fla.—RETURNED ap-
plication for license renewal.

WPRO Longview, Tex., reports it had
gross over-all increase of 17% for
1950 over 1949.

The **LITTLE** Station with
the **BIG-WALLOP!**



WMAM MARINETTE
WISCONSIN

BROADCASTING • Telecasting

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO FEBRUARY 15

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,236	2,217	136		274	125
FM Stations	669	523	166	1*	12	4
TV Stations	107	60	49		382	171

* On the air.

CALL ASSIGNMENTS: WRAG Carrollton, Ala. (Pickens County Bestg. Co., 590 kc, 1 kw, day); WIPC Lake Wales, Fla. (Imperial Polk Bestg. Corp., 1280 kc, 1 kw, day); WCOW South St. Paul, Minn. (South St. Paul Bestg. Co., 1590 kc, 5 kw, day); WKJ Sparta, Wis. (Vigor J. Tedesco, 990 kc, 250 w, day); WSTK Mt. Jackson, Va. (County Bestg. Service, 1230 kc, 250 w, unlimited); WRSA Warsaw, Ind. (Reub Williams & Sons Inc., 1480 kc, 500 w, unlimited, directional); WPFM Ft. Valley, Ga. (Peach Belt Bestg. Co., 1150 kc, 1 kw, day); WAIN Columbia, Ky. (Tricounty Radio Bestg. Corp., 1270 kc, 1 kw, day); WPRS Paris, Ill. (Paris Bestg. Corp., 1440 kc, 500 w, day); WROS Scottsboro, Ala. (Scottsboro Bestg. Co., 1330 kc, 1 kw, day); KMPH Memphis, Tex. (Blake Bestg. Co., 1370 kc, 1 kw, day); KBOX Modesto, Calif. (Stanislaus County Bests. Inc., 970 kc, 1 kw, directional, unlimited); KMLW Marlin, Tex. (Falls County Public Service, 1010 kc, 250 w, day); KVNJ Fargo, N. D. (Radio Dacotah Inc., 1280 kc, 1 kw, directional night, unlimited); WACL Waycross, Ga. (Teletronics Inc., 570 kc, 1 kw, day); WOKW Sturgeon Bay, Wis., changed from WSTB (Door County Radio Co.); WJKO Springfield, Mass., changed from WSFL (Springfield Bestg. Co.); WJKO-FM Springfield, Mass., changed from WSFL-FM (Springfield Bestg. Co.).

Docket Actions . . .

FINAL DECISIONS
KPAB Laredo, Tex.—Final decision affirming Comr. Paul A. Walker's initial decision of Jan. 11 revoking license of Laredo Bestg. Co. on 1490 kc, 250 w, unlimited. KPAB has been off the air since May 22, 1950. Decision Feb. 14.
Pottstown, Pa.—Pottstown Bestg. Co. Final decision granting application for new AM station on 1370 kc, 1 kw, day, conditions. Decision Feb. 14.

Non-Docket Actions . . .

AM GRANTS
Albuquerque, N. M.—Frank Quinn granted CP new AM station on 1280 kc, 1 kw, day; conditions. Estimated construction cost, \$19,310. Mr. Quinn was formerly general manager of KOB Albuquerque. Granted Feb. 14.
KSOU Sioux Falls, S. D.—Sioux Falls Broadcast Assn. Inc. granted switch in facilities from operation limited to WRVA Richmond, Va., to unlimited on 1140 kc, increase power from 5 kw to 10 kw-local sunset, 5 kw-night directional; also granted CP to install new transmitter, change transmitter location, with conditions including installation of filters and equipment by KSOU and KELO Sioux Falls to reduce cross-modulation and re-radiation caused by proximity of two transmitter sites. Petition of WRVA requesting KSOU application be designated for hearing because of alleged instability in antenna array denied. Granted Feb. 14.

TRANSFER GRANTS
KNEU Provo, Utah—Granted assignment of license from Lester R. Taylor to new corporation, Mid-Utah Bestg. Co., controlled 47.9% by Mr. Taylor; two sons, each 2.53%. Granted Feb. 14.
KWBM Williston, N. D.—Granted assignment of license from Erling Manger, trustee in bankruptcy, to Charles L. Scofield and James Caravaras d/b as KWBM Bestg. Co. for \$100 and assumption by assignee of about \$8,498 in liens against property. Granted Feb. 14.
WBOK New Orleans—Granted transfer of control WBOK Inc., licensee, from Jules J. Paglin to Stanley W. Ray Jr. through sale of 50% for \$25,000. Granted Feb. 14.
KCUL Ft. Worth, Tex.—Granted acquisition of control East-West Bestg. Co., licensee, by James G. Ulmer through purchase of stock from Johnnie Andrews and six others for \$42,124. Granted Feb. 14.
WOTW-AM-FM Nashua, N. H.—Granted acquisition of control Nashua Bestg. Co., licensee, by Arthur A. Newcomb through purchase of 200 shares for \$100 from Homer Wingate. Granted Feb. 14.

Experienced announcer
for 1000 watt
regional Wisconsin station.
Ability to intelligently handle news necessary.
Morning shift to start. Good salary to right man. Send particulars and record or tape if possible to
G. P. Richards,
WHBL, Sheboygan, Wis.

WDSC Dillon, S. C.—Granted transfer of control Border Bestg. Co., licensee, from Lela C. Watson and P. T. Watson to L. B. Hyman and E. H. Brown through sale of 52% for \$31,336.50. Granted Feb. 14.

New Applications . . .

AM APPLICATIONS
Streator, Ill.—M. R. Paglee, 1250 kc, 500 w, day; estimated cost \$16,700. Mr. Paglee is field engineer for RCA Service Co., Gloucester, N. Y. (Contingent on denial of WMAW Milwaukee license being made final). Filed Feb. 14.
Clarksville, Tex.—B. B. Black, June Brewer and Regan Hurt, co-partners d/b as Texco Bestg. Co., 1350 kc, 500 w, day; estimated cost \$16,800. Mr. Hurt is 99% owner, editor and business manager of "The Times," Clarksville. Mr. Black is one-third partner in Black Bros. which owns Clarksville Coca-Cola Bottling Co. and Clarksville Pecan Shelling Co., and is director in Red River National Bank. Miss Brewer is one-third owner June Brewer's Clarksville clothing store, and owner of farm and ranch interests. Filed Feb. 14.
Sacramento, Calif.—Irving J. Schwartz, William S. George, John Matranga, and Samuel A. Melnicoe, co-partners d/b as Capitol Radio Enterprises, 1380 kc, 1 kw, day; estimated cost \$18,730. Mr. Schwartz is one-half owner Irv's Drive-In, Sacramento, and one-half owner Capital Enterprises, dance and show production firm. Mr. George is owner of Sacramento Sporting News and one-half owner Capital Enterprises. Mr. Melnicoe is transmitter engineer at KNBC-FM San Francisco and 10% owner KEEN San Jose, Calif. Mr. Matranga is news editor for KCRA Sacramento. Filed Feb. 14.
TRANSFER REQUESTS
WHAY New Britain, Conn.—Transfer of control of Central Connecticut Bestg.

Co., licensee, from 17 present stockholders to Continental Enterprises Inc. for \$40,000. Continental is composed of: Patrick J. Goode, part-owner WNHC-AM-FM-TV New Haven, chairman of the board and 10% owner; Michael J. Goode, WNHC salesman, president 5%; Aldo DeDominicis, part-owner WNHC, secretary-treasurer 65%; David K. Harris, part-owner WNHC, 10%; J. Vincent Callanan, WNHC salesman, 5%, and Vincent DeLaurentis, WNHC chief engineer, vice president, 5% [BROADCASTING • TELECASTING, Feb. 12]. Filed Feb. 9.

WTBO-AM-FM Cumberland, Md.—Assignment of license from Aurelia S. Becker and Charles Z. Heskett d/b as Cumberland Bestg. Co. to Maryland Radio Corp. for \$115,000 [BROADCASTING • TELECASTING, Feb. 12]. Maryland Radio is composed of: Ben K. Baer, attorney, president 13.8%; Frank A. Baer, insurance business, secretary-treasurer 11.1%; Helen K. Baer, 11.1%; Howard L. Chernoff, former managing director WCHS Charleston, W. Va., 18%; Melva G. Chernoff, 2% owner WSAZ Huntington, W. Va., vice president 18%; George H. Clinton, general manager of WPAR Parkersburg and WBK Clarksville, W. Va., 11.5%; Edwina S. Clinton, 5.75%; Lydia Busek, 5.75%; May K. Ames, trustee for Dorothy A. Marks, 5.75%. Mrs. Chernoff and Miss Busek are interested in Kennedy Bestg. Co., buyer of KFMB-AM-TV San Diego [FCC ROUNDUP, Feb. 12]. Filed Feb. 9.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks d/b as Oroville Mercury Co. to J. Stevenson d/b as Oroville Bests. Mr. Stevenson is grain broker and three-fourth owner Yuba City Mills, Yuba City, Calif., grain manufacturing plant. Assignor asks that its Jan. 25 request for cancellation of license be set aside. [FCC ROUNDUP, Feb. 5]. Assignee agrees to lease for six months after grant of assignment, with option to buy technical equipment for \$10,202.18, continuing to pay \$200 monthly rent for real property and improvements. Filed Feb. 14.

WBGE-AM-FM Atlanta, Ga.—Assignment of license from Mike Benton tr/as General Bestg. Co. to Wilton E. Hall for \$110,000 [BROADCASTING • TELECASTING, Feb. 12]. Mr. Hall is owner-licensee of WAIM and WCAC (FM) Anderson, S. C. Filed Feb. 14.

KMNS San Luis Obispo, Calif.—Assignment of license from Marc H. Spinelli, Mary DiPriter, Richard R. Primanti and Stanley Primanti d/b as Pacific Bestg. Co. to John R. Rider and Morden R. Buck d/b as San Luis Bestg. Co. for \$20,000 plus. Mr. Rider, 50%, is West Coast representative for SESAC Inc. Mr. Buck, 50%, was formerly with AFRS. Filed Feb. 15.

KWEW Hobbs, N. M.—Assignment of license from W. E. Whitmore to partnership of W. E. Whitmore and Harry McAdams d/b as Whitmore & McAdams. Mr. Whitmore is 80% partner. No money involved. Filed Feb. 15.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 6; FM 13, TV 0. Stations, dates and reasons are:

WACL Waycross, Ga.—James S. Rivers tr/as Southeastern Bestg. System. CP, Feb. 9. Applicant's request; owns another station in same city.

KCHE El Reno, Okla.—KCHE Inc. License, Feb. 8. Applicant's request. WFBG-FM Altoona, Pa.—The Gable Bestg. Co., Feb. 8. License. Applicant's request.

KWFM (FM) San Diego—Studebaker Bestg. Co., Jan. 29. License. Economic.

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

(What God Can Do)

On Records: Jo Stafford—Col. 39082; Three Suns—Vic. 20-3976; Bill Kenny—Dec. 27326; Bob Houston—Lon. 871; Stuart Hamblen—Col. 20724; Ozie Waters—Coral 64069; Ray Smith—Lon. 16051; The Mariners—Col. 39073; Rosalie Allen & Elton Britt—Vic. 21-0405; Joe Allison—Cap. 1308; Hank Garland—Dec. 46281; Kitty Kallen—Richard Hayes—Merc. 5564.

On Transcriptions: Lenny Herman—Langworth; Texas Jim Lewis—Standard; Hank Snow—Thesaurus.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Haverlin In Lead

(Continued from page 27)

deal with excess profits taxes and the proposed increase in excise taxes on radio and TV sets.

Ten of the 11 board members are expected to attend today's meeting with only Robert D. Swezey, WDSU-TV New Orleans, unable to take part. Others besides Chairman Thomas are:

Campbell Arnoux, WTAR-TV Norfolk, Va.; Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Ralibourn KTLA (TV) Los Angeles; W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NBC Washington; George B. Storer, Fort Industry Co., and Chris J. Witting, DuMont TV Network.

At NAB headquarters plans were moving forward to stage the annual equipment and service exposition during the April convention. Arthur C. Stringer, former NAB staff director, has been retained to manage the show, which he has handled for over a decade.

The heavy equipment show in the basement of the Stevens Hotel will be almost as large as last year despite defense developments, judging by present indications. The fifth floor light exhibits, however, promise to set an alltime record. NAB associate membership rules have been broadened to admit a number of new types of equipment and services.

In explaining to the NAB membership the changes proposed in the by-laws by the board, Judge Miller recalled that broadcasters have been talking for several years about the idea of bringing all industry segments "under one tent."

Experiments with separate organizations, based on the theory of competitive promotion, didn't work, he wrote the membership, pointing to the need of an association "which can speak and act for all segments." Otherwise wires get crossed, industry elements fight each other, and "we see our adversaries gleefully picking us off and capitalizing on our inter-factional differences, just as Russia is trying to do between the free nations of the world."

Recognizing that some broad-

casters don't want to change the association's name, Judge Miller said: "Times change in this civilization of ours, and we, who represent the world's newest and greatest medium of communication, are the first to recognize such growth and development."

"Although the word 'broadcasting' can be so defined as to include TV along with AM and FM, most people do not understand that fact. Members of Congress and others in government frequently ask, just whom does NAB represent? The new name leaves no doubt. The TV operators, themselves, naturally want the recognition which is implicit in the addition. The manufacturers have changed the old RMA to RTMA; BROADCASTING magazine added TELECASTING. These are significant signs of change.

Freedoms Seen

"The by-law and charter amendments upon which you are to vote provide the framework upon which we will build a new and greater national association for all broadcasters. It will assure, on the one hand, freedom of action for the radio licensees and for the TV licensees regarding matters which concern each of them separately. On the other hand, it will provide a combined governmental structure available to both groups where there is need for united action in defense of the industry and in the public interest.

"Equally important, the new structure and new provisions concerning dues will make it possible for all broadcasters to contribute—according to their ability—in financing the services which the association provides to the membership."

A summary explanation of proposed by-law changes [BROADCASTING • TELECASTING, Feb. 12] accompanied Judge Miller's letter and the ballots.

DAYLIGHT TIME

Proposed On Hill For D. C.

LEGISLATION to give the District of Columbia daylight saving time has been introduced in the House by Rep. Arthur G. Klein (D-N. Y.) and has been referred to the House District Committee.

Rep. Klein introduced two measures (HR 2611 and 2612). The first would set up DST in Washington, beginning the last Sunday in April and ending the last Sunday in September each year. Second measure would set the time change for this year only.

Name Stewart Agency

APPOINTMENT of the James A. Stewart Co., Carnegie, Pa., as its advertising agency was announced last week by Harry A. Hachmeister, president of Hachmeister Inc. The agency will employ a full complement of media including radio and television. Corporation manufactures plastic construction materials and tile flooring.

HARVEY ISSUE

Subsides on Hill

CONTROVERSY over the security case involving ABC Commentator Paul Harvey's "unauthorized entry" into the grounds of the Argonne National Laboratory, an atomic experiment plant, appeared to have subsided last week in government circles.

Sen. Brien McMahon (D-Conn.), chairman of the Senate-House Atomic Energy Committee, reversed himself and said his group does not plan to hold special hearings on the incident. The committee will, however, study confidential reports submitted by both the FBI and the Atomic Energy Commission [BROADCASTING • TELECASTING, Feb. 12]

Government authorities generally absolved Mr. Harvey from any criminal intent and expressed belief that the commentator was in nocturnal quest of broadcast material on security precautions at the laboratory. The incident took place Feb. 6 and Mr. Harvey was released after questioning by the FBI.

The issue took a new turn last Monday when Rep. F. E. Busbey (R-Ill.) voluntarily linked himself with Mr. Harvey, stating: "I am one of several persons in Washington who have worked with (him) on certain phases of an investigation of our nation's security." That had been Mr. Harvey's position from the time of his seizure and he has since said that the issue will be cleared in due time.

PRESS BILLS

Ga. Senate Passes Two

LEAVING in their wake a fierce debate, two of Gov. Herman Talmadge's bills to curb newspaper "monopolies" weathered stormy Georgia Senate sessions last week while a third bill foundered in the House.

Gov. Talmadge's action in part was allegedly aimed at two of his severest critics, the *Atlanta Journal* and the *Atlanta Constitution* [BROADCASTING • TELECASTING, Feb. 12]. Both papers are owned by former Ohio Gov. James Cox. The papers operate WSB-AM-FM-TV Atlanta.

The House bill, considered the most stringent, would have declared all newspapers and other periodicals "clothed with a public interest and subject to regulation by the state." Amid pleas to preserve the freedom of the press, this measure was slapped down, 97 to 56.

Meanwhile the Senate bills, which must pass the House, had a choppy cruise through the state upper chamber. One of these bills would subject the state's larger newspapers to libel suits in any county where they have at least 100 subscribers, instead of in their own county as at present. This passed, 28 to 19, giving it the bare constitutional majority required. The other got through, 30 to 16.

upcoming



- Feb. 17-24: Fifth Annual AAAA Examinations, administered by regional councils and chapters.
- Feb. 18-25: Brotherhood Week.
- Feb. 19: NAB TV Board of Directors Ad Club, New York.
- Feb. 19: Acting Chairman Paul Walker, FCC, testifies before House Interstate & Foreign Commerce Committee, Executive Session, New House Office Building, Washington, D. C.
- Feb. 20: Advertising Club of Washington Radio-TV Seminar, Hotel Statler, Washington, D. C.
- Feb. 21: Hearings on radio-TV sign control bill, Senate Interstate & Foreign Commerce Committee, 10 a.m., room G-16, Capitol, Washington, D. C.
- Feb. 21-24: Georgia Press 23rd Annual Institute, U. of Georgia, Athens.
- Feb. 22: Voice of Democracy Award Luncheon, Hotel Statler, Washington, D. C.
- Feb. 22: Freedom Foundation Award Valley Forge, Pa.
- Feb. 23: Illinois Broadcasters Assn. Leland Hotel, Springfield, Ill.
- Feb. 23-24: First Annual Clinic for Radio Broadcasters, U. of Kentucky, Lexington.
- Feb. 23-24: Radio Sales Clinic, Roy York Hotel, Toronto, Ont.
- Feb. 24: San Francisco Chapter Academy of Television Arts & Sciences Second Annual Awards Dinner, Fairmont Hotel, San Francisco.
- Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

GIVEAWAY PRIZES

Stocked by Schwimmer

ALTHOUGH many packagers giveaways are feeling the squeeze in their attempts to get merchandise prizes [BROADCASTING • TELECASTING, Feb. 12], Walter Schwimmer Productions, Chicago, is "fully prepared" to meet the crisis. Walter Schwimmer, president of the company which syndicates radio and TV shows, predicts he will be able to fulfill all obligations to stations and clients. "Six months ago he said, 'we took the cue from foreboding headlines and solid insured ourselves against any loss of merchandise. As a result, we have two warehouses stocked with electrical appliances... We also have luggage, silverware and wrist watches in abundance.'"

The Schwimmer organization has its own prize-gathering department, rather than working with professional merchandise promotion concern.

It packages *Tello-Test* and *Tun-Test* on some 300 stations, a *Foto-Test* and *Miss U. S. Television* contest for TV, all of which feature merchandise awards.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.

WBAL

WDRRC

HARTFORD 4 CONNECTICUT

WDRRC-FM

\$74,134,000 in
General Mdse. Sales*

Advertisers pick WDRRC, the
Test Station in Hartford,
the country's No. 1 Test
City. Write Wm. Malo, Com-
mercial Mgr., WDRRC, Hart-
ford 4, Conn.

*Sales Management's
Figure for Hartford
Metropolitan Area.

Picket Lang-Worth

(Continued from page 25)

playing to a national network, which provide certain enforcement machinery therefor."

Another section provides that a "third party" is included in the word "producer" as used in the following:

Producers under this code and AFRA agree to submit to arbitration and all controversies or disputes between or among any of them and AFRA relating to this code, the interpretation of breach thereof, or any matters requiring amplification or which have not been covered in the recording field by the code. The producers and AFRA further agree to submit to arbitration any and all controversies between or among any of the producers and any member of AFRA relating to the engagement of artists in the recording field. In the latter case, however, the producer is hereby notified of AFRA's policy that no AFRA member may institute an arbitration without AFRA's consent. AFRA shall have the right to appear in such arbitrations as *amicus curiae* with all the rights of a party thereto. . . .

Lang-Worth further objected, Mr. Socolow said, to AFRA's insistence that the code category of "singers" include performers who, in addition to singing, play instruments and are therefore members of the American Federation of Musicians. Effect of this, he said, would be a raid upon AFM membership by AFRA since singer lies under the new code were other than instrumentalist scales under past AFM contracts. The description companies, he said, would be "caught in the middle." An AFM spokesman in New York said that the matter had not been brought to that union's attention and accordingly there was no comment to be made.

Multiple Jobs

An AFRA spokesman said that it was commonplace in the entertainment field for one person to have several occupational activities bringing him within the jurisdiction of several unions, each of which customarily insisted upon his joining it. He said that it worked both ways: That an AFRA member who turned instrumentalist would be required to join AFM. Each side has filed charges against the other with the National Labor Relations Board. Mr. Socolow pointed out that AFRA is prepared to provide service to its customer stations indefinitely. The latest music and records were recorded with AFRA performers during October and November in preparation for any contingency, he said.



REPRESENTATIVES of six stations whose coverage areas coincide with territory served by the Public Service Co. of Northern Illinois met at Chicago headquarters of the utility concern to witness the signing of a contract by William E. Pierce, advertising manager, for sponsorship over the stations of Illinois' state high school basketball tournament March 15-17. **L to r:** Seated, Florence Summers, WHFC Cicero, and Mr. Pierce. Standing, William H. Colwell, public relations director of Public Service; Joseph J. Garvey, WJOL Joliet; Angus D. Pfaff, WNMP Evanston; Orren Allain, WKAN Kankakee; Joseph B. Kirby, WKRS Waukegan; Paul H. Faltysek, WOPA Oak Park; and Robert J. Hawkins, WKAN Kankakee.

CBA MEET

Set for March 19-20

CURRENT broadcast problems and civil defense will highlight the Colorado Broadcasters Assn. convention March 19-20 at the Broadmoor Hotel in Colorado Springs.

A program clinic the first day will feature such speakers as Ted Cott, WNBC New York general manager, "Building Station Personality Through Programming"; Reggie Schuebel, of the newly-created Wyatt & Schuebel agency, "How Would You Spend the Advertiser's Dollar?"; Robert J. Burton, BMI vice president in charge of publisher relations, "History and Applications of Copyright Law in Broadcasting," and Robert Saudek, ABC vice president and assistant to the president, "Radio and Television Programs Worth Paying For."

Civil defense will provide the keynote for the second day. Discussion will explore the broadcaster's role in civil defense, political rate policies, broadcast rights for sports events, manpower shortages and other pertinent topics.

CBA President Rex Howell, KGLN Glenwood Springs, has invited broadcasters in nearby states to attend the convention in order to participate in the BMI clinic.

McCormick Leaves SEC

EDWARD T. McCORMICK is resigning as a member of the Securities & Exchange Commission, effective April 1. Mr. McCormick will become president of the New York Curb Exchange. President Truman accepted the resignation last Thursday. As the new president of the exchange, Mr. McCormick will succeed Francis Adams Tru-slow, retiring.

CD Planning

(Continued from page 26)

booklet and carries no absolute authority.

Another point arising in the wake of last week's meeting was discussion of the nation's air raid warning system. Some delegates questioned the wisdom of the present plan, which embraces two public alerts—"red," meaning attack is imminent, and "white," indicating "all clear." They felt the public should be given more warning in the event of approaching air attack—a system more nearly approximating the one for confidential alerts.

Under this plan, "yellow" and "blue" alerts are provided for key civil defense personnel. They tie in with proposed use of coded or sub-audible signals over broadcasting frequencies, and indicate, respectively, "planes approaching continent" and "attack likely."

Military officials, in the light of present warfare, have expressed belief that little advance warning could be extended in any event, and feel more advance public warning would only induce more panic.

In that connection, state directors were told that the government is printing "alert" cards for distribution to the public. Cards give air raid warning signals and rules for individual behavior in the event of atomic attack.

Meanwhile, prospect for adequate national civil defense preparations this year was summed up by CDA Administrator Millard F. Caldwell Jr. after a conference with President Truman last week. Mr. Caldwell, who just returned from England for discussions with British officials, felt that "by the end of the year, we can take it."

New School Courses

NEW SCHOOL for Social Research, 66 West 12th St., New York, is offering four courses on radio and television. The courses are conducted by Dr. Arno Huth, radio expert, writer and lecturer, with the participation of leaders of public opinion and specialists in the fields of communications and international information.

HOME OWNERS

Outnumber Renters—Census

MORE families owned their homes than rented, as of April 1950, reversing a historical trend, according to Director Roy V. Peel of the U. S. Census Bureau.

Owner-occupied dwelling units in the United States numbered about 23.4 million compared to 19.1 million renter-occupied units, preliminary census data show.

Home ownership increased 54%, or 8.2 million units, after 1940 as the result of new construction and the sale of existing rental homes for owner occupancy. The shift from renter to owner occupancy was so great, Mr. Peel said, that even with the large volume of rental units constructed since 1940 there was a net decrease of about a half-million in the number of renters.

Mortgage Data

Data on occupancy have been collected by the bureau since 1890.

Over 8.5 million nonfarm homes occupied by their owners were free of mortgage debt last April, the census shows, or more than half of the owners in structures containing one to four dwelling units. In urban places about half of the owner-occupied units were free of debt while in rural nonfarm areas about two-thirds of such units were mortgage free.

Average rent for nonfarm dwelling units was \$39 a month in 1950, it was found, an increase of 62% over the 1940 figure of \$24 a month. Average rents in urban areas were about 50% higher than rural rents.

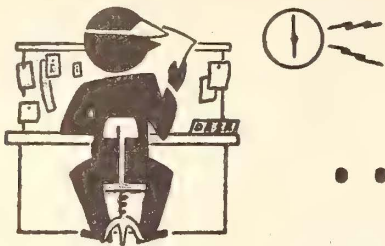
Some 290,000 auto trailers were being lived in last April, the census shows, 169,000 in urban places and 121,000 in rural areas. About 234,000 were occupied by owners and 56,000 by renters.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

WILS Lansing's Most Powerful Station



...at deadline

'VOICE' WINNING BATTLE ABROAD, SAYS BARRETT

TIDE of international radio battle has turned and Voice of America is no longer losing the propaganda war, Edward W. Barrett, Assistant Secretary of State for public affairs, stated in Friday talk. He showed how Communism is now losing ground.

New techniques are big factor in reversal of trend, he said, explaining scientist team recruited from industry has been working on broadcast problems. Anti-jamming techniques and new equipment suggested by scientific advisors rapidly being put into operation.

Story of Voice progress to be told at joint hearing of House and Senate foreign relations subcommittees, slated March 5 (early story page 32).

RTMA GROUP FORMED TO CONSERVE MATERIALS

TEN-MAN policy committee to cooperate with national defense agencies in conservation of critical materials used in manufacturing was created Friday by Robert C. Sprague, retiring president of Radio-Television Mfrs. Assn.

Chairman of committee is Glen McDaniel, RCA, elected Thursday as first RTMA paid president (story page 23). Other members are Benjamin Abrams, Emerson Radio & Phonograph Corp.; Dr. W. R. G. Baker, General Electric Co.; Paul V. Galvin, Motorola Inc.; L. F. Hardy, Philco Corp.; Leslie Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.; R. G. Zender, Lenz Electric Mfg. Co. Mr. Sprague is ex-officio member.

BAB URGES ACTION

HUGH M. P. HIGGINS, director of Broadcast Advertising Bureau, told stations Friday that American Newspaper Publishers Assn. has prepared series of strip films depicting alleged breakdown of business in Pittsburgh during autumn newspaper strike. Films follow full-page ads carried in newspapers. Mr. Higgins urged stations to supply BAB booklet answering ANPA claims whenever strip films are shown. BAB booklet answering ANPA claims titled "What Happens When Newspapers Don't Hit Town."

CBS COLOR SHOWN

JOHN W. CHRISTENSEN, chief engineer of CBS Engineering Research Development Dept., demonstrated CBS color TV system and equipment Friday before Radio Club of America, New York. Another demonstration of CBS color, in cooperation with Pavele Color Inc., scheduled for National Photographic Show of 1951, Feb. 22-25, in New York.

BOLLING ADDS KXLW

THE BOLLING CO., station representative firm, has added KXLW St. Louis to its station list. Ed Lawlor, assistant classified advertising manager for *Chicago Herald-American*, has joined Chicago staff as account executive, working with Manager John Stebbins.

BENJAMIN L. WEBSTER, in theatrical and industrial design fields 25 years, appointed Friday to be assistant to Fred Shawn, NBC-TV director of production services.

WBBM-CBS TO REINSTATE THREE ENGINEERS

WBBM-CBS Chicago to reinstate three engineers fired Jan. 2 because of fluff on air. Action taken few hours before arbitration board acceptable to CBS and IBEW was scheduled to begin conferences.

Arthur Maus, Kendall Davis and Paul Kalbfleisch, engineers at WBBM for 18, 19 and 10 years, respectively, will return to jobs next Sunday for six-month probationary period. Terms of agreement provide resumption of original jobs at same money, without payment for two-month inactive period when union-management negotiations took place. Final terms were arranged by Walter Thompson, president of Local 1220, IBEW, and Maury Rosenfield, attorney for H. Leslie Atlans, CBS Central Division vice president. Men were discharged on charges of carelessness after obscene language was broadcast during station break New Year's Day.

NLRB ELECTION SET AT CBS FOR WHITE COLLAR WORKERS

NLRB election set March 7 in New York for CBS white-collar employees to choose union for bargaining purposes. New York Newspaper Guild (CIO), Local 153 of Office Employees International Union (AFL) and Local 50 of District 65, Distributive, Processing & Office Workers of America (independent) have complied with NLRB requirements and will be on ballot.

Newly created independent union group has until Feb. 26 to qualify. Another AFL union, Local 63, Home Office Employees Union, IATSE, has dropped out. One union must get simple majority of votes for certification. Arthur Goldberg, NLRB hearing officer, is in charge.

TVA ACCEPTS KTLA SCALE

TVA's Western Section accepted wage scale offers of KTLA (TV) Los Angeles after separate negotiations for basic contract, and authorized strike against six other Los Angeles TV stations if contract with them is not concluded in near future. KTLA agreement calls for \$35 for 15-minute program, \$45 half-hour, and \$60 hour, for performers having five or more lines; rehearsal fee to be \$4 per hour; special weekly strip rates \$113.25, \$146.25, \$195 for those time categories respectively. Group of TV stations from which KTLA withdrew will continue negotiating. TVA national board to determine strike date.

TOMPKINS APPOINTED

GEORGE TOMPKINS, McCann-Erickson, New York, to Lennen & Mitchell, New York, as television director. He was with McCann-Erickson for past four years and before that served in Navy two years.

VAIL GETS B&B POST

C. R. VAIL, former director of marketing research for Crossley Inc., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products.

Closed Circuit

(Continued from page 4)

Doherty, NAB's labor expert, but assignment wouldn't take him away from association work.

INTERESTING data on mileage separation in flat terrain might come out of TV signal measurements to be made by one station in Texas. According to unofficial reports, findings will be passed along to Bureau of Standards, the military and whatever agencies evince an interest. At present time, FCC's television allocations have no flexibility as to mileage separations in flat terrain.

BBDO, NEW YORK, looking for daytime radio strip for American Tobacco Co.

BIOW CO., New York, preparing daytime radio strip to submit to one of its major advertisers.

CLUETT, PEABODY & CO., New York (Arrow shirts), will start co-sponsorship *Holiday Hotel*, starring Don Ameche, on AF TV, Thursday, 9-9:30 p.m., in mid-March. Program sponsored past season by Packard Motor Co. Firm will continue to co-sponsor show.

STRICTLY unconfirmable is suggestion that NARTB (NAB) presidency might be offered Harold Stassen, U. of Pennsylvania president and political figure.

FCC RENEWAL PROPOSAL DRAWS LITTLE COMMENT

ONLY two favorable and one unfavorable comment received by FCC on its proposal to change license renewal procedure to geographic expiration system rather than present frequency schedule, Commission reported Friday [BROADCASTING • TELECASTING, Dec. 1, 1950].

ABC, attacking clear channel situation, a KLUF Galveston, Tex., indicated approval while WKDN Camden, N. J., felt geographic plan wouldn't achieve goal because of congested East. FCC sees less paperwork and expense for it and stations through modifications.

ABC suggested all Class I (clear channel) stations be grouped together since signals cross state boundaries. Such grouping also would aid FCC in carrying out decision in clear channel proceeding, network explained. Basic defect in present assignments of clear channel frequencies rests in fact many sections of country "are blanketed with deep layers of overlapping signals which merely duplicate one another," ABC said, relating its clear channel static data NBC service was duplicated in large import areas as much as 12 times while CBS was as much as 11 times. ABC and MBS provide little secondary service because of lack of stations, ABC said.

By having licenses expire at same time FCC could appraise use being made by all clear channel stations "to determine whether or not the maximum service is being rendered," ABC contended. "If any clear channel station contributes to excessive skywave duplication of a program service, the Commission would be in a position to examine the renewal applications of that station and of the other stations which contribute to the over-duplication to determine whether the renewals applied for are really in the public interest or whether one or more of the assignments involved should be granted to another applicant or be located elsewhere or be required to occupy the frequency with one or more additional stations."

MARCY JOINS NBC-TV

LEWIS M. MARCY, former assistant to managing director of Advertising Research Foundation, appointed supervisor of Sales Planning Division of NBC Television Network. He replaces Lance Ballou Jr., who has become member of network's sales staff.

McCULLOUGH TO MAXON

FRANK McCULLOUGH, merchandising and account executive, Young & Rubicam, New York, to Maxon Inc., New York, as merchandising executive.

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



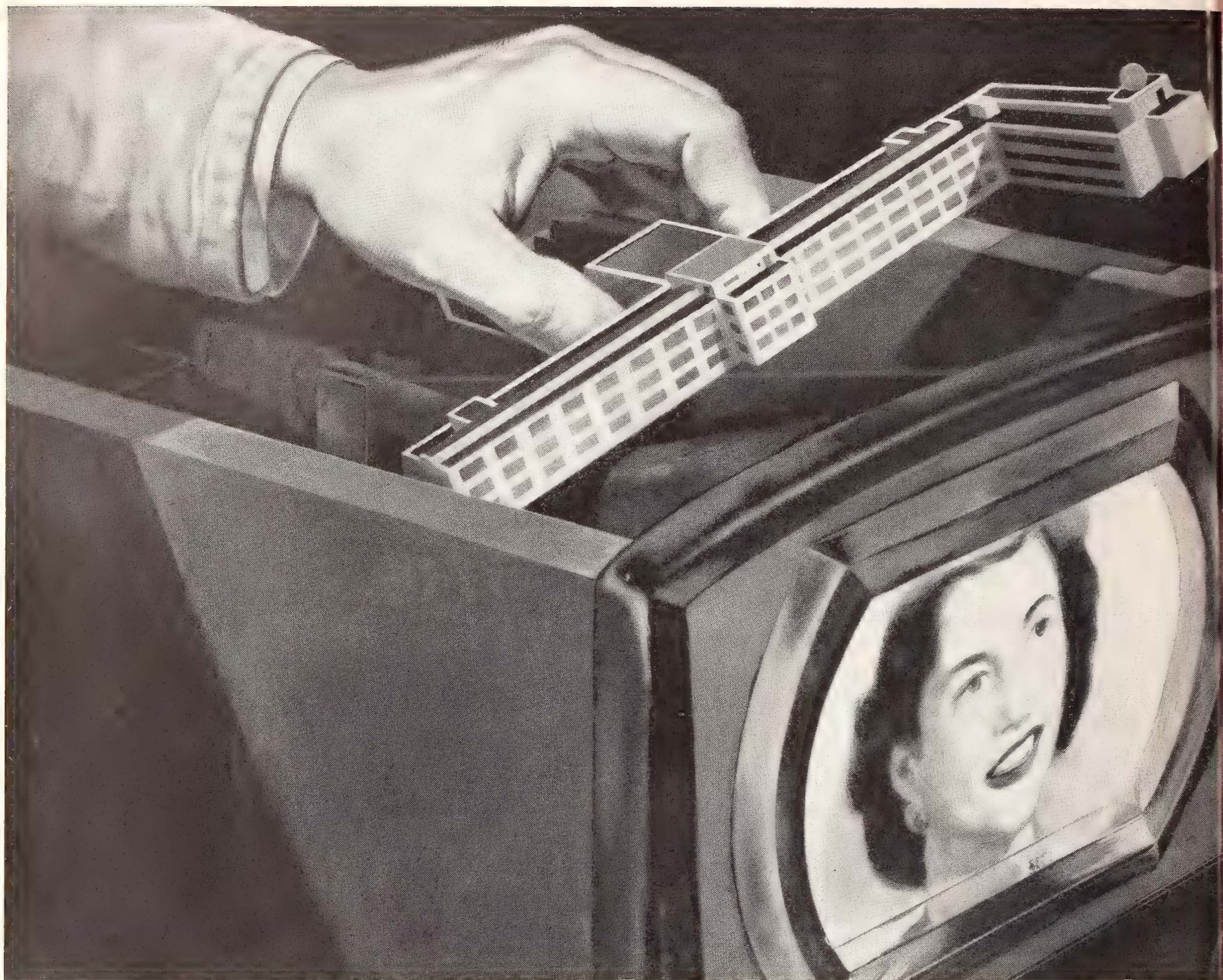
WLW-T
CHANNEL 4
CINCINNATI

WLW-D
CHANNEL 5
DAYTON

WLW-C
CHANNEL 3
COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950



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At the heart of every television set!

Why show RCA Laboratories *inside* your television receiver? Because almost every important advance leading to all-electronic TV was pioneered by the scientists and research men of this institution.

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—even the phosphors which light your TV screen—first reached practical perfection here.

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