

TELECASTING

A Service of BROADCASTING Newsweekly

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Cavalcade of Bands

...now in its
second successful
year, playing to
the largest
audience ever
assembled before
one bandstand



Presented every Tuesday
9:00 P.M. EST
over the facilities of

DUMONT

TELEVISION NETWORK
62 AFFILIATED STATIONS
A Division of Allen B. Du Mont
Laboratories, Inc.

What's New in Television?
Take a Look at WPTZ!



This is for Time-Buyers ... real hep Time-Buyers!

IF it were possible, how would you like to buy a one-minute TV spot—at our card rate—right in the middle of the Ted Mack Amateur Hour? Yes, and have Ted do the commercial too. Or a participation spot in Your Hit Parade? Or Howdy Doody? Or in any one of a dozen top-rated network programs?

The advertising trade press would undoubtedly consider it the best "time buy" in history. But if you think that's good, here's something that's better:

You can reach more Philadelphia homes per dollar invested in "3 To Get Ready", WPTZ's sensational new morning program.

Moreover, the impact quotient of a participation in "3 To Get Ready" is some *three* times that of the hypothetical spot in network show because the

participation includes a time signal and a re-cap at the end of each half-hour segment!

"3 To Get Ready" (Monday through Friday, 7:30 A.M. to 9:00 A.M.) is the biggest advertising bargain available in Philadelphia television.

This is not just home grown enthusiasm on our part—it's a fact you can prove with figures.

If you have spot television business to place in the strong Philadelphia television market, you and your client can't afford to overlook WPTZ's "3 To Get Ready". For the facts and figures give us a call here at WPTZ or see your local NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244



WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



TV-AFFILIATE

FORD TOPS NETWORKS

Has Largest 1950 Gross-PIB

FORD MOTOR Co. was the top TV network advertiser in 1950, according to BROADCASTING • TELECASTING's analysis of data compiled by Publishers Information Bureau on expenditures of advertisers for video network time. From seventh place in 1949, when it spent \$443,705 for TV network time at gross rates, Ford in 1950 increased its television time purchases to \$1,837,057 for first place.

R. J. Reynolds Tobacco Co., which ranked second among TV network advertisers in 1949, maintained that position in 1950 by more than doubling its time purchases which rose from \$726,400 in 1949 to \$1,642,425 last year. P. Lorillard Co., third in 1950 with gross TV network time purchases of \$1,458,125, had ranked eighth in 1949, when it spent \$397,781 for video network time at gross rates.

First 10 advertisers for the year 1950 are shown in Table I. While the top seven 1950 TV network clients were also included in the 1949 top 10, Anchor-Hocking Glass Co., Philco Corp. and American Tobacco Co. in 1950 replaced RCA, Admiral Corp. and DuMont Labs, which ranked first, fifth and tenth in the 1949 roster of leading TV network accounts. It should be noted that the comparisons are not absolute, as the PIB 1949 figures covered all four TV networks but in 1950 DuMont did not report, so that the 1950 data cover only ABC, CBS and NBC video network clients.

NBC Gross Sale Leader

The month-by-month comparison of the gross time sales of these three TV networks, with 1950 compared with 1949, is given in Table II. For the full year of 1950, NBC leads with gross time sales of \$21,185,692, more than three times its 1949 gross of \$6,500,104; CBS is second and ABC third with even larger percentage increases in 1950 over 1949 billings.

Analysis of the \$40,611,910 total 1950 TV network time purchases by product groups of advertisers makes up Table III, which also gives the 1949 expenditures of the various types of products advertised on the TV networks. This table also gives a product group comparison for the month of December 1950 with the same month of 1949.

The five product classes most active in their use of network TV

TABLE I
TOP TV NETWORK ADVERTISERS
DURING 1950*

1. Ford Motor Co.	\$1,837,057
2. R. J. Reynolds Tobacco Co.	1,642,425
3. P. Lorillard Co.	1,458,125
4. National Dairy Products Corp.	1,356,652
5. General Foods Corp.	1,128,606
6. Liggett & Myers Tobacco Co.	1,074,141
7. General Motors Corp.	1,063,324
8. Anchor-Hocking Glass Corp.	1,057,913
9. Philco Corp.	1,011,428
10. American Tobacco Co.	951,715

Source: Publishers Information Bureau

*Time expenditures on ABC, CBS, NBC, with DuMont not reporting.

* * *

time during 1950—foods, smoking materials, automotive, toiletries and radio and TV receivers, in that order—were also the top five groups in 1949, although in that year the order was somewhat dif-

ferent. Smoking materials ranked first among TV network clients in 1949, followed by automotive, foods, radio and TV sets and toiletries advertising, in that order.

NAB-TV

AN ALL-OUT membership drive for NAB-TV—aimed at a 100% goal of enrolling every one of the country's 107 TV stations in this new industry association—was launched last Monday by the board of directors of NAB-TV, which appointed itself in toto as the association's membership committee.

First step in the membership campaign was to wire each TV station that the membership dues in NAB-TV have been set at each station's highest five-minute rate per month. If the station has no five-minute rate—and a few don't have them—then its dues will be one-half of its 15-minute rate per month. Network dues were pegged at the nominal sum of \$100 a month.

New Dues Schedule

The new dues schedule becomes effective April 1, 1951, and will be based on station rate cards as of that date. NAB-TV board in establishing this schedule did so with the admission that it may be desirable to change it subsequently and appointed a three-man committee with George Storer, Fort Industry Co., as chairman, and Campbell Arnoux, WTAR-TV Norfolk, and Robert D. Swezey, WDSU-TV New Orleans, as members, to study its effect and report back to the board before April 1, 1952.

Dues discussion occupied most of the morning session of an all-day board meeting, held at the Ad-

TABLE II
GROSS TIMES SALES OF ABC-TV, CBS-TV, NBC-TV FOR 1950 & 1949

	ABC-TV		CBS-TV		NBC-TV		Total	
	1950	1949	1950	1949	1950	1949	1950	1949
January	233,949	6,273	613,477	104,989	1,042,153	260,693	1,889,579	371,955
February	202,911	18,674	552,478	135,036	978,243	353,055	1,733,632	506,765
March	344,097	26,352	657,501	190,865	1,175,186	476,800	2,176,784	694,017
April	372,022	47,359	873,343	186,616	1,147,698	477,843	2,393,063	711,818
May	367,989	132,146	1,003,658	243,241	1,583,185	460,440	2,954,832	835,827
June	405,566	119,835	840,374	198,161	1,574,771	399,790	2,820,711	717,786
July	210,947	119,674	380,906	114,401	941,243	317,775	1,533,096	551,850
August	265,421	115,002	354,524	164,471	1,242,276	284,160	1,862,221	563,633
September	461,822	155,480	802,461	271,938	2,148,399	470,080	3,502,682	897,498
October	1,221,773	217,199	2,178,148	590,626	3,007,771	937,294	6,407,692	1,745,119
November	1,243,549	214,660	2,181,664	677,836	3,070,010	1,035,808	6,495,223	1,928,304
December	1,298,616	219,337	2,269,022	568,713	3,274,757	1,026,366	6,842,395	1,814,416
Total	6,628,622	1,391,991	12,797,556	3,446,893	21,185,692	6,500,104	40,611,910	11,338,988

Source: Publishers Information Bureau

* * *

For the month of December 1950, the top five product groups advertised on the TV networks were: foods, smoking materials, toiletries, automotive and household equip-

(Continued on page 58)

100% Membership Drive Underway

vertising Club of New York. Various formulas were investigated, with Dr. Kenneth H. Baker, research director of NAB, sitting in on this part of the meeting to give the directors the benefit of his professional experience. Use of gross income as a base for calculating dues, which has been the formula utilized by NAB, was seriously considered, but was finally discarded in favor of the rate card base for a variety of reasons.

One argument against the gross income base and for the rate card plan was that at this stage of TV development there is a wide range in hours of station operation and the adoption of the gross income base might levy a tax on the enterprise of station operators who are pioneering with all-day TV service for their communities.

New dues structure is expected to provide the new television broadcasting industry organization with the \$150,000 tentatively budgeted for the first year's operation. With a backlog of 51 membership pledges secured at the Chicago meeting in January [BROADCASTING • TELECASTING, Jan. 22], although they are subject to their signers' approval of the new dues structure, NAB-TV board members expressed confidence of securing a sizeable membership in advance of the April convention.

Discussion of selection of per-

sonnel to staff NAB-TV was curtailed by agreement of board members that it would be unwise to take many definite steps in this direction until after the appointment of the new president of the overall organization, NARTB, as he should have a voice in the selection of the key personnel of both the radio and video segments.

Searching Field

A committee was named, however, to explore the field for a man to head up the NAB-TV operation. Mr. Storer was appointed chairman of this committee, whose other members are: Harry Bannister, WWJ-TV Detroit; Mr. Arnoux; Paul Raibourn, KTLA (TV) Los Angeles; Clair McCollough, WGAL-TV Lancaster. Group is expected to hold its first meeting within the next week and will report back to the board at its next meeting, probably to be held in Chicago the day before the opening of the NARTB convention on April 15.

Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, and Stuart Sprague, committee's counsel, met with the NAB-TV board for a full review and discussion of the negotiations with ASCAP for per program licenses for television [BROADCASTING • TELECASTING, Feb. 12, 19].

The board received with pleasure

(Continued on page 60)

CRIME HEARINGS

Commercial Shows Cancelled

DETROITERS, through the eyes and ears of TV and radio, were able to attend a real-life whodunit when the U. S. Senate Crime Investigating Committee held hearings in the Motor City last fortnight.

Public reaction to the two-day hearings was reportedly unprecedented. Thousands of letters and phone calls from Detroit residents inundated the studios of WWJ-TV and WJBK-TV, thanking the stations for their part in exposing the face of evil.

Nearly every other activity paused as viewers riveted themselves before an estimated 90% of the city's screens to watch hoodlums squirm under the relentless questioning of the committee.

WJBK-TV and WWJ-TV used four cameras to record both days' sessions, with WJR and other stations including WJBK giving the radio audience a courtside-seat.

WJBK-TV and WWJ-TV cancelled all commercial programs at a sizeable loss of revenue to carry the morning and afternoon sessions in their entirety.

Like a robin feeding on worms after a spring rain, district attorneys seized and dragged out evidences in dark pasts. And the TV cameras caught every sullen gesture, squirm and grimace.

All over Detroit and lower Michigan the public—in homes, in schools, in business offices and in bars—watched and heard, and grew incensed.

Glued to Sets

Door-to-door salesmen were unable to tear housewives away from telecasts and retreated into bars themselves to watch. As one bartender commented in a letter to WJBK-TV: "The place was crowded all day. They didn't drink much, but that's ok with me." The bartender himself was absorbed in the hearings.

Leaders of business and industry, as well as ordinary citizens, phoned to say that television was performing the outstanding public service in the city's history. One businessman, who wished to remain anonymous, offered to buy the time so that WWJ-TV would be sure to keep the hearings on view.

Men in high places in industry and union activities also took the witness stand as the committee sought to determine the extent to which racketeers had been able to muscle their way into industry.

In the summing up by Sen. Herbert O'Connor (D-Md.), who headed the panel, of what the committee had discovered, and the help this evidence would be to local enforcement agencies, he added praise for the coverage TV had given.

Richard E. Jones, vice president and general manager of WJBK-TV, estimated that it



Sen. O'Connor reads a statement under the eyes and ears of TV and radio at the Crime Committee hearings in Detroit.

would cost his station around \$10,000 for the telecasts. Mr. Jones also was highly enthusiastic in the success of the programs. "I've never seen anything like it," he said. "This has been the most tremendous reaction that radio or television has ever experienced. I couldn't help but get the idea that

this has caused a great public awakening. People . . . are demanding that something be done about what they saw."

Bannister Comment

Harry Bannister, WWJ-TV general manager, commented: "The hearings were the most terrific tele-

'MARCH OF TIME' New Series Sponsored By 14 Banks

NEW HALF-HOUR TV film series, *March of Time Through the Years*, got under way last week with 14 banks sponsoring the weekly programs on that number of TV stations and with more signing up daily, according to March of Time.

Material from this motion picture series during the last 15 years is utilized in the TV series, in which John Daly, host commentator, and two guest authorities draw parallels between the events pictured from the past and the situation as it is today.

Produced under the supervision of Arthur B. Tourtellot, TV director of March of Time, the series begins with "Newsfronts of War—1940," followed by "When Air Raids Strike," "Inside China Today," "Teen Age Girls," "U. S. Navy, 1940," "Arms and the Men—USA," comprising the six films ready for telecasting. Series is planned to run 26 weeks, with possible extension for another quarter or half-year.

Friday Showings

Most stations will telecast the syndicated features on Friday, it was said, with a few using it on Thursday evenings.

A review of the first two films of the series, given in New York last Tuesday, showed these two programs, at least, drawing direct parallels between today and the time immediately preceding World War II, with a strong implication that a third World War is extremely probable if not inevitable. That banks, traditionally noted for ultraconservative tendencies in advertising as in other ways, should

sponsor what is bound to be a decidedly controversial series, which had been declined as "too hot to handle" by several national advertisers, is not the least interesting aspect of the program.

Sponsors and stations for the series include: Chase National Bank on WJZ-TV New York; First National Bank on WBZ-TV Boston; Detroit Bank on WXYZ-TV Detroit; Pennsylvania Co. on WFIL-TV Philadelphia; City National Bank & Trust Co. of Chicago on WENR-TV Chicago; First American National Bank on WSM-TV Nashville; First National Bank in St. Louis on KSD-TV St. Louis; Citizens Fidelity Bank & Trust Co. on WAVE-TV Louisville; Indiana National Bank on WFBM-TV Indianapolis; Republic National Bank of Dallas on WFAA-TV Dallas; First National Trust & Savings Bank of San Diego on KFMB-TV San Diego.

Series is also running commercially on WBEN-TV Buffalo, WJAR-TV Providence and KPHO-TV Phoenix, but names of sponsors in those cities were not available last week.

Richard Krolik is project supervisor on *March of Time Through the Years*; Lillian Rixey is editorial director and John Dullaghan is film editor.

vision show Detroit has ever seen. I doubt if there was a single set in the city not tuned to the hearings."

At hearings end, the stations had the decent citizenry of Detroit asking, "Why do we have to have me like these freely walking the streets?"

GARDEN 'FIXES'

Affect Program Schedule

REVELATION of "fixed" basketball games in New York's Madison Square Garden, Long Island U.'s consequent cancellation of its remaining games of the season, plus reluctance of many out-of-town teams to appear in the Garden posed at least a temporary problem for WPIX (TV) New York last week.

The independent station, which telecasts from the Garden five nights a week, found itself without two games which had been scheduled for Thursday, but planned on such occasions to substitute films and other sports. Many Garden events are not involved. Representatives of DuMont TV Network which originates from there on Saturday nights, did not expect to be affected.

EDUCATION TALKS

Features Saudek, Taylor

ROBERT SAUDEK, vice president in charge of public affairs for ABC and Telford Taylor, counsel for the Joint Committee on Educational Television, were scheduled to debate the question, "should Television Frequencies Be Allocated to Education?" during the luncheon session of the Assn. for Education by Radio Conference Feb. 24 in New York.

The morning session of the conference, sponsored by the association's New York Metropolitan Chapter and the New Jersey Chapter, was devoted to a youth forum and a panel discussion on the subject "Is the Public Interest Being Served Adequately by Radio and TV?"

"What's Being Done Now?" was scheduled for discussion during the afternoon session by Fred Friendly; CBS Producer Irving Sudds producer, *Court of Current Issues* James F. MacAndrew, director WNYE New York, Paul Tripp Mr. I. Magination.

Hennock Talk

FCC COMR. Frieda B. Hennock last Tuesday re-emphasized her stand in favor of reserving 25% of the television channels for the exclusive use of educational institutions. Addressing the American Assn. of School Administrators at Atlantic City, Comr. Hennock said TV is no panacea for education but will give education "a strong modern weapon." She said much of the responsibility for educational use of TV lies in the hands of the school administrators.

DUMONT ANSWER

Filed in CBS
Suit

CHOES of the CBS color TV controversy were heard in a New York court last week, as CBS was charged by Allen B. DuMont Labs with having filed a patent suit against DuMont to "intimidate" its customers and to "impair" its "reputation for fair dealing and integrity." DuMont made the charge in an answer filed Feb. 9 in the U. S. District Court in New York.

A counter-claim within the DuMont answer, requesting damages for "unfair competition," stated: "Within a matter of mere few hours after the commencement of this action by the plaintiff (CBS), the press and other media for the dissemination of news to the general public and to members of the trade were apprized thereof and of the allegations of the complaint... and the said allegations, though known to the plaintiff to be without foundation in fact... were widely circulated to the general public and to members of the trade to defendant's great damage."

Filing of the DuMont answer, contrary to the frequent procedure in parties to a controversy, was not announced to the press; and a DuMont spokesman refused to comment on the suit.

Replying to charges contained in the CBS complaint [BROADCASTING TELECASTING, Jan. 29], the DuMont answer denied commission of any acts infringing CBS patents. Before a former CBS employee, G. R. Tingley, was employed by DuMont, CBS already had published the information alleged to be confidential regarding its industrial color television system, the answer charged.

"No Significant Difference"

Remarking there was "no significant difference between the principles embodied in, and equipment required for, and pertinent design and construction data, information and knowledge relating to" the CBS industrial color TV system and its broadcasting color TV system, the answer went on to relate some history of FCC color hearings. FCC sought assurance that CBS "was making fully and freely available to the industry without exacting any charge or compensation therefor" technical information relating to its color television system, and such assurance was given, the answer alleged.

If CBS withheld any information, DuMont charged, it obtained FCC approval of its color TV system "through false representation," which, by a rule of law, would prevent the court granting relief.

DuMont said it believed at the time of employing Mr. Tingley, and still believes, that "there was nothing confidential or secret about any information that Tingley was disclosing or might disclose to... (DuMont)... about Tingley's said employment, or in or about... (CBS's)... so-called industrial color television system."

The answer further alleged that any agreement between CBS and Mr. Tingley not to disclose infor-

mation which was "neither secret nor confidential," such as CBS alleged had existed, would restrain Mr. Tingley from practicing his profession, and thus be illegal.

CBS, DuMont contended, knew "a number of months prior to July, 1949," that Mr. Tingley was seeking other employment in the event CBS failed to comply with his request to be transferred away from working on its color TV system. Mr. Tingley's attitude, the answer stated, arose from his "disbelief" in the CBS system. Mr. Tingley was discharged by CBS on July 15, 1949, and was employed by DuMont Laboratories on Aug. 1, 1949, according to DuMont.

DuMont requested that CBS be enjoined from asserting that the DuMont color TV system infringes CBS patents, or that DuMont had made use of CBS information; that the court award damages "on account of aforesaid unfair competition"; and other relief.

JCET SURVEY

Correction of Errors

CORRECTION of certain clerical errors in its one-week "blue book" survey of New York TV station programming has been reported to FCC by the Joint Committee on Educational Television, which seeks reservation of 20% of the TV channels for educational purposes. The corrections affect totals in children's programming, an area of TV much disputed among parent and teacher groups.

The corrections, made after discovering clerical mistakes in listing certain WCBS-TV New York shows, affect the totals contained in the JCET table reproduced on page 88 of the Jan. 29 BROADCASTING • TELECASTING. The table cities total program time for the week by class of program, with percentage of total time in each case.

Under Class 17, "Children's Programs," the total of 4,199 min. (12% of total time) devoted to this category remains the same. But the total time devoted to "information and instruction" programs is corrected to read 328 min. rather than 180 min. Percentage increases from less than 1% to 1%. "Children's Variety (including circus)" changes from 1,108 min. to 883 min., percentage of 3% unchanged. "Westerns" changes from 740 min. to 817 min., percentage of 2% unchanged. "Cartoons" drops from 572 min. to 499 min., percentage of 2% unchanged. "Puppets & Marionettes" increases from 328 min. to 401 min., percentage of 1% unchanged.



OVER 3,000 requests were received by WKY-TV Oklahoma City for miniature beer bottle lighters resulting from one announcement made by the brewers of Stag Beer on a late night show. Pretty Charylene Kehler, WKY-TV employee, prepares lighters for mailing. Within two days after the announcement, more than 1,900 requests poured into the station and in 10 days the number had surpassed 3,000. Station reports it received requests from 45 of the 77 counties in Oklahoma as well as from Kansas and Texas.

TV MARATHON

Nets \$70,000 for War Hero

A SIX hour marathon on WDTV (TV) Pittsburgh, starring Ed Sullivan and Morey Amsterdam as well as more than 150 local stars, raised nearly \$70,000 for Private Robert L. Smith, young Pennsylvania soldier who lost both arms and legs in the battle for the Chosin Reservoir in Korea.

A local singer, John Gallis, suggested the program, and from there on WDTV worked in close cooperation with the American Legion to put it over. The show started at 8:30 p.m., and by the time it had signed off at 3:20 the next morning \$65,000 had been pledged by residents of Pennsylvania, Ohio and West Virginia. Nearly \$5,000 more poured in after the sign-off.

Thirty phones were in constant use during the evening at the station, as the switchboards remained jammed with thousands of donors' calls. Hundreds of telegrams reportedly were received every few minutes from the tri-state area. Manager Donald A. Stewart said that WDTV had donated an entire evening's worth of commercial time for the program. Director of Operations Larry Israel estimated that close to 1 million viewers saw the production.

AT&T

Not Taking Orders On Link to Coast

AT&T is not accepting orders at this time for coast-to-coast TV program transmission over the transcontinental microwave system which is expected to be completed and ready for use by television broadcasters by the end of the year, it was learned last week.

Refuting published reports that New York-to-Hollywood video program transmission facilities would be put into service in September and that orders are now being taken for such service, a letter sent to the TV networks points out that the new facilities are being installed primarily for telephone service. Until construction is complete and the company knows more definitely "when and to what extent these facilities will be available for television" and what the volume of TV business will be, AT&T states it will accept no orders for transcontinental TV service.

Letter reads in part:

As we have previously announced, the microwave system to the Pacific Coast is being constructed primarily to meet requirements for message toll telephone service. Initially, the Omaha-San Francisco section will be provided with four channels, two in each direction. One channel in each direction will be used for message toll telephone service. The remaining channel in each direction will be used for protection of message service and subject to this requirement, and any requirements brought on by the national emergency, would be available for television service. The further development and future usage of this route will depend to a large extent upon the availability of materials as related to service needs on this and other routes.

The construction of the new system has not advanced sufficiently to enable us to determine with any degree of certainty when it can be placed in

service for television. Until we know more specifically when and to what extent these facilities will be available for television, and know the overall requirements for television service on this route, we shall be unable to act upon requests of network broadcasters. As soon as we have this information we shall communicate with the networks.

CBS COLOR

New Orleans Showing

CBS will demonstrate its color television system in New Orleans Feb. 28 and March 2 in cooperation with WWL New Orleans and the fashion group of that city. The network said W. L. Summer-ville, general manager of WWL, is inviting many public, educational and industry leaders of the South to witness the demonstrations.

The showings coincide with the March 2 meeting of Districts 4 and 5 of the Columbia Affiliates Advisory Board, to be held in New Orleans.

Equipment will be that designed and constructed by CBS for Smith, Kline & French Labs., Philadelphia pharmaceutical house which has been demonstrating medical and surgical advances via CBS color for the past two years.

Next such medical meeting will be March 5-8 before the New Orleans graduate assembly.

LOCAL SERIES

Sets Ambitious Goal

AN AMBITIOUS television series which the DuMont network's WDTV (TV) Pittsburgh and the Duquesne Brewing Co. think will prove that local sponsors even in one-station markets can compete with network presentations is slated to start on WDTV Wednesday night (Feb. 28), 8-8:30 p.m.

Series is a half-hour weekly program—or series of four programs to appear in month rotations at an estimated cost of \$10,000 per show—which has been developed for Duquesne by V. I. Maitland, vice president of Walker & Downing Agency, Pittsburgh, which handles the account.

A *Keyhole Preview*, presenting parts of each of the four programs, is slated Wednesday night. For the preview, Miss Kyle MacDonnell, network TV star, will be on hand as mistress of ceremonies, and Mel Torme, radio, TV and movie singer, will be guest star. The production will be created, written, designed, staged, directed and produced by Pittsburgh people.

If the series is as successful as sponsor, station and agency think it will be, representatives said, it will be extended into other markets where Duquesne beers are sold, with Pittsburgh as the originating point.

The four rotating programs are Dr. Vladimir Bakaleinikoff, Pittsburgh Symphony Orchestra's musical adviser, and his sinfonietta plus instrumental and vocal soloists and a ballet group; a nightclub program built on the Show

Ford

(Continued from page 55)

ment, in that order. For the same month of 1949, automotive ranked first, followed by advertising for smoking materials, radio and TV sets, foods and toiletries. Household equipment advertising, ranking fourth in December 1950, was in eighth place in the same month of 1949; radio and TV set advertising, third in December 1949, stood sixth in the final month of 1950.

The top TV network advertisers in December 1950 (Table IV) were

TABLE III
GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS

	Dec. 1950*	Jan.-Dec. 1950*	Dec. 1949	Jan.-Dec. 1949
Agriculture		9,908		4,275
Apparel, Footwear & Acces.	137,245	900,925	15,780	284,801
Automotive, Automotive Acces. & Equip.	748,146	5,325,447	394,030	1,546,287
Aviation, Aviation Equip. & Acces.				
Beer, Wine & Liquor	288,308	1,600,960	62,901	291,429
Building Materials		91,290		
Confectionery & Soft Drinks	297,860	1,838,838	22,608	188,309
Consumer Services	19,950	248,735	16,575	66,890
Drugs & Remedies	88,800	391,815	57,058	242,718
Entertainment & Amusements				
Food & Food Products	1,290,337	6,602,029	210,058	1,331,987
Gasoline, Lubricants & Other Fuels	198,953	1,515,666	107,260	670,544
Horticulture		1,140		
Household Equipment	505,545	2,652,697	97,120	457,218
Household Furnishings	294,258	2,090,020	121,288	627,848
Industrial Materials	279,336	1,248,810		11,643
Insurance	18,900	79,450		
Jewelry, Optical Goods & Cameras	154,316	492,689	31,692	105,057
Office Equipment, Stationery & Writing Supplies	19,075	62,825	5,040	21,700
Publishing & Media		152,401		131,063
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	496,669	3,357,714	262,702	1,254,977
Retail Stores	18,060	83,575	8,156	19,575
Smoking Materials	817,347	6,250,180	312,104	2,290,408
Soaps, Cleansers & Polishes	241,940	863,395	17,280	107,310
Sporting Goods & Toys	29,890	108,340	19,830	88,535
Toiletries & Toilet Goods	766,214	4,182,194	151,974	914,750
Transportation, Travel & Resorts				
Miscellaneous	131,246	435,217	10,491	40,851

Source: Publishers Information Bureau
*ABC, CBS, NBC only, DuMont not reporting.

Boat theme; a hillbilly show including square dancing and specialties, and a backstage show presenting local critics and local entertainers.

TABLE IV

TOP TV NETWORK ADVERTISERS IN DECEMBER 1950*

1. Ford Motor Co.	\$214,895
2. Anchor-Hocking Glass Corp.	212,610
3. General Foods Corp.	208,910
4. R. J. Reynolds Tobacco Co.	202,135
5. Procter & Gamble Co.	173,600
6. Philco Corp.	158,562
7. Quaker Oats Co.	155,738
8. P. Lorillard Co.	152,172
9. American Tobacco Co.	151,089
10. Colgate-Palmolive-Peet Co.	149,720

Source: Publishers Information Bureau

*ABC, CBS, NBC only; DuMont not reporting.

headed by Ford Motor Co., with Anchor-Hocking Glass Corp. second and General Foods Corp. third.

WPIX SIGNS

To Telecast Yankee Games

COMPLETION of a six-year agreement with the New York Yankees by WPIX (TV) New York, which recently contracted also to telecast home games of the New York Giants for the third straight year, was announced last week. Station officials saw in the announcements an answer, "to Yankees' and Giants' answer at least," to charges that television cuts down baseball attendance.

WPIX will commence telecasting Yankee home games with the 1951 season, during which it will share afternoon games with WABD (TV) New York. Beginning in 1952, WPIX will carry both afternoon and night games exclusively.

WPIX Vice President and General Manager G. Bennett Larsen, Dan Topping, co-owner with Dan Webb of the Yankees, and Yankee Business Manager George Weiss negotiated the new six-year contract.

Peter Ballantine & Sons, Newark, N. J., through J. Walter Thompson Co., New York, will sponsor the 1951 Yankee telecast. Sponsorship for 1952 was not announced.

By the start of the baseball season, transmitters of WPIX and WABD both will be mounted atop the Empire State Bldg. Thus, during afternoon games, the station will be operating from transmitters similarly located and will be telecasting the same events—a situation which throws the spotlight on the comparative rates of the two stations, WABD's being considerably higher.

Ayer Luncheon

Luncheon in honor of Branch Rickey, Pittsburgh Pirates general manager, was held Feb. 19 in Pittsburgh under direction of Tom McMahon, of N. W. Ayer & Sons agency for Atlantic Refining Co. Guests included Atlantic officials along with representatives of Rice McJunkin Dairy Co., Ketchum MacLeod & Grove, and other sport figures, as well as managers of 21 stations that will carry Pirate games in Western Pennsylvania under sponsorship of Atlantic and Rieck-McJunkin.

Los Angeles Brewing Co. (Easi side beer) last week bought the Angels' 71 home games and 6 feature films on KLAC-TV Hollywood at a total cost of \$250,000. Films will be shown when the team is on the road. Agency is Warwick & Legler, Los Angeles.

KTTV (TV) Hollywood has acquired for \$50,000 exclusive TV rights to 25 Hollywood Stars home games. KTTV will give the Stars a 30-minute promotional program per week plus 25 spot announcements. The Stars originally asked \$150,000 guarantee based on sliding attendance figures for the entire home schedule. Frank King, sales manager, negotiated the deal for KTTV.

DUNHAM QUILTS

As KTTV General Manager

HARRISON M. DUNHAM, for the past year general manager of KTTV (TV) Hollywood, has resigned because of a "slight policy disagreement." No successor has been appointed. Various members of *Los Angeles Times* executive staff will supervise management until a general manager is selected, according to a statement issued by the station.

Omar Johnson, assistant to Norman Chandler, publisher of *Los Angeles Times* and president of KTTV Inc., will supervise station operations for the next few weeks.

Mr. Dunham recently was made a board member of the station and was secretary-treasurer of Consolidated Productions Inc., TV film syndication firm organized by KTTV and the *Times*.

UHF Cancellation Asked

HAVING completed comparative observations of the 529-535 mc UHF channel and VHF channel 4 (66-72 mc), NBC has requested FCC to cancel its special temporary authorization for its 50 w channel 4 transmitter at Bridgeport, Conn. The grant, made Sept. 27, 1950, had been to compare signal strengths and picture qualities of transmission on both bands.



DR. ALLEN B. DuMONT (center), president, DuMont Television Labs and the DuMont TV network, chats with two station officials at the WAAM (TV) Baltimore First Annual Regional Television Seminar—Herman Cohen (l), vice president and treasurer of WAAM, and Henry Fischer, WAAM legal counselor. Dr. DuMont delivered the keynote address at the seminar before 102 students representing 18 colleges and universities. The seminar, at WAAM studios Feb. 16-17, was sponsored by American U., Johns Hopkins U., Temple U., the U. S. Office of Education and WAAM. Speakers included Charles Underhill, CBS-TV general manager; Ed Roberts, BBDO script editor; William I. Kaufman, NBC casting director; Robert Saudek, ABC vice president; Jack Harrington, president, Harrington, Richter & Parsons, and Dr. DuMont. Seminar subtitle was "Career Opportunities in Television" [BROADCASTING • TELECASTING, Feb. 5].

Proof of a great operation...

TELEPHONE RANDOLPH 6-8000

112 Form F. D. 2 20M 4-49 (1985)



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MAYOR

COMMON SENSE PREVENTS
FIRES AND ACCIDENTS

CITY OF CHICAGO
FIRE DEPARTMENT
ROOM 105, CITY HALL

MICHAEL J. CORRIGAN
FIRE COMMISSIONER

January 16, 1951

Frank P. Schreiber, Manager
W. G. N., Inc.
441 North Michigan Avenue
Chicago, Illinois 11

Dear Mr. Schreiber:

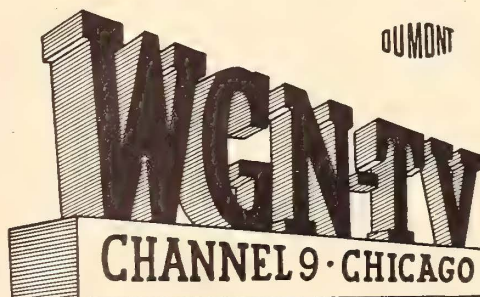
The officers and members of the Chicago Fire Department, and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your W.G.N. and W.G.N.TV facilities for the effective and efficient coverage of the fire at 320 North LaSalle Street on January 12, 1951.

We are especially appreciative for the use of the huge searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.

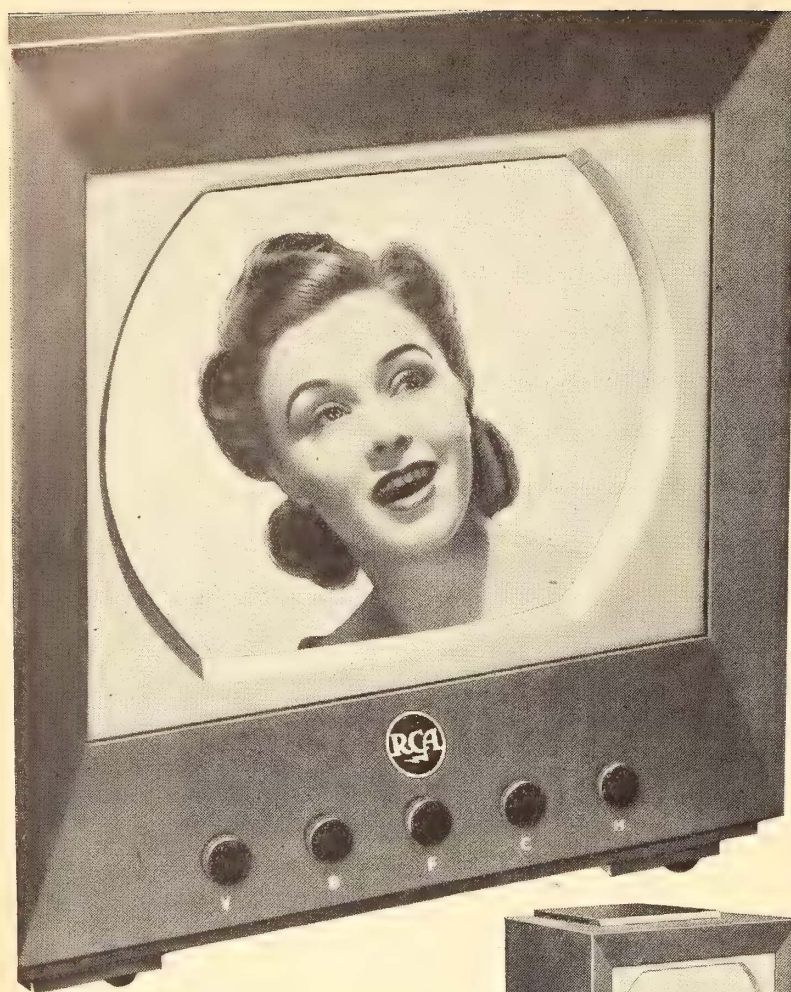
I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

Sincerely yours,

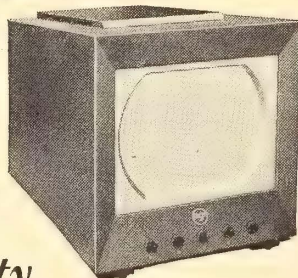
G. J. Mulhaney
Chief Fire Marshal



The Chicago Tribune Television Station



-----TYPE TM-2B



Low-cost, high-quality

TV Picture Monitor —with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop"

the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2B... using a 10-inch picture tube... is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. ND-19, RCA Engineering Products, Camden, N. J.



**TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

NAB-TV

(Continued from page 55)

the news that ASCAP has accepted Mr. Martin's invitation for a meeting this week, but took no official action to direct the committee in its negotiations (see story, page 28).

Taxes occupied the remainder of the session. Mr. Storer, who was to be in Washington following the board meeting, agreed to discuss the excess profits tax situation with legislators, government and tax officials, seeking an interpretation of the present law and arguing for the inclusion of language in future tax legislation that will give a break to telecasting as an industry that operated largely in the red during the base years and so would be unduly taxed on present earnings if TV station operators were held to a strict compliance with the general excess profits tax provisions. Mr. Storer has worked with John A. Kennedy, WSAZ-TV Huntington, W. Va., who has spent considerable time in Washington spearheading the TV case.

In his activities on the tax front, Mr. Storer will work closely with the NAB-TV Legislative Committee chaired by Harold Hough, WBAP-TV Fort Worth, of which he is a member. Other members of this committee are: Mr. Bannister; Mr. McCollough; Frank Russell, NBC; Mr. Martin; Leonard Reinsch, WSB-TV Atlanta.

The NAB-TV board agreed to work with other interested groups in opposing the application of a 25% excise tax on radio and television receiving sets. Group expressed the feeling that such a tax would be a detriment to the public service rendered by both aural and visual broadcasters in providing the public with news and information as it would act as a deterrent to the increase of their public through the purchase of new sets.

Furthermore, the board felt that such a tax would be definitely discriminatory and unfair to radio and television in their competitive situation with printed media such as newspapers and magazines which receive assistance from the government through the preferential second class postage rate.

It was noted that broadcasters as well as publishers have been declared exempt from the 25% excise tax on wire lines paid by other businesses, because of the public service nature of broadcasting, and it was felt that perhaps this might provide a precedent for requesting a similar exemption from the tax on receivers.

Monday meeting was attended by Eugene S. Thomas, WOR-TV New York, chairman of the NAB-TV board; Mr. Bannister, Mr. Raibourn, Mr. Arnoux, Mr. McCollough, Mr. Storer, Mr. Russell, and Chris Witting, DuMont TV Network. Three board members were absent: Mr. Swezey, Mr. Hough, and W. D. Rogers Jr., KEYL (TV) San Antino.

NBC CONTRACTS

Blue Inks Long-Term

NBC announced last week that it had signed comic Ben Blue to an exclusive long-term contract for television, while network official and two of its TV stars, Milton Berle and Jerry Lester, were reportedly in negotiations for long-term commitments.

A summer program starring Mr. Blue is being planned, NBC asserted.

Details of the NBC-Blue agreement were not officially disclosed.

Nor was information immediately available on the status of the reported discussions with Mr. Berle, of *Texaco Star Theatre* (Tues., 8-9 p.m.), or Mr. Lester who appears thrice weekly on Anchor-Hocking Glass Corp.'s *Broadway Open House* (Mon.-Fri., 11-12 p.m.).

Mr. Blue, veteran comedian, has appeared on several TV shows, including *The Jack Carter Show*.

Hill Briefing

(Continued from page 32)

last Monday's closed session.

McFARLAND BILL — Comr. Walker recommended changes in the measure to conform to the FCC's model bill. These recommendations were outlined in the Feb. 19 issue of *BROADCASTING • TELECASTING*. The Commissioner did not give the legislation high priority.

SIGNAL CONTROLS — Comr. Walker termed this bill, now being heard in the Senate and awaiting action in the House Armed Services Committee, as an important piece of legislation and said the Defense Dept. had strongly recommended its passage (see controls bill story, page 26).

MONITORING BILL — Comr. Walker urged immediate action of this bill by Congress. Technical explanation of the need was given by Comr. Sterling.

NARBA AGREEMENT — Comr. Hyde gave a lengthy review and explanation of the treaty. The treaty must be ratified by the Senate.

COLOR TELEVISION — Comr. Walker said the issue was now in the courts and thus FCC could not elaborate on the subject.

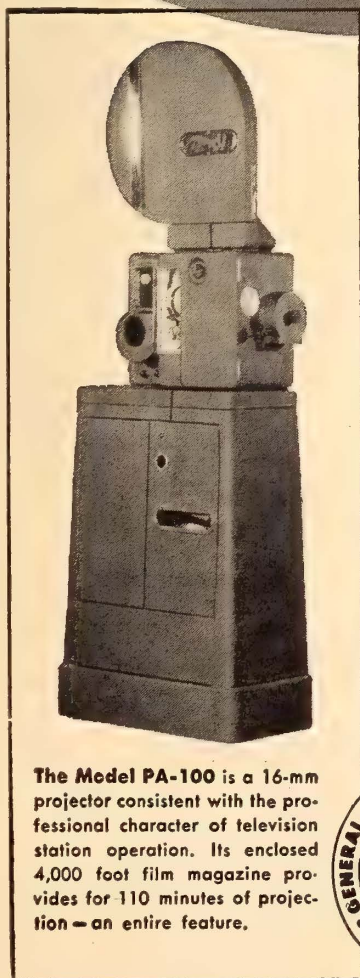
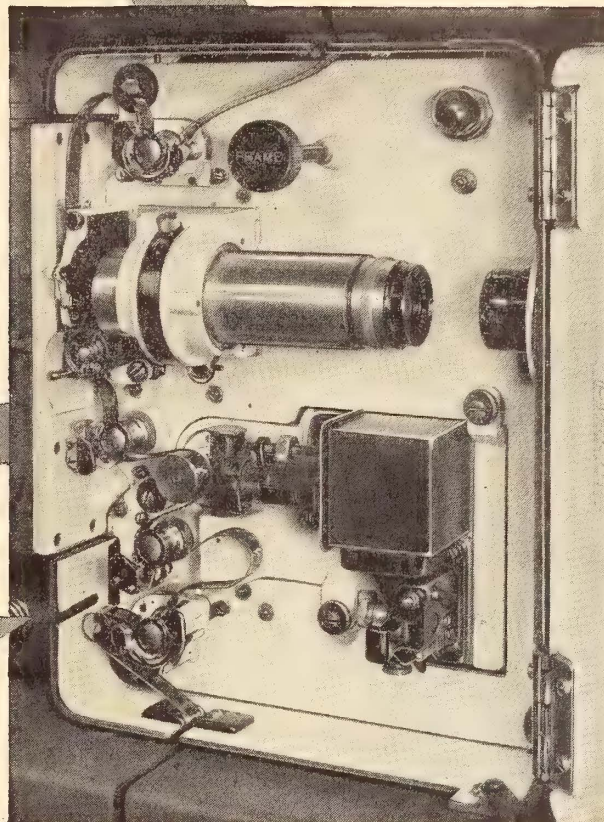
EDUCATIONAL TV — Comr. Walker said the FCC had concluded its hearings on this phase of the general study of UHF-VHF reallocations and that no decision has been reached.

Following the committee session, Rep. James I. Dolliver (R-Iowa), who had requested a full-dress color inquiry in a letter to Chairman Cresser [*BROADCASTING • TELECASTING*, Jan. 8], said he had gone "as far as I can" in asking for a color probe. He said that possibly something would be done "later in the session" and added that Comr. Walker "told us what we already knew about the subject."

Look into this **PROFESSIONAL Telecast Projector**

*and see years of
Dependable Service*

The GPL Model PA-100 — a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.



The Model PA-100 is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000 foot film magazine provides for 110 minutes of projection — an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000

passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS



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PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

KRLD-TV DALLAS

Serves

THE LARGEST TELEVISION MARKET

Southwest

DALLAS FT. WORTH

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

NOW there are

105,319

Television Homes

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The CBS Station

for DALLAS and FORT WORTH

this is why

KRLD

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Channel 4

is your best buy

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Berle Tops Trendex; Cartoons Score in S. F.

(Report 152)

MILTON BERLE's *Texaco Star Theatre* headed the list of the top 10 Trendex ratings for sponsored network TV programs, based on single live broadcasts during week of Feb. 1-7.

Following are ratings compiled by Trendex:

1. Star Theatre	55.7
2. Godfrey's Talent Scouts	44.7
3. Your Show of Shows	44.5
4. Fireside Theatre	43.7
5. Comedy Hour	42.0
6. Television Playhouse	41.6
7. Lights Out	39.1
8. Martin Kane, Private Eye	38.7
9. Man Against Crime	38.2
10. Godfrey's Friends	37.8

Musical Cartoons

'Most Liked' Commercials

MUSICAL CARTOONS for Kilpatrick Bread were voted "most liked" by San Francisco Bay Area viewers in a survey by Coffin, Cooper & Clay Inc., San Francisco.

Other commercials in the most popular five were Holsum Bread, Goebel Beer, Lucky Strike and Old Gold cigarettes. All are musical commercials with live or cartoon characters. Eight of the 10 best-liked commercials were made in the Bay Area.

Many of the favorite 10 also drew enough votes to qualify among the "most disliked" 10. The five most disliked were Holsum, Milani's 1890 French Dressing, Calso Water, Kilpatrick Bread and

Goebel Beer.

The Tele-Que survey was conducted Jan. 25-31 among 419 tele-set owners selected representatively from all sections of the area.

Robinson-LaMotta Fight Shows High Hooper

ADVANCE Hooperating tabulation of the "Sugar" Ray Robinson-Jake LaMotta middleweight championship fight, Feb. 14, showed 58.7 in TV homes. According to Hooper, the bout may rank first in first-fifteen to be next published.

TV To Aid Movies, Yates Believes

BELIEF that television ultimately will be beneficial to the motion picture industry was expressed by Herbert J. Yates, president of Republic Pictures Corp., in his annual report to stockholders, released last week. "We are closely following developments of television which we believe will ultimately be beneficial to our industry," he said.

"At the present time," he continued, "due to restrictions of American Federation of Musicians, we are not in a position to furnish our pictures for television. We believe such restrictions will be removed in the not too distant future and we will then be in a position

to capitalize upon our inventory of released pictures which we believe are particularly suitable for television."

N. Y. Nielsen Ratings Cover Additional Hours

NEW Nielsen pocketpiece starts reporting ratings on New York TV audiences from 9 a.m. to midnight instead of 1-11 p.m., the period previously covered. A chart of hourly radio and TV set use by TV families has been extended to include the five additional hours and a new chart shows for each month the number of hours the average TV family spends watching their teletest or listening to radio programs.

TV Space Increases In Okla. Papers

OKLAHOMA NEWSPAPERS reportedly are devoting increased space to television information in recognition of the growing telecast count in the area served by WKY-TV Oklahoma City, which on Feb. 1 stood at 73,370.

In the capital city, and throughout the state, more columns, program schedules and program highlights are adorning newspaper columns.

Weekly Television Summary— FEBRUARY 26, 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	WTMJ	52,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353	Milwaukee	WTMJ-TV	212,880
Binghamton	WNBF-TV	32,700	Minn.-St. Paul	KSTP-TV, WTCN-TV	238,200
Birmingham	WAFB-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	674,373	New Orleans	WDSU-TV	49,460
Buffalo	WBBN-TV	181,957	New York	WABD, WGBS-TV, WJZ-TV, WNBC	2,150,000
Charlotte	WBTV	56,631	Newark	WOR-TV, WPIX	Inc. in N. Y. Estimate
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471	Norfolk	WATV	56,780
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000	Oklahoma City	WTAR-TV	73,370
Cleveland	WEWS, WNBK, WXEL	422,503	Omaha	WKY-TV	65,570
Columbus	WBNS-TV, WLWC, WTVN	132,000	Philadelphia	KMTV, WOW-TV	784,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	105,319	Phoenix	WCAU-TV, WFIL-TV, WPTZ	30,150
Davenport	WOC-TV	44,668	Pittsburgh	KPHO-TV	212,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	170,000	Providence	WDTV	105,350
Detroit	WHIO-TV, WLWD	419,449	Richmond	WJAR-TV	62,867
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	46,280	Rochester	WTWR	73,370
Fort Worth	WICU	46,280	Rock Island	WHAM-TV	44,668
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	105,319	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	WHBF-TV	37,500
Kalamazoo	WLAU-TV	49,812	Salt Lake City	KDYL-TV, KSL-TV	40,590
Greensboro	WFMY-TV	65,238	San Antonio	KEYL, WOAI-TV	81,000
Houston	KPRC-TV	35,250	San Diego	KFMB-TV	143,400
Huntington	WSAV-TV	120,000	San Francisco	KGO-TV, KPXX, KRON-TV	139,600
Indianapolis	WFBM-TV	27,000	Schenectady	WRGB	68,200
Jacksonville	WMBR-TV	68,125	Seattle	KING-TV	254,000
Johnstown	WJAC-TV	120,269	St. Louis	WHEN, WSYR-TV	101,400
Kalamazoo	WKZO-TV	100,600	Syracuse	WSPD-TV	120,000
Kansas City	WDAF-TV	80,553	Toledo	KOTV	36,000
Lancaster	WGAL-TV	42,500	Tulsa	WKTV	219,760
Lansing	WJIM-TV	877,421	Utica-Rome	WMAL-TV, WNBW, WTOP-TV, WTTG	57,750
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSI, KTTV	877,421	Washington	WDEL-TV	57,750

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,008,000

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.

Atlanta's listening choice by 31 to 1

Latest Hooper again reveals overwhelming Atlanta listener preference for WSB

Period covered by this latest survey is November 1 through January 31. Of the 48 measured daytime quarter-hours:

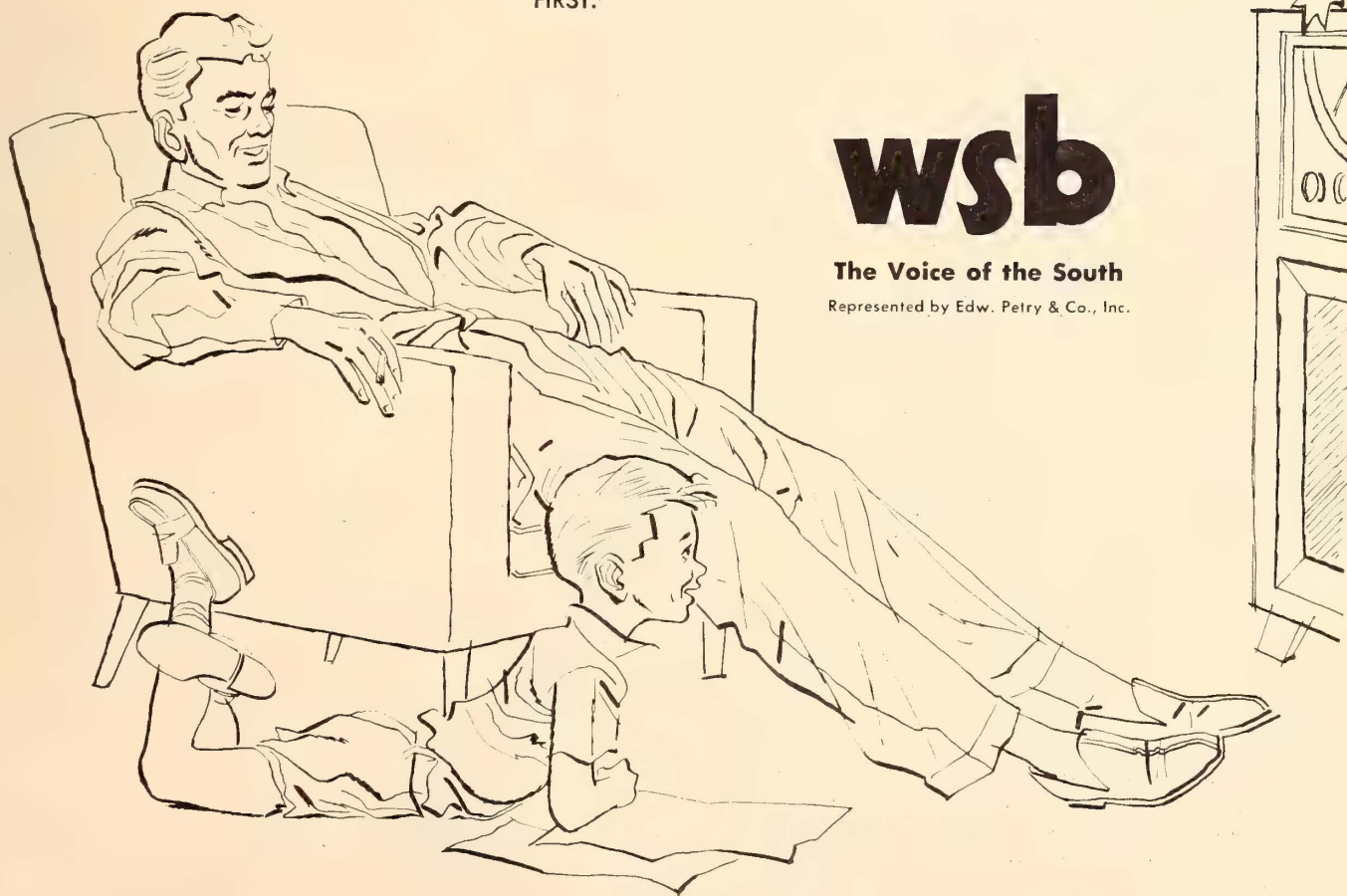
WSB was first in number of listeners 34 times.

The second station was first 11 times.

WSB was tied for first 3 times.

In 7 of the periods WSB's audience was greater than the total audience of all other Atlanta radio stations combined — ten AM stations and six FM!

So again history repeats. On every authentic survey ever made in the great Atlanta market, WSB has been **FIRST.**



wsb

The Voice of the South

Represented by Edw. Petry & Co., Inc.

Affiliated with The Atlanta Journal and The Atlanta Constitution

TALENT WAGES

Freeze Exemption Sought

HOLLYWOOD talent move reportedly was on last week to request specific exemption from the wage freeze. If successful, the efforts could be a prelude to a similar approach by radio and television entertainers.

Both producers and guilds are understood to be supporting attorneys who are preparing briefs for submission to the Wage Stabilization Board. Argument centers on the unique character of the film industry and talent deals and contracts which, they say, make a general salary ceiling infeasible.

Questions asked are how can new talent be recruited under a freeze and what will become of optional contracts calling for periodic salary increases. In view of these arguments, which also are basic to radio and particularly to television, the attorneys are requesting blanket exemption for actors, writers and

directors in the movie field.

If such a blanket exception is granted, observers point out, a precedent may be established for talent unions in other branches—such as radio and television.

Meanwhile, WSB has scheduled Wednesday as the start of three-day talks on the applicability of government wage freezes to employees in radio, newspapers and related fields [BROADCASTING • TELECASTING, Feb. 19].

WTTS Bid

WTTS (TV) Bloomington, Ind., last week filed application with FCC for authority to install a new 700-ft. plus antenna and tower and increase in effective radiated power to 43.2 kw. Plans for expanded rural service were related to the Commission. Operated by Sarkes Tarzian, WTTS (TV) is assigned Channel 10 (192-198 mc). Station rebroadcasts network shows relayed from Cincinnati.

NARBA

(Continued from page 28)

groups, including farm organizations, had been rallied in opposition to the pact but that a "later and more comprehensive analysis" of the treaty had tempered these viewpoints.

While CCBS reported that its membership in meeting as recently as last December had reaffirmed opposition to the treaty, the question has been raised about viewpoints of those CCBS member stations whose signals were "not degraded and in some instances afforded even greater protection" under the proposed agreement.

NARBA proponents point out that the agreement "clearly" would provide a significant improvement for the United States over the "increasingly chaotic situation" that has existed since the interim agreement of 1946 expired more than a year and a half ago. To reject the agreement, it was felt, would put

United States broadcasters in precarious position.

Secretary of State Dean Acheson in his report Feb. 1 to the President termed the treaty as representing "the best arrangement that could be negotiated taking into account the existing situation and the diverse interests which had to be accommodated."

Ratification requires the affirmative vote of two-thirds of the Senate.

The U. S. delegation to the NARBA Conference, in addition to Comr. Hyde as chairman, included Capt. John Cross of the State Dept. as vice chairman. First negotiations were held in Montreal in the fall of 1949, but broke up to permit the U. S. and Cuba to negotiate on certain differences.

The subsequent bilateral session in Havana in early 1950 failed to produce an accord. However, when the full conference reassembled in Washington last fall, the treaty was signed Nov. 15.

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

NEW STUDIOS

WTMJ-TV Now Has Four

WTMJ-TV Milwaukee has announced conversion of two radio studios to studios from which both radio and television shows may emanate.

One of the new studios is equipped with a model kitchen used for the daily *What's New in the Home* program. The studios are part of a \$200,000 remodeling project begun early last summer.

With these additional facilities WTMJ-TV now has four TV studios in addition to standbys.

RCA VICTOR

Extends Time on WLW

RCA VICTOR has signed a four-week continuation of its three-week sponsorship of four separate program segments on WLW (TV) Cincinnati. The new contract calls for use of 14 hours and 25 minutes a week.

The announcement was made by William J. McCluskey, WLW (TV) sales manager. The original three-week contract had been made through the ad agency, Muelle, Liebling & Parkins Inc.

Defense Series

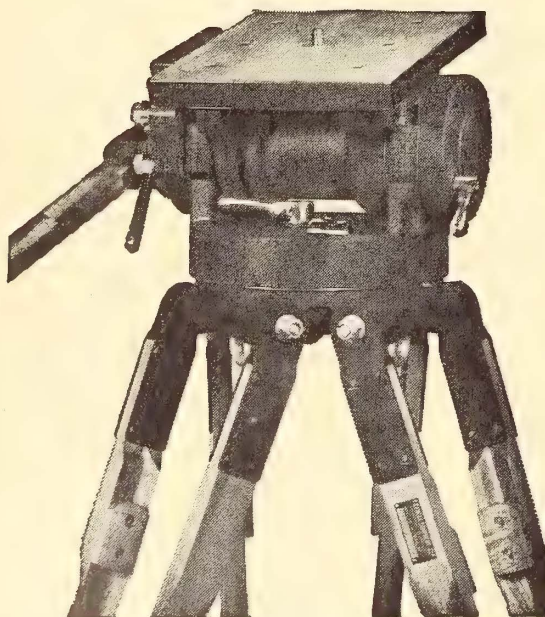
NEW tele-version of the *Armstrong Forces Hour*, produced by the Dept. of Defense and aired by the DuMont Television Network, is now being carried "live" by five stations and kinescoped for 51 other outlets, the department's Radio TV Branch said last week. Series was launched Feb. 4 and is telecast Sunday, 8:30-9 p.m. EST. Stations carrying program live are WAAM (TV) Baltimore, Md. originating outlet; WTTG (TV) Washington; WABD (TV) New York; WXEL (TV) Cleveland; WGN-TV Chicago.

Floating Action!

for all TV Cameras

'BALANCED' TV TRIPOD

(Pat. Pending)

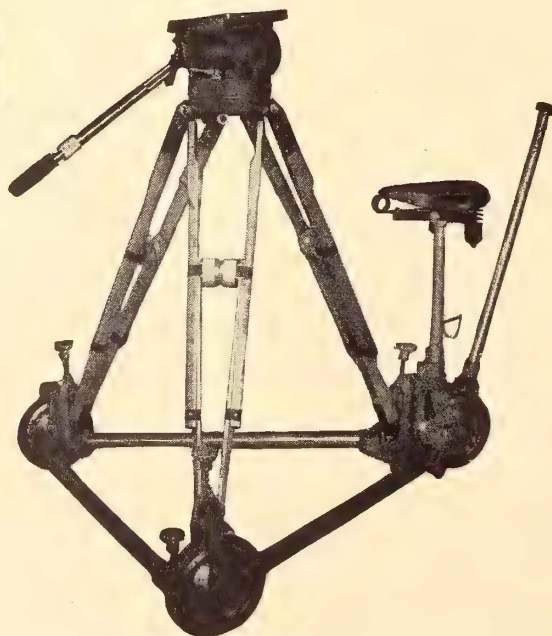


This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

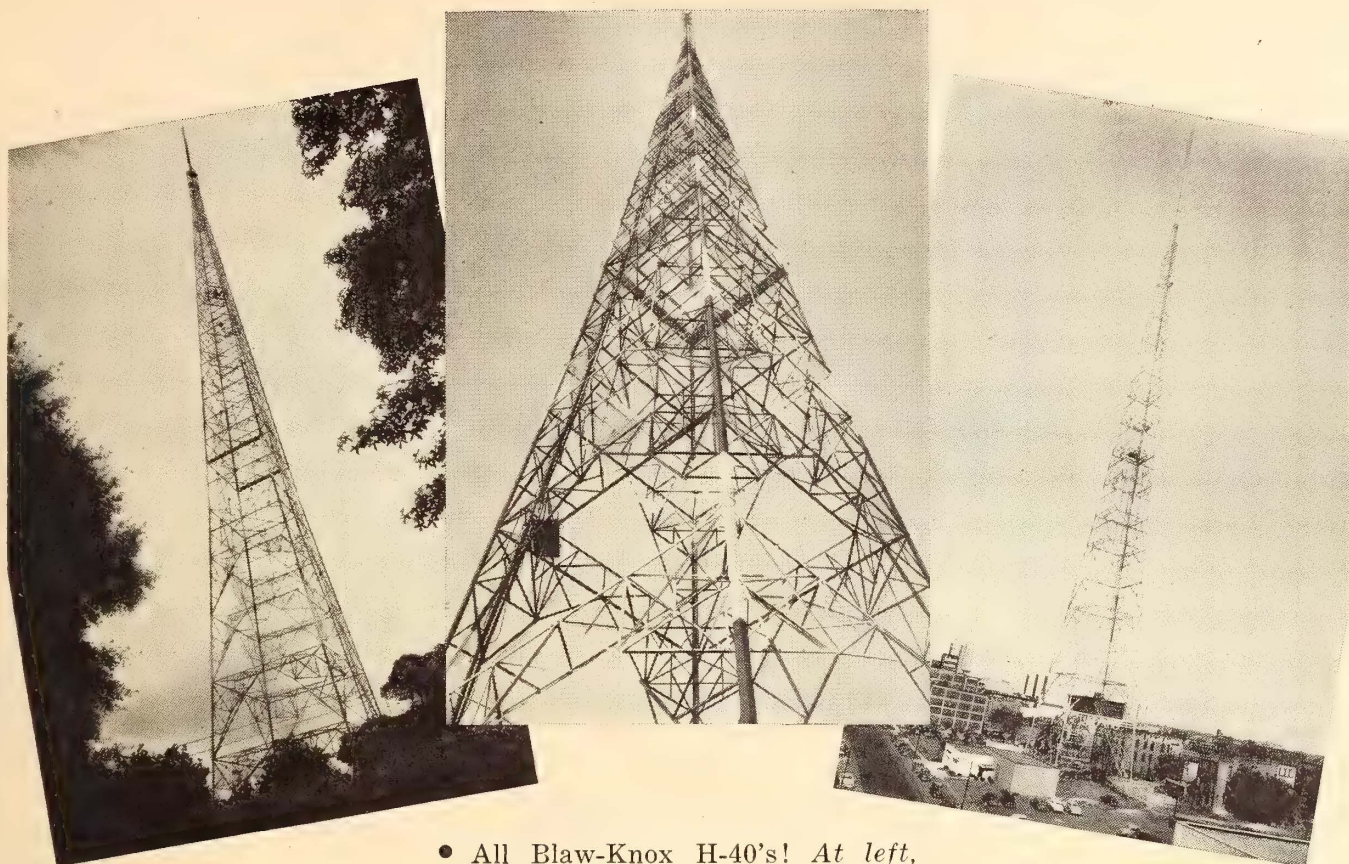


Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
360 Broadway NEW YORK CITY



- All Blaw-Knox H-40's! *At left,* Station W A G A - T V, Atlanta, Georgia
- *Above center,* Station WJBK-TV Detroit, Michigan
- *At right,* WSPD-TV, Toledo, Ohio

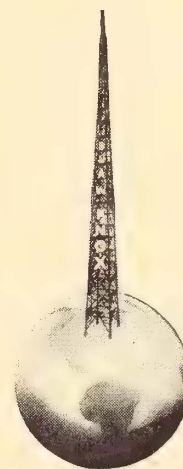
"WE'RE PROUD OF OUR BLAW-KNOX TOWERS"*

And Blaw-Knox is proud of the fact that this compliment from The Fort Industry Company* was prompted by the performance of all 13 Blaw-Knox Antenna Towers now in the service of this successful broadcasting organization.

Whether you contemplate light-weight towers for mobile communications or a sky-raking TV support, you can depend on Blaw-Knox engineered structures to get the most out of your transmitting equipment.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2038 Farmers Bank Building, Pittsburgh 22, Pa.



BLAW-KNOX
ANTENNA
TOWERS

Research Showdown

(Continued from page 19)

after the report has been made public.

Enlivening the research front last week were comments by two prominent timebuyers, Linnea J. Nelson, retiring next month as chief timebuyer of J. Walter Thompson Co., and George Castleman, vice president and radio director of Birmingham, Castleman & Pierce.

Appearing before the Radio-TV Seminar of the Washington Ad Club (see story, page 23), Miss Nelson, often called "Miss Timebuyer," said she doubted "if anybody could afford to buy all the services that there are in existence—and if they did buy them, they would be completely confused in any attempt to use them.

"Even though the entire radio and television industry, including advertisers, agencies, stations, networks spend many, many thousands of dollars annually on research, they still can't get together on any agreeable forms of research nor have they as yet been able to stay together and get together on the one thing most needed—a basic form of research that will measure so-called potential circulation.

ABC Comparison

"We are responsible to our clients for constantly trying to educate the broadcasting industry to the necessity for standard methods of measurement. And of course, printed media are delighted to point to their Audit Bureau of Circulations when selling against broadcasting. They are not limited to talking in percentages as we are; they can talk in total numbers."

Miss Nelson said "a station's best sales tool is proof of its audience." She chided broadcasters for failure to accept their share of responsibility in developing the necessary tools with which to measure this audience and recalled the trials of Broadcast Measurement Bureau.

Mr. Castleman told the Washington Ad Club that radio ratings "should not be considered absolute values." He listed types of knowledge a buyer should have in doing business with broadcasters and



MR. MEASUREMENT, Kenneth H. Baker, NAB research director, gets measured by four other experts at Washington Ad Club panel. Left to right: Ward Dorrell, C. E. Hooper Inc.; Sydney Roslow, The Pulse Inc.; Mr. Baker; James W. Seiler, American Research Bureau; Joe Ward, Advertising Research Bureau Inc.

* * *

said many station elements, such as strong trade relations, do not show up in ratings.

Jeffrey A. Abel, radio-TV director and timebuyer of Henry J. Kaufman & Assoc., said he could not "understand how surveys can be so far apart."

These agency comments, reflecting confusion among buyers of time on the quality and usefulness of radio research, were made in the early part of an all-day session.

Winding up the seminar late that evening was a research meeting that drew five of the top figures in the field. Dr. Baker moderated the panel discussion. With him were Ward Dorrell, vice president of C. E. Hooper Inc.; James W. Seiler, director of American Research Bureau; Dr. Sydney Roslow, manager, The Pulse Inc.; Joseph B. Ward, managing director, Advertising Research Bureau Inc.

Seldom seen together on a single platform, the five quickly took up the challenge that research findings are completely inconsistent. Dr. Baker set the pace in showing how two or more scientific tests, impartially and professionally conducted, can bring different results

in measuring identical situations.

Panel members brought out that each type of research has its advantages, and endeavors to perform a specific function. Much of the confusion was said to arise from the failure to understand research findings or to use the results properly.

Mr. Ward explained at the start that ARBI endeavors to show at the point of sale who buy the retailer's goods. The technique requires balancing of funds spent in media, on a dollar basis; comparison of identical items; simultaneous advertising for three days; objective gathering of information.

Methods Reviewed

Mr. Seiler, pointing to the present confusion in research, described basic methods of scientific sampling. Measurements are made, he said, by connecting wires or a meter to the set; telephone or personal coincidental checks; listener or viewer diaries. American Research Bureau, he added, has found the diary method extremely accurate.

Criticizing the research of printed media, Mr. Roslow said radio's 97-98% home saturation is not properly exploited and claimed this saturation "supplies the answer to ABC."

"Radio produces more research than any other medium," he added. As to method, he said the industry has not decided what it wants. "Maybe there should be more than one method," he suggested. In any case he felt there is much to be learned about the audience to permit a more intelligent job of time selling.

"The prophets of doom for radio were wrong," he declared. "Radio listening in television homes is increasing month after month as the novelty of TV wears off." Among other factors, he said, is improved radio programming.

Dr. Roslow said radio set pur-

chases in TV homes had increased from 17% two years ago to 23% in the last six months. In non-TV homes the purchases of radio sets have increased from 19% of sets in homes two years ago to 23% in the last six months. In TV homes 30% of new sets go into bedrooms, 22% into living rooms; in non-TV homes 20% go into bedrooms and 37% into living rooms.

When the old Cooperative Analysis of Broadcasting was also in the radio field, Mr. Dorrell said there was little confusion. Unfortunately CAB's method was wrong he said. In his opinion aided records and diaries do not produce comparable data, claiming they inflate figures. He cited an example of varying figures for the CBS *Town of the Town* in Washington last January.

Mr. Seiler ascribed the variations to the fact the measurements were made on different Sunday to rotation of talent on the opposite NBC *Comedy Hour* and other factors.

The seminar audience supplied other instances where measurements differed widely. Dr. Baker explained this is one of the problems to be answered when the special KJBS committee releases its findings.

Revealed for the first time in Mr. Ward were cumulative findings for 50 ARBI tests conducted in many parts of the country. The results show that radio is by far the best advertising medium for retail stores on the basis of results produced per dollar spent (see ARBI story page 19).

The cumulative findings, which radio and newspapers were pitted directly against each other to find out which gets the best results, follow:

Radio drew 25.6% of store traffic compared to 21.7% for newspapers.

Radio traffic bought merchandise 58.1% of the cases compared to 55.8% for newspapers.

Most important of all, radio customers made 45.7% of total dollar purchases in the tests compared to only 18.7% for newspapers.

Joining agency timebuyers in criticizing radio-TV research was John D. Hymes, retiring manager of WLAN Lancaster, Pa., and former agency timebuyer. He commented some surveys "aren't worth the paper they are printed on as far as accuracy is concerned." He then criticized timebuyers for blindly accepting many surveys without attempting to check their accuracy.

"All radio and television must have accurate, authorized, checked and industry-approved methods of research," Mr. Hymes argued.

"Such research must be done on a standard basis by an industry authorized research organization to which all radio and television stations must subscribe. We cannot afford to have another BMB supported by 25% of the industry. This organization must be supported by 100% of the stations, with its methods and results checked by the entire industry."

Mr. Hymes said he had been told by a number of timebuyers that radio research needs improving.

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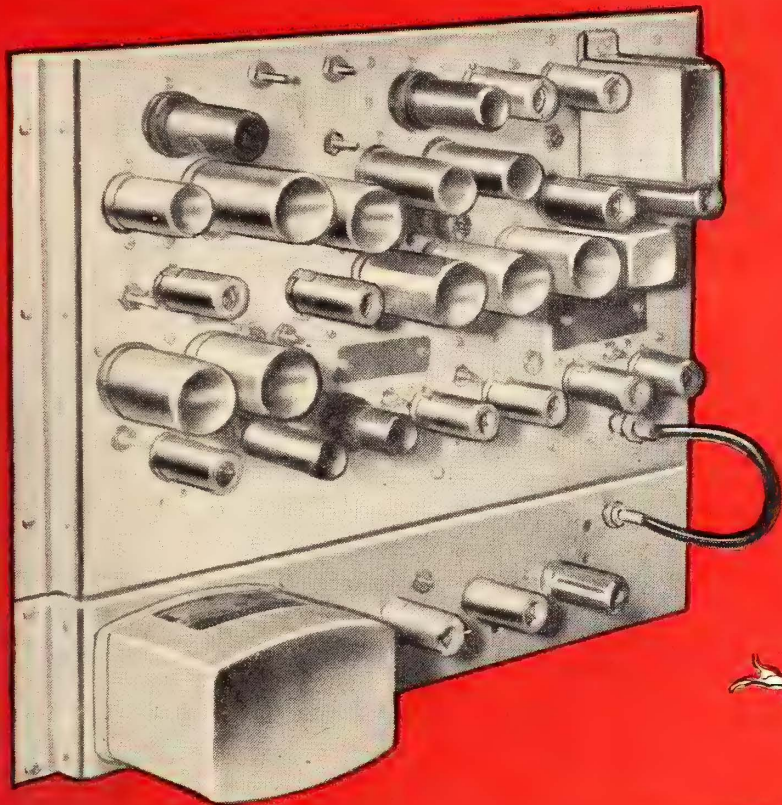
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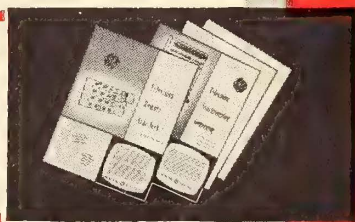
CAN you believe what you see on your transmitter monitor? This demodulator gives you a *true* analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception... the only demodulator of its kind on the market!

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You can put your confidence in—

GENERAL  **ELECTRIC**



Radio-TV Control

(Continued from page 26)

tack was NAB President Justin Miller, who charged that the contemplated bill, if enacted in its present form, would:

- Throw the radio-TV industry into a "hodgepodging" of broadcasting and non-broadcasting radiations which could "produce disastrous complications" and "dangerous conflicts of government power."

- "Cause public panic and hysteria beyond all possibility of measurement" if all transmission were to cease.

- Represent complete delegation of power over "one of the greatest media" by Congress to the President.

- "Probably be unconstitutional," violating the First Amendment on freedom of speech.

- Lodge arbitrary and un-American powers in the Executive Branch.

- Create endless confusion and conflict among agencies, which could be multiplied by the Chief Executive.

- Leave broadcasters without compensation for "control" of their equipment.

- Serve as a basis for stripping people "of their freedoms and to destroy their rights"

A two-man committee, comprising Chairman Johnson and Sen.

Warren Magnuson (D-Wash.), heard testimony from Judge Miller, Ralph W. Hardy, government relations director, and Neal McNaughten, engineering director, all NAB; Dr. W. R. G. Baker, General Electric Co., and David Smith, Philco Corp., representing RTMA; Comr. George E. Sterling and Engineering Director Curtis Plummer, FCC; Maj. Gen. Francis L. Ankenbrandt, communications director, USAF, speaking for the Defense Dept.

Views stressed particularly during the hearings concerned FCC's monitoring functions, assuming greater importance in the security picture; technical data relating to "homing" on broadcasting and other radiations; possibility of "radio silence"; concern of the Federal Civil Defense Administration over "broad terms" of the bill as it touches on "communications—the nerve system of civil defense"; the role of broadcasters in disseminating information; possibility of saboteurs operating illegal transmitters to "home" the enemy.

NAB and other factions noted the importance of monitoring, which also was pointed up in Sen. Johnson's comments on the McFarland bill (see separate story) and earlier in the week (Monday) in meetings involving FCC Acting Chairman Paul Walker and members of the House Interstate & Foreign Commerce Committee. That phase was stressed in comments on a bill (HR 1730), already passed by the House, seeking expenditures for land for monitoring purposes.

Civil Defense Administrator Millard F. Caldwell Jr., in a letter inserted in the record, expressed concern lest civil defense functions "might be hindered by the administration of the law if the bill passed." He noted, however, that he had been assured by Gen. Ankenbrandt that CD functions would not be impaired [BROADCASTING • TELECASTING, Jan. 15] and urged passage of the legislation.

Still in the air at week's end, in addition to the committee amendment, was the question of criminal sanctions contained in the bill. Sen. Johnson said that personally he felt they are "pretty stringent." Penalties for violation are \$50,000 for corporations, \$10,000 for individuals and five years' imprisonment.

As leadoff witness, Gen. Ankenbrandt stated the authority under the Communications Act (Sec. 606 (c)) is "not broad enough" and "inadequate" because many new types of devices are not covered and there will be future developments in the field. He said "it is not contemplated that a complete shutdown of the 10 kc-100,000 mc band," stipulated in the bill, "will ever be necessary or ever desirable throughout the U. S."

Mr. Plummer said it isn't a matter of closing down stations in this problem but of "manipulating" them. He said, with respect to TV set radiations, that "we have been

working with RTMA and others." He stressed the bulk of preparatory work on this issue.

Sen. Johnson interposed later that it may not be a good thing to scatter FCC authority, but to add to it, in the case of monitoring, which he described as "extremely important matter"

The NAB President stated it is obvious that in wartime or other national emergencies the government's power must be extended beyond its peacetime activities on behalf of national security. The Communications Act (Sec. 606 (c)) "seemed to be adequate during World War II," but wartime powers over broadcasting could be expanded "if found necessary" by "very slight changes" in the Act, he asserted.

Upon cross-questioning, Judge Miller suggested a cleaner definition of "radio" in Sec. 301 of the Communications Act, observing that radio communication is spelled out, and felt the bill is a "decided departure" from Sec. 606 of the Communications Act. Latter section, he said, is also inadequate on provisions covering compensation to broadcasters.

Comr. Sterling told the committee that the Communications Act is "clearly broad enough to authorize the President to initiate such action as he may deem necessary" to prevent use of broadcasting stations in any manner which would aid the enemy, and that the Johnson bill would not "in any way," during a proclaimed national emergency, enlarge the President's power.

Omission Noted

However, he explained, there is doubt whether Sec. 606 (c) covers "all of the various types of electronic devices—particularly equipment not primarily intended for radio communication purposes"—which may emit radiations and serve to guide enemy aircraft or missiles. Additionally, he noted, the Communications Act does not contain express provision covering criminal sanctions for violations of Presidential authority.

Comr. Sterling noted that Sec. 301 of the Act speaks in terms of the Commission's licensing powers, which expressly afford all licensees the right to be heard before they can be required to cease or modify their normal operation. Licensees also can appeal to the courts from FCC determination after a hearing, he observed.

The Presidential and Commission powers of Sections 606 and 301, respectively, "are not adequate to cope with the problems which prompted the Defense Dept. to sponsor this legislation," Comr. Sterling stated. In that light, he declared, it would be advisable to spell out the President's control authority either in an amendment or separate bill.

Comr. Sterling's views also were supported throughout by FCC Acting Chairman Paul A. Walker, whose letter to Sen. Johnson Feb. 19 was inserted in the record Wednesday.

Dr. Baker submitted that effective program of jamming, propagating false signals and radiations "would prove more confusing to an enemy than would attempting to restrict or halt radiations at the time of a suspected enemy attack." Among conclusions, based on exhaustive data submitted by RTMA, were these:

- High-power broadcast station can be picked up and "homed" on distances up to several thousand miles, but large errors are inherent.

- Direction-finding on station may be convenient, but is not the best means available to the enemy.

- The VHF ranges used for TV broadcasting are free of static but are usable only over comparative short distances. Range of frequencies is limited to line-of-sight transmission.

- Radio receivers are "incident radiators" and are worthless as homing devices because they cannot be located geographically; the apparent signal source is diffuse; operation erratic, and radiated power is low.

- Better homing means are available in use of such systems as the Loran and direction-finding, but these can be rendered useless.

Dr. Baker stressed that broadcast and television transmitters are useful as homing devices only if they can be properly located geographically by the enemy and if the signals are essentially continuous.

Dr. Baker said short-range missiles could be guided to a specific radiation source but the idea "is not in good repute" because of the uncertainty of radiation.

Dr. Baker submitted to the committee two exhibits—one dealing with use of radio stations as beacons, the other listing radio services and their frequencies.

Mr. Smith also felt the proposed bill is too broad and suggested limiting the devices under the legislation to those with over a half mile radiation. He said he is opposed, however, to giving FCC any more authority over interference problems in normal peacetime operation, lest the Commission would "control everything you do."

The case for communications as "the nerve system of civil defense" and for adequate monitoring and policing functions by the Commission drew the support of Mr. Hardy.

Quoting the United States Civil Defense Handbook, Mr. Hardy cited radio's role in disseminating timely informational and educational material quickly to a maximum audience—material on shelters, transportation and other phases.

Mr. McNaughten, who also stressed civil defense and monitoring, stated that while FCC enforcement of broadcast regulations has been exercised, "insufficient staffing has apparently prohibited the Commission from conducting similar investigations of all transmitter installations." He questioned whether funds provided in the Johnson bill are intended to augment services of FCC or establish "an entirely new investigative or enforcement group."

WLW—TELEVISION LEADS in LEADING daytime TV cities

Cincinnati, Dayton and Columbus — served by WLW-Television — lead the nation for daytime sets-in-use with average of 13.9%, 12.2% and 11.1%, respectively.*

Avg. Share of Audience*

	WLW-TV STATION	LEADING COMPETITOR
CINCINNATI	47.5%	37.4%
DAYTON	63.1%	26.2%
COLUMBUS	57.7%	24.3%

WLW-TELEVISION delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

*Videodex, December, 1950 — 6 am — 6 pm



film report



MACK TRAILER Co., Chicago, launching extensive advertising campaign for TV film department which specializes in made-to-order commercials. Chicago office of Bell & Jacobs handles the account.

SHERMAN, film publicity consultant, has been named motion picture representative in the U. S. to the Norwegian government. He will supervise and negotiate sales and rentals of Norwegian films for and theatre showings. A catalog of 10 titles is now available in his office at 1612 Wisconsin Ave., N.W., Washington, D. C.

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., begins producing a series of 52 TV film melodramas April 1, directed by Irving Pichel. . . . **SNADER** releases are now being seen on KMB-TV San Diego, holder of exclusive and unlimited rights in the city to total of more than 400 one-minute short features included in year's package. . . . **Monroe** Adelson has been named sales vice coordinator for **SNADER TELESCRIPTION SALES**, Chicago. His duties will include servicing stations and agencies. Also joining firm's Chicago office is **E. Benny Graff**, sales manager in charge of sales through agencies.

COMMODORE PRODUCTIONS, Hollywood, has 26 half-hour TV series starring Clyde Beatty, animal trainer, in planning stage. The firm also produces three weekly MBS Clyde Beatty radio shows for Kellogg Co., holder of option on the projected TV series.

UNITED PRODUCTIONS of America, producers of animated TV and motion picture films, names Edward F. Cullen manager of Eastern Division, replacing Edward L. Marshman, resigned.

MURRY FAIRBANKS PRODUCTIONS, Hollywood, has begun filming first of 13 half-hour TV mystery programs, *Front Page Detective*, starring Edmund Lowe and directed by Arnold Wester. Guild Line, San Francisco, will sponsor six stations. Agency is Guild, Mascom & Bonfigli, San Francisco. **FAIRBANKS** announces hiring of Leo S. Rosencrans, formerly with Wilding Pictures, Detroit, as executive writer.

STERLING TELEVISION Co., New York, has acquired exclusive distribution rights for more than 100 films from **YOUNG AMERICA FILMS**, New York.

UNIVERSAL-INTERNATIONAL has prepared 10 special TV trailers,

with open ends for local theatre announcements, to promote *Bedtime for Bonzo*, a full length feature to be distributed to theatres soon. One five-minute program, six one-minute spots, and three 20-second spots will be available for local-theatre sponsorship on television.

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, and **SAMPSON DIAMOND ENTERPRISES** will produce 260 quarter-hour TV films, *Jump Jump of Holiday House*, based on puppet character. **Fillmore S. Phipps** is supervising producer for Consolidated.

PROCTER & GAMBLE PRODUCTIONS Inc., Los Angeles, will take over complete financing of next season's *Fireside Theatre* TV film programs which it formerly handled on releasing basis. Production of first group of half-hour films will begin April 1 at **HAL ROACH STUDIOS**, Culver City. Each film is budgeted at \$16,500, and a total of 39 to 52 is planned. Arrangements are being concluded with **BING CROSBY ENTERPRISES**, producer of last 34 *Fireside Theatre* films, whereby that firm will get re-release rights on percentage basis. Agency is **Compton Adv.**, Los Angeles. . . . **P & G** also studying possibility of producing more films in Hollywood. *Beulah* TV series and several film commercials now being produced in New York.

NEIL McGUIRE ENTERPRISES, Hollywood, producer of motion picture film shorts, plans to go into TV film production. Present projects include filming of 10-minute programs based on original stories entitled *Adventures of Davy Jones on Mermaid Hill*. Studios are at 165 S. La Brea. Telephone York 4450.

GREEN FILM Corp., Los Angeles, to begin filming first of 20 in projected series of 260 quarter-hour dramatic TV programs, *The Loving Family*. **Walter Thompson** is director.

TV ADS Inc., Los Angeles, announces completion of TV spots for **Maier Brewing Co.**, same city (Brew 102), **Innes Shoes**, *Design for Living* magazine, and Los Angeles *Evening Herald & Express*. . . . **Mel Curtis** joins firm's writing staff.

DYNAMIC FILMS Inc., New York, has doubled its available space through completion of wiring and sound conditioning of added film studio at 112 W. 89th St., its present location.

ALEXANDER FILM CO.

(producers of short-length films since 1919)

5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION
COMMERCIALS
WIRE OR WRITE
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WITH EXPERIENCED MANPOWER
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LAST ISSUE OF

EACH MONTH

GUARANTEED PAID CIRCULATION

EXCEEDS 15,000

ASCAP Rates

(Continued from page 28)

down of the present practice, some broadcasters who are active in radio as well as television feel that any abrogation of their rights in TV will inevitably result in a similar deterioration of their radio rights. Some of the replies to Mr. McCollough's letter have also questioned his belief that interest in per program licenses is limited to a comparatively few TV station operators.

Victor A. Sholis, WHAS-TV Louisville, for example, wrote Mr. McCollough that on that point "you and I part company completely. Perhaps I am one of a small minority of television station operators concerned about per program terms. Actually, I don't see how you can maintain a reasonable blanket contract, about which you are obviously concerned, without an equitable deal on a per program basis.

"The stumbling block which ASCAP has raised in reference to a TV program license are the very same ones over which we have been battling ASCAP in AM. If we yielded to ASCAP's demands on television we would wipe out the ground beneath our AM position. I, for one, am not willing to do that."

Mr. Sholis added that while his TV and AM interests are interwoven, he "would no more agree to some of ASCAP's current demands if I were a TV operator alone than I will in my present position."

Commenting on possible litigation if negotiations fail to produce an acceptable form of per program license from ASCAP, Mr. Sholis said: "I think we have an equitable case of considerable merit and I have confidence that a court would give us a fair shake. I would prefer to reach an agreement without court action, but not at the expense of selling our principles down the river." As to costs of such action, he said that perhaps the best way to find out whether the TV station operators generally will support it "would be to ask for specific and definite commitments."

This suggestion, that the owners

and operators of the 107 TV stations be polled for their views, has been proposed by a number of other telecasters, including Mr. McCollough himself. The NAB-TV board at its Monday meeting decided, however, to withhold such action until after this week's meeting of the Per Program Committee with the ASCAP group. NAB-TV Board Chairman Thomas is also a member of the Per Program Committee, so close liaison between the committee and the board is assured.

AD COUNCIL

Plans Circulation Survey

NATIONAL circulation of radio and television public service advertising campaigns will be measured via the A. C. Nielsen Co. service under a plan announced last week by the Advertising Council.

The council said Wednesday the Nielsen company had offered its national radio and TV research services to the council for use for this purpose without cost.

Based on Nielsen-ratings, figures on radio circulation contributed to public service projects during 1950 by radio advertisers, agencies and networks will be issued shortly by the council. The figures will be expressed in terms of radio home impressions, which represent one message heard once in one radio home.

"Mr. Nielsen's cooperation will enable us to measure the great amounts of free time and talent donated each week to important campaigns by American business," Advertising Council President T. S. Repplier asserted. "We will now have specific information on coverage given to such projects as U. S. Defense Bonds, Red Cross, highway safety, better schools, group prejudice, fight inflation, armed forces and other vital defense campaigns."

He called the Nielsen company's cooperation "a generous and major contribution to the work of the Advertising Council and a tremendously valuable service to the advertising industry."

ZIV CHANGES

Gutman, Others, Announced

SEVERAL changes in the personnel of the Frederic W. Ziv organization were announced last week. Leo A. Gutman, formerly



Mr. Gutman

advertising director for Ziv Television Programs Inc., has been appointed advertising director of all affiliated Frederic W. Ziv companies—Ziv Radio Productions, Ziv Television Programs Inc., World Broadcast-

ing System, Cisco Kid Pictures and Cisco Kid Products.

Prior to joining the Ziv organization 15 years ago, Mr. Gutman operated his own agency in Cincinnati.

Ziv Television Programs Inc., New York, announced seven promotions and appointments. They are as follows:

Walter Kingsley, account executive, to sales manager of New York City area; Robert E. Carroll, transferred from Atlanta, Ga., to Cleveland-Detroit as account executive; Charles R. Fish Jr., formerly account executive with WCAU-TV Philadelphia, to New England and upstate New York area as account executive; B. Grenshaw Bonner, former sales manager WCON-TV Atlanta, to southeastern area as account executive, headquartering in Atlanta; Jack Holmes, former

PBS CREDITORS

Urged to Cooperate

WITH efforts being made to raise "new working capital," creditors of Progressive Broadcasting System are being urged not to throw the corporation into bankruptcy, but instead cooperate so it may continue and "engage in a profitable enterprise."

Larry Finley, PBS president, in a letter to creditors dated Feb. 16, revealed liabilities of the network, which suspended operations Jan. 31, are approximately \$382,500. This does not include salaries of AFRA employees estimated between \$15-20,000 nor taxes.

In a plea for support, he pointed out that "since the corporation has practically no tangible assets, then obviously if either voluntary or involuntary bankruptcy proceedings are taken by or against PBS, or if the corporation makes any assignment for benefit of creditors, little, if anything, will be realized by even preferred creditors, let alone general creditors."

Mr. Finley went on to say that "if the corporation remains in existence and can engage in another business, its tremendous operating loss can be offset against any income it will earn, tax-wise, so that all profits which might accrue would be tax free and available for payment to creditors."

sales manager WBAP-TV Fort Worth, to Texas and Oklahoma area as account executive; Ted Rosenberg, former account executive for National Transit Ads, to Philadelphia and Baltimore-Washington-Richmond area as account executive; Arthur Breider, transferred from Cleveland office to Cincinnati as account executive for southern Ohio, Indiana and Kentucky.

upcoming



Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

March 1: BAB Board Meeting, BAHqtrs., New York.

March 2-3: Fourth Annual Western Radio-TV Conference, Hollywood, Calif.

March 3: Sixth Annual Radio-TV Conference, Michigan State College, East Lansing.

March 7-15: Excise Tax Hearings, House Ways & Means Committee, Room 1102 New House Office Bldg., Washington, D. C.

NBC PICKS SITE

For Radio-TV Meeting

FIFTH ANNUAL convention of NBC and its radio and television affiliates will be held at the Boca Raton (Fla.) Club and Hotel Nov. 28-Dec. 1, NBC formally announced last week [BROADCASTING • TELECASTING, Feb. 19].

The Boca Raton site was chosen at the NBC Stations Planning and Advisory Committee meeting Feb. 14-15 after New Orleans, which had been tentatively selected, was found to have inadequate convention accommodations.

The choice of Boca Raton, announced by Carleton D. Smith, NBC vice president in charge of station relations, was deemed particularly suitable in view of special events to be held as part of the NBC 25th anniversary celebration, which will open June 1.

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HENRY GREENFIELD, Mg. Director N.Y. 19

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW

The Voice of Kansas in TOPEKA

ALL OF FACTS

IBF-AM-FM-TV Rock Island, sending advertisers and trade brightly colored brochure headed here in the World . . . would find another place like this." Over has large picture of globe against red background with lettering in black and white. Inside are facts about population, retail sales, buying power and effective buying income per family. Inter-spread is huge map photo headed "The Quad Cities . . . one of the nation's best market places." Back are maps of areas covered station.

EXTRA HELP NEEDED

WVOS Liberty, N. Y., *The Record* op, Mon. through Sat., 10:05-11:45 p.m., received so many calls that local telephone company was forced to add extra help on switchboard. Telephone company was loaded with 250 extra calls during 15-minute show was on air. Company requested that WVOS attempt to cut down calls. Station asked that listeners place only one call to show, but calls didn't decrease, WVOS reports.

RIGHT MAILING PIECE

WFBR Baltimore sending trade and advertisers brightly colored mailing piece headed "How to time a pump on the right Baltimore station." Inside is letter from Shell Oil Co., pointing out success of advertising on WFBR. Piece also names different shows that have high rating in area.

WIDES TV COVERAGE

WDSU-TV New Orleans received letter from Sen. Estes Kefauver (D-Tenn.), chairman, Senate Crime Investigating Committee, citing station for coverage of hearing held in New Orleans [BROADCASTING • TELECASTING, Feb. 5]. Sen. Kefauver said in his letter "... Our committee policy deems it of value to educate and acquaint the public as well as the Senate with the situations brought to light by the hearings in order to prepare for remedial legislation, and television seems to have proved itself a splendid medium for this purpose . . ."

programs promotion premiums



MAYOR SPEAKS ON TV

WHEN (TV) Syracuse, *Inside City Hall*, Sun., 12:45 p.m., featuring Mayor Thomas J. Corcoran and department heads discussing city problems. Mayor also will devote part of program to answering critical letters that have been received by administration. Mayor's executive secretary will act as moderator of series.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



JUST a chip off the old block is 10-year-old Allan Carpenter, who pitches in every Saturday morning to give his dad, Disc Jockey Bill Carpenter, a hand in spinning records over WGY Schenectady. The youngster, who takes a "very" active part in the production and announcing of the 7-9 a.m. show, plans to make radio and TV his career. WGY reports that his appearance on the show, the only father and son disc jockey show in those parts, has drawn a slightly more than terrific response from listeners.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

KTUL TO RESCUE

KTUL Tulsa came to the rescue of stranded motorists during bad sleet and snow storm Feb. 14-15. Station rigged up horse drawn sleigh to haul office workers down town and brought school children to and from home.

COLOR BROCHURE

RADIO SALES, CBS New York, distributing four-page brochure in color for promotion of *Range Rider*, new series of 26 half-hour TV films, featuring Jack Mahoney and Dick Jones, and produced by Gene Autry's Flying-A Pictures.

SPORTS INTERVIEWS

KSTP-TV Minneapolis, *Whats Cookin'*, Tues.-Fri., 1-1:30 p.m., featuring interviews with sports personalities discussing their favorite foods, healthful eating habits and importance of proper diet and well balanced diets. Bernice Hulin, emcee, started series with interview of George Mikan, Minneapolis Laker's basketball star.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ADVERTISING PUSH

WEAM Arlington sending advertisers and trade postcard dealing with newsprint shortage. Card, headed "A Word to the Wise, from Howard Stanley," quotes Maurice Mitchell, vice president and general manager Associated Program Service, as saying, "Newsprint shortage is now out of the rumor stage. . . Newspaper lineage must come down. Local and national advertisers who get set with best times and programs in radio now, will be grateful later." Bottom of card gives station's call in large letters.

HELPS RECRUITING DRIVE

WLAW Lawrence, Mass., *National Guard Show*, Mon., 9:15 p.m., public service program to help recruiting drive of activated National Guard unit. Station placed posters in armories throughout state calling attention to show. Show stars Bill Stern and Mindy Carson.

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced Managers, Commercial Managers, Program Directors, Chief Engineers and Disc Jockies. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER

TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

PUSHES RADIO

WSTC-AM-FM Stamford, Conn., campaigning via spot announcements and newspapers, on basic value of radio as "information and entertainment medium." Stressing radio's music and news advantages, copy of one ad concludes: "No, there are no pictures on WSTC. But there's lots of wonderful listening—all day, every day."

LADIES DAY AT WJBK-TV

WJBK-TV Detroit, through The Katz Agency, New York, has issued "Every Day Is Ladies' Day With WJBK-TV," a four-page promotion folder in two colors giving data on program format, talent, time and cost.

HOME NEWSCASTS

WNDR Syracuse has installed teletypes in home of Glenn Williams, WNDR newscaster, so his coverage of news for remote broadcast can be more immediate. Program sponsored by Syracuse branch of Mutual of Omaha, is broadcast Mon. through Fri. 6:30-6:45 p.m.

A FAST JOB

WHOP Hopkinsville, Ky., received letter of thanks from city's postmaster for its quick cooperation in airing news that national embargo on mail resulting from the railroad strike had been lifted, five minutes after the post office had phoned the news into the station. "Within 15 minutes," said the postmaster, "we had a rush at the post office."

**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



**Superior
PROGRAMMING**

**Skillful
KNOW HOW**

**Aggressive
MERCHANDISING**

KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative John Blair & Co.



Happiness reigns in Hawaii as Aloha Network signs Theo. H. Davies Co. Ltd. Principals are (l to r) Hugh LaRue, sales manager for Aloha; Harold Weidig, merchandise manager, and Robert Carney, sales promotion manager for Theo. H. Davies.

RADIO LIBEL LAW

Need for Adequate Legislation Described

THE NAB model statute on radio libel received high praise from Frank B. Gary, attorney, who spoke before the South Carolina Assn. of Broadcasters meeting in

Columbia, S. C.

Mr. Gary, a graduate of the U. S. Naval Academy at Annapolis and now a practicing attorney in Columbia, asserted: "As long as the rules of libel are applied to radio defamation, the industry is necessarily at a grave disadvantage."

The attorney pointed up the injustice of the broadcaster's predicament resulting from the ban on censoring political broadcasts and, at the same time, being vulnerable to libel suits because of what the politician might say.

"Several states have sought to remedy this situation through legislation," said Mr. Gary. This point was developed in an article written by Carl L. Shipley, Washington broadcast attorney [BROADCASTING • TELECASTING, Feb. 19].

Mr. Gary characterized the ideal rule as one "which would not impose too heavy a burden on the (radio) industry, and yet at the same time would secure a high measure of protection to the public or those who may be injured."

At this point, Mr. Gary praised the NAB model statute by which, he said, the association hopes to make the law uniform in all states.

"This statute would apply the principles applicable to torts generally to the tort of radio defamations. It would abandon the distinction between libel and slander and limit the plaintiff's recovery in any case to such actual damages as he alleges and proves, thereby eliminating the element of punitive damages altogether.

"It would require the plaintiff in any action to allege and prove that the broadcast licensee failed to exercise due care to prevent defamation.

ALOHA NETWORK Signs \$35,000 Pa With Davies Fir

HAWAIIAN radio advertising was given a tremendous vote of confidence early this month with the signing of a \$35,000 contract between Aloha Network and Theo. H. Davies & Co. Ltd. on behalf of its principals, including makers of Rinso, Lux, Spry, Pepsodent, Sherwin-Williams paints, Instant Postum, Post's Sugar Crisp, Jell-O, Lysol, Hind's Honey and Almond creams.

The agreement was said to be the largest single radio contract ever signed in Hawaii. (Aloha Network consists of KTOH Lihue, KHON Honolulu, KMVI Wailuku, KIPA Hilo). Sales Manager Hugh Larue represented Aloha in the sale. Harold Weidig, merchandise manager, acted for Theo. H. Davies.

Most of the spots called for in the contract will be carried on the morning disc-jockey program of Hal Lewis, better known to his island audience as J. Akuhead Pupule (J. Fish-head Crazy in translation).

Mr. Lewis has been particularly successful with the native elements in Hawaii, frequently broadcasting and burlesquing the Japanese, Filipino, Chinese, Portuguese and other dialects.

He has not always been as successful with sponsors as the Aloha contract would indicate, although his ability to get response is beyond question. He irritated the Bank of Hawaii when he added an offer of "free money today" to one of their institutional ads and forced them to turn down hundreds of disappointed Hawaiians.

On another occasion, Mr. Lewis attempted to brighten up a dull

"Finally, it would relieve the broadcaster from all liability for defamation in connection with broadcasts for or by candidates for public office."

In conclusion, the lawyer, who is a member of the firm of Cooper & Gary, Columbia, said: "While awaiting the enactment of workable laws on the subject, there is really little that the radio broadcaster can do except exercise the closest supervision of his own broadcasts and contribute every effort to a program which will promote adoption of the legislation needed for adequate protection."

coffee shop commercial by again making an offer—this time "free coffee." Several gallons of irate coffee shop owner's juice went down the throats of gullible listeners, causing the not-so-gullible owner to send the station a bill for the liquid generosity. The station reacted in kind by sending a bill on to Mr. Lewis.

CD INFORMATION

Plan Advanced At N.J. Me

PLANS for a weekly public information program on 23 New Jersey radio and TV stations, a for creation of a two-way shortwave supplementary hookup, were advanced last week in a meeting of New Jersey broadcasting with state Office of Civil Defense authorities at Trenton.

James L. Howe of WCTC New Brunswick, chairman of the radio TV division of the state Civil Defense Communications Committee, submitted the information program proposal, under which all New Jersey stations would be linked for 15-minute weekly broadcast.

Fred Bernstein, WTTM Trenton; Bernard Kellom, WVNJ Newark, and Paul Alger, WSNB Bridgeton, all representing the New Jersey Broadcasters Association, were to develop the plan.

The plan to set up two-way shortwave stations to augment the regular state-wide network was described by Lloyd H. Manamon, the amateur radio division of the Civil Defense Committee.

J. R. Popple of WOR New York Communications Committee chairman, urged the group to work for "unity." Other speakers: Carl Mark of WTTM, president of the New Jersey Broadcasters Association; Paul Kraus, New Jersey Bell Telephone Co., and Capt. W. P. Kell, state police communications officer.

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading buyers of advertising not only because they are interested in the stations and markets they might use, but also because they have a professional interest in your copy, layout, etc.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from \$200 to \$500 per week,

Write, call, or wire

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager



National Features
Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

allied arts



LSTON-NICHOLS Co., Chicago, introducing TV specialized writing teams on contract basis. Company does not go into production, directing or any phase other than writing. Firm is at 82 Washington St., Chicago 2.

MES RICHARD OBERLY of Pope Hallard, Chicago law firm, appointed general counsel for Admiral Corp., Chicago.

Equipment . . .

TLEFUSE Inc., Chicago, announces production of package of 10 TV snap-fuse holders, in hard long-wearing plastic box, for TV servicemen.

ERRY VAN RENSSLAER, sales manager electronic parts Division, Gen B. DuMont Labs., recalled to live duty as Air Force major.

ACKPOLE CARBON Co., St. Marys, (electronic components div.) has issued new 42-page RC-8 catalog listing all new items of company and helpful engineering data. Copies sent on request.

NDIX TELEVISION and RADIO of Bendix Aviation Corp., Baltimore appoints J. V. Clement Co., Santa, as district merchandiser for Georgia and Florida. Company also appointed Lincoln Electronic Supply Co., Boston, as radio-TV representative for territory of Eastern Massachusetts.

TATIC Corp., Conneaut, Ohio, announces production of new miniature, lightweight AC crystal cartridge. The series is available with ceramic elements as well as crystal in all cases.

IE HENDERSON-SPALDING Co., England, has appointed British Overseas Mart Inc. sole American agent for licensing of its patented Technograph Process Circuit Production.

GENERAL ELECTRIC's unit equipment division announces new inductrol

power packs designed for low voltage and regulated a-c lighting and power service for electronic apparatus.

Technical . . .

MAURICE P. JOHNSON, engineer WAAM (TV) Baltimore, appointed chief of microwave crew for station.

DALE HOWARD, graduate Northwest Broadcasting School, Portland, Ore., to KXLQ Bozeman, Mont., as announcer-engineer. **STAN COOPER**, Northwest graduate, to KRUL Corvallis, Ore., as announcer-engineer.

JOHNNY PIPPIN, engineer WSB Atlanta, named top student at Georgia Tech on recently published Dean's list.

John E. Berlin

JOHN E. BERLIN, 60, staff member of WTIC Hartford for 25 years, died Feb. 14. Born in Franklin, Pa., Mr. Berlin joined the Travelers Insurance Co. in 1919. He was transferred to the radio department shortly after WTIC began operations. Mr. Berlin was in charge of the station's information desk and studio facilities on week-day nights and on Sunday. Survivors include his widow and a daughter, Mrs. Herbert Irving, Hartford.

'Flying Reporters'

ALBERT CREWS, director, radio and TV, Protestant Radio Commission, and Dr. Franklin Clark Fry, president, United Lutheran Church in America, two "flying reporters," representing major Protestant and Orthodox communions, delivered first hand accounts of the plight of war refugees and displaced persons to President Truman in Washington Feb. 16.

'Voice' Study

(Continued from page 24)

in the field of international propaganda," Sen. Benton singled out "potential talent" in large cities alone where hundreds of outstanding men and women in broadcasting, public relations and advertising fields "can contribute to this enterprise, and who now only await the leadership."

Creation of an "independent agency," Sen. Benton felt, would "provide the recognition, the freedom and the flexibility for full development" and, with proper leadership, "could become a magnet for the best talent in the world." Under that plan, a cabinet of eight top officers and eight assistant secretaries acting under an administrator would supervise broadcasting, news and publications, motion pictures, exchange of persons and servicing of U. S. information libraries overseas.

Outlines Plan

One possible way to organize an independent agency, he said, would be the creation by Congress, under the 1945 Government Corporation Control Act, of a wholly-owned corporation which can be extended to the entire range of broadcasting activities. He suggests a non-partisan board of directors, or trustees, comprising communication and other industry specialists who would operate under a paid chairman. Such a plan would have "many great potential advantages," Sen. Benton declared, among them:

(1) Utilization of responsible executives not otherwise available to the government; (2) greater flexibility for cooperative efforts with private organizations; (3) reduction of "the taint of official propaganda," and (4) greater confidence of the American people in the whole operation.

An interesting sidelight to the Benton proposals is that Sen. Joseph McCarthy (R-Wis.) advocates Voice separation—though for different reasons. Both have traded verbal blows on the Senate floor,

with the State Dept. as the central issue.

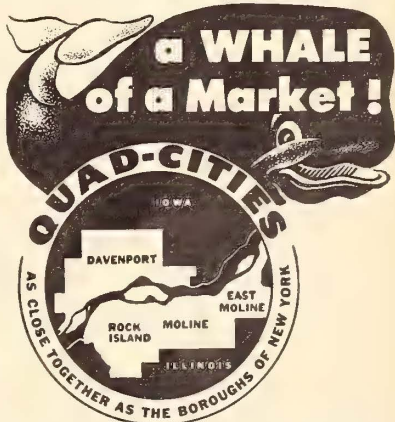
Sen. Benton attacked the Wisconsin Republican as a "ruthless propagandist" determined to undermine the prestige of the department, and questioned his appointment to the Senate Appropriations subcommittee, which hears Voice of America and other budget requests.

Sen. McCarthy, bellwether in the Communists-in-government issue, retaliated with an attack on Sen. Benton and has promised to take action designed to remove the Voice of America from the State Dept. He said the Voice has been doing "an awfully foul job, accomplishing nothing and wasting huge appropriations of money," and should be "taken out from under Secretary Acheson and his crowd at the State Dept."

Sen. McCarthy, of course, favors complete removal of the Voice—both operational and policy—from the department.

Plane Hits WKJF Beacon

AN Air National Guard plane missed probable destruction by one foot when it shattered the red beacon light on top of WKJF (FM) Pittsburgh's 420-foot transmitter tower in poor visibility weather last week. Ed Harris, station manager, said it "would have been the end of the plane" if the wing had hit the steel structure of the tower one foot lower.

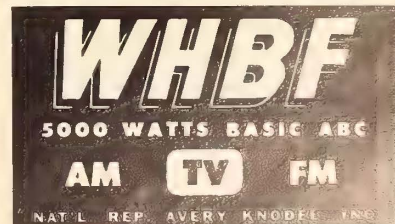


POPULATION 233,012*
TOTAL RETAIL SALES \$246,605,000
FOOD GROUP (RETAIL SALES) \$ 52,346,000
DRUG GROUP (RETAIL SALES) \$ 7,643,000

* 1950 U. S. Census Preliminary Report

All sales figures from Quad-City Metropolitan Counties are from 1948 U. S. Census of Business

Delivering more listeners at a lower cost



THE ONE FOR 1951

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

'Please Hang Up'

AN IMPORTANT long-distance phone call has been completed, thanks to WMIL Milwaukee. A man on a two-party line expecting the call heard WMIL's western show, *Ranch House Randy*, every time he lifted his receiver. Deduction: The other party on the line had left the receiver off the hook, and was tuned to WMIL. On a different phone, the man explained his plight to the station. Bob Bradley, station employee, interrupted the program and relayed the frustrated man's plea. The party phone was hung up immediately and the long distance call got through.

February 16 Applications . . .

ACCEPTED FOR FILING

License for CP

KRXX Rexburg, Ida.—License for CP new AM station (Resubmitted).

WJBC-FM Bloomington, Ill.—License for CP new FM station.

AM—550 kc

WJDX Jackson, Miss.—CP to change from 1300 kc to 550 kc AMENDED to change from 1300 kc 5 kw-D 1 kw-N to 550 kc 5 kw unl. DA.

Modification of CP

KRES St. Joseph, Mo.—Mod. CP change frequency, power etc. for extension of completion date.

WSVA-FM Harrisonburg, Va.—Mod. CP new FM station to change ERP from 36 kw to 7.16 kw etc.

WTCN-FM Minneapolis—Mod. CP new FM station to change name from Minnesota Bestg. Corp. to Mid Continent Radio-Television Inc.

Modification of License

WTCN Minneapolis—Mod. license to change name licensee from Minnesota Bestg. Corp. to Mid Continent Radio-Television Inc.

WTCN-TV Minneapolis—Same.

License Renewal

KFPW-FM Fort Smith, Ark.—License renewal FM station.

APPLICATION RETURNED

New TV Station

John D. Keating and J. Elroy McCaw d/b as Island Bestg. Co., Honolulu —RETURNED application of 12-21-50 for new TV station as incomplete.

February 19 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

FCC General Counsel—Granted extension of time to Feb. 26 to file exceptions to initial decision in proceeding re applications of Lubbock County Bestg. Co., Lubbock, Tex. et al.

Hirsch Communication Engineering Corp., Sparta, Ill.—Granted continuance of hearing to April 3, in proceeding re its application and that of Hawthorne Bestg. Co., St. Louis.

WESC Greenville, S. C.—Granted dismissal of application and dismissed as moot motion for continuance of hearing in proceeding re its application and that of WORD Spartanburg, S. C.

WLCK Campbellsville, Ky.—Granted leave to amend application to specify new trans. site and application as amended removed from hearing; dismissed as moot request for severance and grant.

Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted extension to March 19 to file exception to initial decision issued in proceeding re its application and that of Kansas City Bestg., Kansas City, Mo.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—Granted continuance of hearing in proceeding re revocation of license to Feb. 26, at Trenton, N. J., and that portion to be held in New York City, to Mar. 7.

fcc actions



FEBRUARY 16 TO FEBRUARY 22

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

By Examiner J. D. Cunningham

KMPC Los Angeles and WJR Detroit and WGAR Cleveland—Granted extension of time to Mar. 21 to file proposed findings of fact and conclusions.

By Examiner Elizabeth C. Smith

KBRO Bremerton, Wash.—Granted extension of time to Mar. 6 to file proposed findings and conclusions in proceeding re its application and that of Tribune Pub. Co., Tacoma, Wash.

By Examiner Fanny N. Litvin

The Rural Broadcasting Company of Ohio, Oak Harbor, Ohio—Granted leave to amend application to conform engineering portion of application to proof heretofore presented by petitioner in consolidated proceeding re its application; cond.

Lawton-Ft. Sill Bestg. Co., Lawton, Okla.—Granted admission *pro hac vice* of Herman Merson, Oklahoma City, Okla., for special purpose of representing applicant in taking deposition of Mrs. Lila G. Ross on Feb. 15 at Oklahoma City.

FCC Correction

In Feb. 12 Decisions [FCC Actions, Feb. 19], item relating to KCHC is corrected to read:

KCHC El Paso, Tex.—Dismissed as moot application since petitioner surrendered his CP by affidavit dated Jan. 31; also dismissed petition requesting application be dismissed without prejudice.

February 19 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WCIL Carbondale, Ill.; KXEL Waterloo, Iowa; WCKY Cincinnati; WCLI Corning, N. Y.; KCLE Cleburne, Tex.; KIXL Dallas, Tex.; WHBO Sulphur Springs, Fla.; KWOC-FM Poplar Bluff, Mo.

Modification of CP

KGMO (FM) Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

February 20 Decisions . . .

BY THE COMMISSION

Special Authority

WINZ Hollywood, Fla.—Granted authority for period of 30 days to operate with 1 kw-D 500 w-N and temporary DA.

BY THE SECRETARY

Fetzer Bestg. Co., Near Albion, Mich. and Near Manchester, Mich.—Granted license for new TV inter-city relay, KQB-67 and KQB-68.

Central Bestg. Co., Davenport, Ia.—Granted CP and license for new TV STL KAD-88.

WSYR-TV Syracuse, N. Y.—Granted mod. CP for extension of completion date to 9-12-51.

Victoria Bestg. Co. Inc., Victoria, Tex.—Granted CP for new remote pickup KA-8405.

WBJC (FM) Baltimore—Granted mod. CP to change trans.

WWSW-FM Pittsburgh—Granted mod. CP for extension of completion date to 8-22-51.

WNXT Portsmouth, Ohio—Same to 5-15-51; cond.

WARD-FM Johnstown, Pa.—Same to 5-1-51.

KSCJ-FM Sioux City, Ia.—Same to 5-1-51.

WGRC Louisville, Ky.—Granted license for change in frequency, increase power, etc. (790 kc 5 kw-LS 1 kw-N DA).

WMOK Metropolis, Ill.—Granted license new AM station 920 kc 500 w D.

WSAP Portsmouth, Va.—Granted license for change in frequency, power etc. (1350 kc 5 kw DA unl.).

WPMP Pascagoula, Miss.—Granted mod. CP to change trans. location etc.

KDHL Faribault, Minn.—Granted mod. license to change name of licensee to Herbert H. Lee, Palmer Dragsten and John E. Hyde Jr. d/b as KDHL Bestg. Co.

KWIE Kennewick, Wash.—Granted mod. CP for extension of completion date to 3-31-51; cond.

WGSM Huntington, N. Y.—Granted mod. CP for extension of completion date to 6-1-51; cond.

The U. of Oklahoma, Norman, Okla.—Granted licenses new remote pickups KA-6736, KKD-310.

Mid-South Bestg. Corp., Memphis, Tenn.—Granted CP and license new remote pickup KA-8396.

ABC, New York—Granted CP new remote pickup KEB-910.

Southwestern Bestg. Co., Odessa, Tex.—Same KA-8397.

Board of Education, City of Chicago—Granted mod. CP to change frequency of remote pickup KA-8187 to 166.25 mc.

WSPD-FM Toledo, Ohio—Granted mod. CP for extension of completion date to 9-6-51.

WPIX Inc., Area, New York City—Granted renewal of license TV pickup station KA-4853 to expire 2-1-52.

February 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KCRE Crescent City, Calif.—License for CP new AM station.

AM—1360 kc

Detroit Lakes Bestg. Corp., Detroit Lakes, Minn.—CP new AM station on 1050 kc 1 kw D AMENDED to change to 1360 kc.

AM—1150 kc

W. Gordon Allen and John B. Truhan, Salem, Ore.—CP new AM station

on 1120 kc 250 w D AMENDED to change to 1150 kc.

Modification of CP

WBAB-FM Atlantic City, N. J.—CP new FM station for extension of completion date.

WRVC Norfolk, Va.—Same.

February 21 Decisions . . .

BY COMMISSION EN BANC

AM—790 kc

WQXI Atlanta, Ga.—Designated hearing April 18 re application change from 790 kc 5 kw D to 790 5 kw-LS 1 kw-N DA-N, and change location from Buckhead to Atlanta.

AM—1380 kc

WAMS Wilmington, Del.—Granted CP to change DA system and increase operation from sharing WZ Zarephath, N. J., to unl., operate with 1 kw on 1380 kc; cond.

Request Denied

KTED Laguna Beach, Calif.—Denial request that Commission set aside order of Dec. 27, 1950 (which denied request for additional time to re-silent pending reorganization, etc.) called upon KTED to surrender license for cancellation (1520 kc 1 LS 250 w-N).

AM—1340 kc

City Bestg. Corp., Nashua, N. H. WHOB Gardner, Mass.—Designated hearing in consolidating proceeding April 20 re application of City Bestg. Corp. for new AM station 1340 kc 25 unl. and application of WHOB change from 1490 kc to 1340 kc 25 unl.; made WLNH Laconia, N. H. p. to proceeding with respect to Bestg. Corp.

AM—1460 kc

Oakland Bestg. Co., Pontiac, Mich.—Designated for hearing Mar. 22 in consolidated proceeding with application of Booth Radio and Television Stations Inc. re own application for AM station 1460 kc 500 w D.

Extension of Authority

Stanley G. Boynton, Detroit—Granted extension of authority to transmit programs by wire from Highland Baptist Church, Highland Park, Mich. to CKLW Windsor, Ont.

AM—1230 kc

Francis J. Matrangola, Wildwood, N. J.—Denied petition for reconsideration and grant without hearing of application new AM station 1230 kc 10 unl.; ordered that WSNJ Bridge, N. J., be removed as party to proceeding, and that hearing commence April 24; further ordered that issue 2 of order of Sept. 6, 1950, designating applicant for hearing be amended to delete specific references to WSNJ.

AM—800 kc

KREI Farmington, Mo.—Denied petition for reconsideration and grant without hearing of application change from 1350 kc to 800 kc 1 kw. Ordered that hearing on application commence April 24 and ordered, Commission's own motion, that all suits in order of June 22, 1950 designating this application for hearing be deleted, and new issues relating engineering matters only, be submitted therefor.

Order Amended

WORD Spartanburg, S. C.—Adopt

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.

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Motion Picture Editing — 25 years experience. Music scoring, recording, re-recording; English and foreign language dubbing; narrations written.

H. L. Woodard & Assoc.

510 Madison Ave. New York 22, N. Y.
Plaza 3-1211

W G G A Gainesville, Ga.

USES Magne recorder

PROFESSIONAL TAPE RECORDER



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

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

FIRST CHOICE OF ENGINEERS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY

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

McNARY & WRATHALL

RADIO ENGINEERS

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

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 AFCE*

Commercial Radio Equip. Co.

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

A. D. RING & CO.

26 Years' Experience in Radio
Engineering

MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCE*

There is no substitute for experience

GLENN D. GILLET

AND ASSOCIATES

982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCE*

GAUTNEY & RAY

CONSULTING RADIO ENGINEERS

1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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KGPO Grants Pass, Ore.; WGNB Chicago; WDWS-FM Champaign, Ill.; WFPG-FM Atlantic City; WHIO-FM Dayton, Ohio; WLLH-FM Lowell, Mass.; WSIX-FM Nashville, Tenn.; WVKO Columbus, Ohio; WTHI-FM Terre Haute, Ind.; WMBH-FM Joplin, Mo.; KVME Merced, Calif.; KDYL-FM Salt Lake City; KLCN-FM Blytheville, Ark.; KTTS-FM Springfield, Mo.; WERE-FM Cleveland; WGAU-FM Athens, Ga.; WHBF-FM Rock Island, Ill.; WHFM Rochester, N. Y.; WKPT-FM Kingsport, Tenn.; WLTN Lewistown, Pa.; WLVA-FM Lynchburg, Va.; WMCF Memphis, Tenn.; WNAF-FM Neenah, Wis.; WNHC-FM New Haven, Conn.; WPAG-FM Ann Arbor, Mich.; WPRO-FM Providence; WSAM-FM Saginaw, Mich.; WOHS-FM Shelby, N. C.; WKRG-FM Mobile, Ala.; WFMR New Bedford, Mass.; WGFM Schenectady; WLAW Lawrence, Mass.; WROK-FM Rockford, Ill.; WTAD-FM Quincy, Ill.; KCRFA-FM Sacramento, Cal.; KRED Eureka, Cal.; KVOL-FM Lafayette, La.; KWFT-FM Wichita Falls, Texas; KWNO-FM Winona, Minn.; WBCM-FM Bay City, Mich.; WBRL Baton Rouge, La.

KSO-FM Des Moines; WAIR-FM Winston-Salem; WAKR-FM Akron, Ohio; WBRF-FM Wilkes-Barre, Pa.; WBSM-FM New Bedford, Mass.; WBTM-FM Danville, Va.; WBOC-FM Salisbury, Md.; WBBO-FM Forest City, N. C.; WCAE-FM Pittsburgh, Pa.

WCAU-FM Philadelphia; WILK-FM Wilkes-Barre, Pa.; WPDY-FM Clarksburg, W. Va.; WEBQ-FM Harrisburg, Ill.; WFNC-FM Fayetteville, N. C.; WHDH-FM Boston; WHKC-FM Columbus, Ohio; WHYN-FM Holyoke, Mass.; WCMF-FM Ashland, Ky.; WCOD Richmond, Va.; WCOL-FM Columbus, Ohio; WDOD-FM Chattanooga; WJLS-FM Beckley, W. Va.; WGKV-FM Charleston, W. Va.; WHFB-FM Benton Harbor, Mich.; WJAS-FM Pittsburgh, Pa.; KOZY Rapid City, S. Dak.; WMBR-FM Jacksonville, Fla.; WOAY-FM Oak Hill, W. Va.; WRNY-FM Rochester, N. Y.; WSON-FM Henderson, Ky.; WSPA-FM Spartanburg, S. C.; WSPR-FM Springfield, Mass.; WTPS-FM New Orleans; WWPB-FM Palm Beach.

Licenses Extended

Following licenses were further extended on temporary basis to June 1: KHOZ Harrison, Ark.; KICK Springfield, Mo.; KMPC Los Angeles; KSET El Paso; KSVK Richfield, Utah; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KXLR North Little Rock, Ark.; WALE Fall River, Mass.; WBAL Baltimore; WGAR (& Aux.) Cleveland; WINK Fort Myers, Fla.; WJR (& Aux.) Detroit; WJVA South Bend, Ind.; WSNY Schenectady; KXA Seattle; WJRI Lenoir, N. C.; WSYB Rutland, Vt.; WVAM Altoona, Pa.; KGSF Oakland, Cal.; KING-FM Seattle; WEMP-FM Milwaukee, Wis.; WENR-FM New York; WFLN Philadelphia; WMEX-FM

Macon, Ga.; WAJL Flint, Mich.; WEAU Evanston, Ill.; WWDG-FM Washington; WSAI Cincinnati.

With reference to the following stations, Comr. Jones voted to grant renewals on regular basis: KBON-FM Omaha; KCMO-FM Kansas City, Mo.; KTNT Tacoma, Wash.; KXOK-FM St. Louis, Mo.; WEHS Cicero, Ill.; WGR Boston; WHAV-FM Haverhill, Mass.; WJHP-FM Jacksonville, Fla.; WJLB-FM Detroit; WKJF Morgantown, W. Va.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WTOA Trenton; WLDW-FM Detroit; KQV Pittsburgh, Pa.; KRKD Los Angeles, Cal.

Following NBC stations were granted further extensions of temporary licenses to June 1: KNBC San Francisco; KOA Denver; WMAQ-FM Chicago; KA-4835 Area Chicago; WNBC-FM, WNBT (& Aux.) KE2XCW KE2XCX New York and KA-4836 KA-4837 KA-4838 KA-2104 Area, New York; WRC-AM-FM; WNBW (TV) Washington, D. C.; KA-4833 KA-4834 Area, Washington, D. C.; WTAM-FM Cleveland, and KA-4839 KA-4840 Area, Cleveland, Ohio; KA-4832 KA-3372 Area, Los Angeles.

License Renewal

Following ABC stations were granted renewal of licenses for regular period: WENR-TV Chicago; KA-4442 KA-4443 Area, Chicago; KGO-FM San Fran-

(Continued on page 79)

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
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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

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

Managerial opening available for New England regional daytime independent operation. Guarantee offers five figure salary plus incentive plan for proper management acquainted with New England and with successful proven record of radio sales. Apply 924H, BROADCASTING.

Manager, sales manager, salesmen, leading southern market, competitive experience men should make killing. Box 926H, BROADCASTING.

Commercial manager with experience in small market for good programmed network affiliate. Preferably from southwest. Box 929H, BROADCASTING.

Manager wanted. Rural Virginia 250 watt fulltime network affiliate. Now breaking even. Must be capable and willing. Moderate salary and liberal share of profits. State qualifications first letter. Box 932H, BROADCASTING.

Station manager with sales experience wanted by Florida station in one station town of 12,000. Good salary plus percentage of profits, send photograph and availability for interview, preference shown to one holding first class license. Box 964H, 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.

If you are a young time salesman and want to make your home in southern California and be satisfied with \$250.00 per month to start with an opportunity to increase that to \$600.00 per month inside of 12 months then we'd be interested in hearing from you. Send all details about yourself in first letter and include photo. Box 950H, BROADCASTING.

5000 watt network station in major market needs top salesman. Satisfactory salary and commission arrangement for right man. Send complete resume and recent photo in first letter. All replies confidential. Permanent position leads to sales managers job if you are the right man. Write Box 957H, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

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

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

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

Help Wanted (Cont'd)

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

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

Experienced disc jockey, popular or hillbilly, large southern city, wonderful opportunity. Box 925H, BROADCASTING.

Immediate opening, combination announcer-engineer holding first phone. Exceptional opportunity, northeastern Michigan. Box 930H, BROADCASTING.

Need immediately, top disc jockey personality for 5000 watt network affiliate in major market. Must take over established morning show and afternoon show, sustain ratings and build same. Attractive opportunity for right man. Send complete resume, salary requirements, recent photo to Box 958H, BROADCASTING. All replies confidential.

Minnesota station needs announcer with first class ticket. Car necessary. Good salary for good man. Send reply to Box 960H, BROADCASTING.

Announcer for AM-TV staff of eastern metropolitan station, 5000 watt NBC basic, one who also can handle AM-TV sports. Send latest recording and photograph to Box 961H, BROADCASTING.

Announcer with ticket morning shift midwest network. Must possess originality, ambition. Opportunity to sell afternoons. Salary commensurate ability and production. Box 975H, BROADCASTING.

Play-by-play, news and disc man, draft exempt, 50,000 market independent. Permanent job. Reasonable pay and talent. Prefer man from southeast. Send disc and letter to Box 980H, BROADCASTING.

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.

ABC affiliate station desires combination announcer-engineer immediately. Send disc, photo and particulars. KVOC, Casper, Wyoming.

Exempt announcer-engineer. Going up? Next stop 1000 w affiliate. Emphasis announcing. Interview necessary. Stu Sanders, Manager, KWBG, Boone, Iowa.

Immediate opening for announcer with first ticket, \$55.00 for forty hour week. Pleasant working conditions. Car helpful but not necessary. Opportunity for advancement. Dependable man, no drifters or drinkers. Apply WACA, Camden, S. C.

Help Wanted (Cont'd)

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

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.

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

\$60 minimum for announcer with first class license. Car required. WSMI, Litchfield, Illinois.

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.

Wanted: Young man with first class ticket who wants a real break in big metropolitan midwest city. Some announcing. Not FM. Box 927H, BROADCASTING.

Chief engineer, would take combination man if good announcer. Good salary. Write Box 983H, BROADCASTING.

Wanted: First class engineer-announcer with at least one year experience. Prefer married man. Excellent opportunity on small staff. Wonderful climate. Start \$55 for forty hours. Merle H. Tucker, Radio Station KGAK, Gallup, N. M.

Immediate opening licensed engineer to operate control room and transmitter, KSCB, Liberal, Kansas.

Wanted: Transmitter operator 1st class telephone license, need car, write George Crocker, Chief Engineer, KSDN, Aberdeen, South Dakota.

Combination engineer-announcer for 1000 watt ABC outlet in city of fifty thousand, new equipment, modern studios. Start sixty dollars with increases seventy dollars. Send disc to H. T. Duke, Radio Station WALB, Albany, Georgia.

Transmitter operator, first class ticket, wanted immediately. State qualifications and salary required first letter. WCNX, Middletown, Connecticut.

Immediate opening for transmitter operator. No experience necessary. Contact Allen B. Jones, WGNI, Wilmington, N. C.

Engineer with first ticket. Capable man in maintenance, remotes. Car necessary. Draft status, full details first letter. WINZ, Opa Locka, Florida.

Transmitter man. First class license. No announcing. Daytime shift. Experience isn't necessary. Veteran preferred. Immediate need. WIRJ, Humboldt, Tennessee.

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

WNCC, Barnesboro, near Altoona and Johnstown needs chief engineer immediately. Wire or phone Lee Stauffer, Manager.

Help Wanted (Cont'd)

Chief engineer, excellent opportunity for the right man. Address all information and photograph to WOL, Defiance, Ohio.

First class phone transmitter operator. Experience not necessary. Ph. WSSV, Petersburg, Virginia.

First phone with good voice, will learn some air work. Progress salary. Call or wire WWGS, Tifton, Ga.

Northern Wisconsin, 250 watt daytime needs two combination engineer-announcers. Real opportunity for right men. Send details to Sumner Harris, Door County Advocate, Sturgeon Bay, Wisconsin.

Production-Programming, other

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. Box 755H, BROADCASTING.

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

Farm director to organize and operate farm service department for aggressive 5 kw midwestern, network affiliate station. Unusual opportunity for right man. Send complete details, including photo and salary requirements. Address Box 921H, BROADCASTING.

Midwestern network affiliate desires services of fully experienced radio newsman. Must have at least seven to ten years of news background and be capable of gathering, writing a presenting news on the air. Send complete details in first letter including training, previous experience, reference, present and expected salary and photograph. Do not send disc until requested. Write Box 945, BROADCASTING.

Gal Friday? Traffic, air work, station knowhow. Midwest. Car convenient not necessary. Box 976H, BROADCASTING.

Television

Salesmen

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

Situations Wanted

Managerial

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 of substantial station. Married, 45 years of age. Will go anywhere. Box 6701, 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 seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Manager-chief engineer—experience 2 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

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

Manager, salesmanager, strong on all phases. Any size station providing opportunity is there. 20 years news paper and radio. Prefer central states. Box 917H, BROADCASTING.

Assistant manager-program director seeking advancement, eventual part ownership or similar. Nine years experience, two stations. Family man young and aggressive, minimum salary \$5500. Box 918H, BROADCASTING.

Situations Wanted (Cont'd)

on manager who has worked in all cities from bottom to top, has good on to desire change. Thorough knowledge of all station operations. Background includes college education, plus 9 months special schooling management, advertising and promotion, plus seven years of practical experience, including two years as general manager. Available 30 days to present employer. No drifter, married, draft exempt. Reply Box 937H, BROADCASTING.

ram director regional network major southern market desires change with better advancement opportunity. College graduate. Eleven years experience major and small markets as general manager, program director, salesman and announcer. Box 937H, BROADCASTING.

can get, one manager, one program director, one continuity director, one announcer, three boardmen and engineer, all in three versatile men. Presently they are manager, program director and continuity director of a watt major network station. De- Partnership, commission, profit-sharing, percentage or salary basis in a financially "run-down" station needs new blood and new ideas. Box 939H, BROADCASTING.

ager-sales manager: 18 years experience, including national representation, transcription sales, station management and sales. Proven record can offer outstanding recommendations as well as contacts in national sales field. Presently employed, must move to far west for family health. Salary not prime factor but must be commensurate with position. Box 970H, BROADCASTING.

ager. Presently employed, seeks on needing services of man with exceptional record in commercial employment. 36, family, not subject to draft. Twelve years newspaper background. Salary and percentage participation desired as indication of permanency. Address Box 982H, BROADCASTING.

Announcers

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

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

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

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

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

roughly experienced sports announcer seeking year-round job. Football, basketball, baseball. Job must pay \$4,000 annually. Box 915H, BROADCASTING.

olina broadcasters: 10 years radio. Let's your opening. Wire me. Box 91, BROADCASTING.

gue folded! Sports director of net late desires baseball play-by-play, recreation. College grad, veteran. Prefer south. Consider all offers. Box 91, BROADCASTING.

announcer available. Experienced all phases radio and television. Ten years background. Box 922H, BROADCASTING.

perienced announcer, potential salesman. Member of Alcoholics Anonymous. Box 923H, BROADCASTING.

announcer, 25, single, now employed res change. Three years experience as announcer, one year as PD. Background experience with network and independents. Disc shows, hillbilly to classics. Prefer southeast. Veteran. Box 935H, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer. First phone. Experienced all phases broadcasting, mature, ambitious. Box 938H, BROADCASTING.

Experienced capable announcer, married veteran, draft proof. Strong on news, DJ, classical music. Board operator and salesman. East only. Box 940H, BROADCASTING.

Experienced announcer, production, programming, traffic, now employed as program director small operation. Draft exempt, married. Good reason for leaving. Details. Box 944H, BROADCASTING.

New England stations: 6 years play-by-play baseball, basketball, football, boxing. Sport shows. Staff. Presently employed. Box 949H, BROADCASTING.

Give your station live talent programming. Am fully experienced in all phases radio announcing. Have had top air ratings. Can give you good live musical shows. Photo, disc and background on request. Box 953H, BROADCASTING.

Sports announcer. High school coach wants fulltime radio sports job. Three years broadcast experience, football, basketball, boxing and could call baseball. Box 954H, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Available: Announcer, advertising, experienced remote shows. Graduate, leading Chicago radio-TV school. Operate board. Draft exempt. 24, single, will travel. Box 959H, BROADCASTING.

Disc jockey, special events and MC. 28 years old, married. Excellent references. Desire an early morning or all night show. Can build a good audience in either spot. Not afraid of work. Write continuity, know programming and selling. Box 962H, BROADCASTING.

Successful, 13 years experience, superior announcer-engineer. 3 years assistant manager progressive regional network affiliate. Installation promotion. Interested Michigan or Great Lakes area. Available about May 1st. \$85 week minimum. Box 963H, BROADCASTING.

Staff announcer. Draft exempt. Very fine voice, experienced. Handle board. Box 967H, BROADCASTING.

Announcer-salesman. College, limited experience. Can write. Console. Draft exempt. Box 968H, BROADCASTING.

Announcer-copywriter: Five years experience. Dependable, conscientious worker. Draft exempt. Box 973H, BROADCASTING.

Casual friendly style for DJ and MC. Commercials that sell. Authoritative news. Nine years thorough experience—from 250 watter to national networks. Seek solid permanent association. Box 977H, BROADCASTING.

Announcer—Proven sales ability. Heavy class "A" staff experience. Authoritative news—easygoing DJ. Draft exempt. Reasonable base plus commercials. Box 978H, BROADCASTING.

Announcer. 28, vet, single. College grad. Top radio school grad. Staff, news, DJ, sports. Will go anywhere. Box 979H, BROADCASTING.

Announcer—Young, experienced, vet, knows board. Single, willing to travel—reliable, conscientious—now employed, seeking better opportunity. Box 981H, BROADCASTING.

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.

Chief announcer-engineer. No draft vet. 3 years experience news, morning man, DJ all types, live and audience shows. Good voice. Reliable conscientious, single, 31. State salary. Best references. Frank Berry, 422 Western Ave., Topeka, Kansas.

Technical

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

Combination man. First phone and announced for 6 years. Served as program director, copywriter and chief. Veteran, 25 years old, married, one child, no drifter, sober. Ready for work immediately, anywhere. Joe Brandt, 117 South 4th St., Paducah, Kentucky. Phone 3990 days or 3991 nights.

Situations Wanted (Cont'd)

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

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

1st phone engineer, married, vet. 26, 2½ years experience same station as combo man, traffic manager, chief engineer. Have handled all type remotes, built six channel console and wired new antenna and components. Can do disc shows and newscasts. Desiring to locate in home state of Iowa. Box 941H, BROADCASTING.

Engineer with announcing experience, married, draft exempt, desires permanent position with future. Box 942H, BROADCASTING.

First phone, no experience. Draft exempt, ambitious, willing to relocate. Combination desired. Box 969H, 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.

Combination engineer-announcer, recent announcing school graduate, first phone, 15 years in airline radio. Family man. Desires permanent position in Washington, Oregon, California area. William Slusser, P. O. Box 1231, Klamath Falls, Oregon.

Production-Programming, others

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

Female (40) continuity, mike, steno. Prefer midwest independent. Consider anything. Box 931H, BROADCASTING.

Program Director, 25, single, now employed, desires change. Four years experience as announcer and program director. With same station for past two years. Know independents and network. Desire position of PD, announcer or both. Prefer southeast. Veteran. Box 936H, BROADCASTING.

News editor, 27, three years experience. Versed in newsroom organization and special events. Desire position with forward looking news station. Journalism school graduate. Box 948H, BROADCASTING.

What's your trouble, boss? Need a mature woman copy chief with ideas running out of her ears? If you manage a south eastern station, preferably in Florida, make me an offer. Now employed. Copy, disc and photo on moments notice. Write Box 951H, BROADCASTING.

Program director-announcer, first class ticket, five years experience, baseball play-by-play. Dependable family man interested in sales wants permanent location with opportunity for advancement. \$85 minimum. Box 956H, 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 965H, BROADCASTING.

Radio girl Friday. Young, alert, proficient. Script writing and production. Work in New York only. Willing to do light steno and typing if required. Box 974H, BROADCASTING.

Television

Production-Programming, others

Experienced announcer, stage manager, radio and stage actor. Draft deferred veteran, family. Know scenery, make-up. Want TV floor manager or similar position. Will announce. Prefer small town or medium sized city. Box 928H, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

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

For sale. Five kilowatt Western Electric 355-E-1 transmitter, with modulation monitor and some spare parts. Details on request. C. W. Winkler, KFOR, Stuart Building, Lincoln, Nebraska.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE



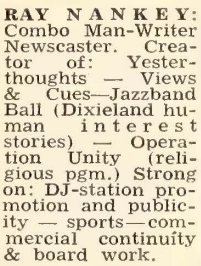
BILL SEAMAN: Radio & TV Announcer - Newscaster - Writer. Creator of: Roundtable & Man In the Street broadcasts. Strong on: Special events—news documentaries—commercial copy and TV programming & film work.



JOHN CALHOUN: Announcer-Writer-Newscaster. Creator of: One O'Clock Special—Echoes of Broadway—Composers Their Lives & Works. Strong on: DJ—continuity—commercial & dramatic script writing... and board work.



BRYCE BOND: Announcer-Newscaster. Creator of: Piano Potpourri—Melody Rendezvous—Platter Party—Meet the Composer. Strong on: DJ—board work and station promotion since hobby is cartooning.



RAY NANKEY: Combo Man-Writer-Newscaster. Creator of: Yesterthoughts—Views & Cues—Jazzband Ball (Dixieland human interest stories)—Operation Unity (religious pgm.) Strong on: DJ—station promotion and publicity—sports—commercial continuity & board work.



MARY FAST: Commentator—Actress. Radio's good Girl-Friday at home behind a typewriter as well as behind a mike. Strong on: Women's shows—continuity and script for dramatic programs.



GEORGE WHITE: Announcer—Writer-Newscaster. Creator of: Sleepy Hollow—University of the Air—Down Memory Lane. Strong on: News-casting—sports—commercial continuity and board work.



Write or Wire

SRT

SCHOOL OF RADIO TECHNIQUE

R.K.O. Bldg. Radio City, N.Y. 20, N.Y.

Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

For Sale (Cont'd)

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.

Presto 6N cutter with 1-D head \$330.00; console for above \$70.00; console for Presto 16" TT \$70.00; WE 9A reproducer assembly with KS 13386 equalizer, 171 A repeat coil, 5A arm, 2 heads \$225.00. All good condition F.O.B KLAS, Las Vegas, Nevada.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. S. Long, Radio Station WHKY, Hickory, N. C.

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

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

Wanted to Buy

Stations

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

Have spent six years making "midget market" stations pay big dividends. Now want to lease station in single-station market with option to buy. Prefer Texas-Arkansas-Oklahoma area. Will travel to discuss offer. Would consider immediate purchase with lease arrangement pending sale approval. Give complete information first letter. Box 952H, BROADCASTING.

Radio Station wanted. 1. In market of 100,000 population or more or 2. In market of 50,000 population or more with no large metropolitan market within 75 miles. Give price and details in first letter. Box 966H, BROADCASTING.

Equipment, etc.

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

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

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 943H, BROADCASTING.

Complete studio equipment. Also modulation monitor, frequency monitor and limiter. State make, price and condition. Box 971H, BROADCASTING.

BF-14A Pylon antenna. Seneca Radio Corporation, Fostoria, Ohio. WFOB-FM.

New or near new consolette, preferably RCA 76-B5 or 76-D or other make with similar facilities. WHO-FM, Des Moines 7, Iowa.

Wanted to Buy (Cont'd)

Wanted, field intensity meter in good condition. Prefer RCA-WX 2C or Federal 104-C. Contact G. R. Hoffman, WJPS, Evansville, Indiana.

Two, four or six bay FM antenna for sidemounting, tuned or tunable to 98.3 mc. Also, 5000 watt AM transmitter in operating condition. State best cash price. WTVB, Coldwater, Michigan.

Miscellaneous

Wanted—\$15,000 loan to purchase all station equipment (will give mortgage) or will sell preferred stock. Box 972H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Technical

sales engineer

foreign market

TV transmitter and studio equipment design and operating experience. Speak Spanish. New York office.

BOX 933H, BROADCASTING.

Production-Programming, others

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.

PRODUCER •

Situations Wanted

Announcers

Available soon—TV and/or AM announcer—MC—writer-producer of ten years this kind of SHOWBUSINESS! Presently TV-Radio Director of regional Agency—prefer media end. I will make all phases of sound selling experience pay-off in profits for the outfit that gives me a real chance. Will send you full information and arrange personal interview if you're interested. Address

BOX 946H
BROADCASTING

For Sale

Equipment, etc.

ELECTRIC GENERATING—Not Surplus

International diesel 100 h.p., 50 kw. Electric Machinery generator—3 phase, 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers, and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price \$3,500 FOB our transmitter.

KGLO, Mason City, Iowa

Wanted to Buy

WANTED

Early morning taped show cued for local commercials, one or two hours, six days. Also, all types of programs for Regional Network and disc or tape distribution in five states. Send auditions to Palmetto Broadcasting System, Anderson, S. C.

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.

School

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

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

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

Miscellaneous

FINANCING WANTED

If you are interested in building an AM station in a one state midwest market 250,000 contact Box 934H BROADCASTING immediately. Excellent opportunity.

KANS PREMIERES 24-hr. Day With Hot Stoves

KANS Wichita performed a humanitarian service during the premiere broadcast of its new round-the-clock schedule.

During the midnight-6 a.m. portion, Vic Rugh, emcee, received a phone message from the Wichita municipal airport that a TWA plane just landed had brought a report of a gas line explosion and fire near Harper, Kan., 45 miles away. The town was without heat, with the thermometer reading zero.

Mr. Rugh at 2 a.m. put out an appeal for electric stoves and kerosene heaters. A Wichita cab company transported them without charge. By 4 a.m., Ted Heithecker, KANS chief engineer, and Just Bradshaw, announcer, had delivered 95 heaters to the Harper hospital and to other vital points. When gas pressure was restored at 6:30 a.m. Wichita area residents still were volunteering heaters and, if needed, cars to deliver them.

KANS began the new series of *From Midnight On*, Jan. 29. Russell L. Lowe, promotion manager, estimated that 12,000 or more families will receive complete broadcast service under the new 24-hour schedule.

Tube Orders

CONTRACTS for nearly \$1 million worth of various type electronic tubes have been let by the Defense Dept. to RCA Victor Division, Harrison, N. J., and Raytheon Mfg. Co., Waltham, Mass., according to the Dept. of Commerce Field Service. Five different sets of awards showed a total of 43,000 tube units valued at \$981,010.

Exclusive Market Station \$50,000.00

Located in an attractive single station market in the South Atlantic area, this fulltime facility offers one or two good operators an excellent radio opportunity. Plant and equipment are above the average and operating costs are low. Financing arranged.

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 75)

isions Cont.:

KA-4441 Area, San Francisco: (& Aux.) New York: KA-4444 Area, New York: KA-4180 4440 Area, Los Angeles: WXYZ-TV: KA-4855 KA-3136 Area, De- Mich. (Wholly owned subsidiary ABC.)

BY THE COMMISSION

Extension of Authority

PAB Ponce, P. R.—Granted extension of authority for 60 days from 17 to operate with power reduced about 4 kw.

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WIN Baltimore—License for CP AM station.

Modification of CP

BND Belleville, Ill.—Mod. CP new station for extension of completion

GST-FM Atlanta, Ga.—Mod. CP FM station to change ERP from kw to 70 kw and change trans.

FUO-FM Clayton, Mo.—Mod. CP new station to change ERP from 5.8 kw to 6.72 kw.

NBT (TV) New York—Mod. CP change ERP etc. for extension of completion date.

PROMOTIONS

By Radio Cincinnati Inc.

Executive changes were announced within Radio Cincinnati Inc. by Hulbert Taft Jr., executive vice president, last week. David

Taft becomes managing director while Robert E. Bender has been promoted to general manager of WKRC-FM transit radio.

David Taft's new duties will include coordination of the three WKRC stations' activities. Mr. Bender, who started with WKRC-FM at its inception as a salesman, later becoming sales manager, will assume complete charge of the transit radio operation. He is a former les executive of Johnson & John-

David Taft

David Taft is a member of the board of directors of Radio Cincinnati Inc. He has been manager of WKRC-FM since the firm entered the transit radio field.

HLI-AM-FM Hempstead, L. I., reported last week total of 7,494 public service spot announcements during 1950, greatest number recorded in station's history.

THE
LITTLE
STATION
WITH THE
BIG
WALLOP! **WMAM**
REP. BY MEEKER
MARINETTE, WISCONSIN.



FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,218	136		275	127
FM Stations	668	521	165	*1	13	4
TV Stations	107	60	49		382	171

* On the air.

Docket Actions . . .

INITIAL DECISION

KTMS Santa Barbara, Calif.—Initial Decision by Hearing Examiner Jack P. Blume looking toward denial of News-Press Pub. Co. application to change KTMS transmitter site on grounds change would violate technical rules on blanket interference. Decision Feb. 20.

OPINION AND ORDER

WAWZ Zarephath, N. J.—Pillar of Fire. By memorandum opinion and order granted switch from 5 kw day, 1 kw night, to 5 kw directional, sharing with WBNX New York on 1380 kc; denied petition of WMBG Richmond, Va., requesting application of WAWZ be designated for hearing and issuance of order showing cause why it should not be modified. Order Feb. 21.

Non-Docket Actions . . .

AM GRANT

Erie, Pa.—Myron Jones. Granted CP new AM station on 1570 kc, 250 w day; condition. Granted Feb. 21.

FM GRANTS

WLAN-FM Lancaster, Pa.—Peoples Bestg. Co. granted switch from ERP of 20 kw to 6.7 kw, antenna from 375 ft. to 80 ft. Granted Feb. 21.

WBIB (FM) New Haven, Conn.—Colony Bestg. Corp. granted switch from ERP of 20 kw to 7.6 kw, antenna from 500 ft. to 80 ft.; condition. Granted Feb. 21.

WRBL-FM Columbus, Ga.—Columbus Bestg. Co. granted switch from antenna of 1010 ft. to 410 ft. Granted Feb. 21.

KSTP-FM St. Paul, Minn.—KSTP Inc. granted switch from ERP of 57 kw to 5.8 kw. Granted Feb. 21.

WPEN-FM Philadelphia—Pennsylvania Bestg. Corp. granted switch from transmitter power output of 6.2 kw to 3.6 kw, antenna from 310 ft. to 420 ft. Granted Feb. 21.

TRANSFER GRANTS

KULA Honolulu—Granted transfer of control Pacific Frontier Bestg. Co., licensee, from Peyton Harrison and five others to stockholders Robert H. Hinckley, now 32.865% owner; Interstate Bestg. Corp., 39.875%, and Jack A. Burnett, 15.135%, through sale of 4825 shares for \$33,075. Granted Feb. 20.

KFAB Omaha, Neb.—Granted acquisition of negative control KFAB Bestg. Co., licensee, by Journal Star Printing Co. through purchase of 1 sh. from William Aitken for \$125.54. Sides Co. retains 50% ownership. Journal Star Printing Co. is owned by State Journal Co. and Star Pub. Co. Granted Feb. 13.

WDMG Douglas, Ga.—Granted transfer of control WDMG Inc., licensee, from Downing Musgrove and Alice Musgrove to B. F. J. Timm, secretary-treasurer, through sale of 4 sh. for \$1,260. Mr. Musgrove to remain as minority stockholder. Granted Feb. 12.

KGW Portland, Ore.—Granted transfer of control Pioneer Bestrs. Inc., licensee, from The Scott Co., Mrs. F. W. Leadbetter et al to Mitzie E. Newhouse, Samuel I. Newhouse Jr. and Donald Newhouse through sale of 100% for \$350,000. Samuel Newhouse, owner WSYR-AM-FM-TV Syracuse and holder of extensive newspaper interests in East as well as recent purchaser of Portland "Oregonian," former KGW licensee, is lending funds to his wife and son to supplement their funds in purchase. Granted Feb. 21.

New Applications . . .

AM APPLICATIONS

Portage, Wis.—William F. Johns Jr. and Allen H. Embury d/b as The

SUMMARY TO FEBRUARY 22

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
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FM Stations	668	521	165	*1	13	4
TV Stations	107	60	49		382	171

* On the air.

Johns-Embury Co., 1350 kc, 500 w day; estimated cost \$25,000. Partners also each have 20% interest in application for new AM by Two Rivers Bestg. Co., Two Rivers, Wis. Filed Feb. 20.

Oklahoma City, Okla.—John Weston Crabtree, 1590 kc, 500 w day; estimated cost \$13,000. Mr. Crabtree is commercial manager KVWC Vernon, Tex. Filed Feb. 21.

FM APPLICATIONS

Dillon, S. C.—Border Bestg. Co., Ch. 225 (92.9 mc) 8.8 kw; estimated cost \$9,580. Applicant owns WDSC Dillon. Filed Feb. 19.

Oklahoma City—Board of Education, Oklahoma City, noncommercial educational FM station, Ch. 205 (88.9 mc) 3 kw; estimated cost \$4,150. Filed Feb. 19.

TV APPLICATION

Mobile, Ala.—Kenneth R. Giddens and T. J. Rester d/b as Giddens & Rester, Ch. 5 (76-82 mc), 1.39 kw vis., .695 kw aural; estimated construction cost \$106,397; operating cost first year \$100,000; revenue \$100,000. Applicant owns WKRG-AM-FM Mobile. Filed Feb. 21.

TRANSFER REQUESTS

WBBZ Ponca City, Okla.—Assignment of license from Ponca City Pub. Co. Inc. to Ponca City Publishing Co., partnership, through purchase of three-fourths stock interest held by Adeline Trust for \$342,500 by two former stockholders, Clyde E. Muchmore, 50%, senior partner; and Gareth Muchmore, 25%, junior partner; and former business manager Allan Muchmore, 25%, junior partner. Filed Feb. 16.

WOSC Fulton, N. Y.—Assignment of license from Oswego County Bestg. Co. to Harold W. Cassill for \$50,000. Mr. Cassill was formerly president and general manager of WEOK Poughkeepsie. Filed Feb. 16.

KALT Atlanta, Tex.—Assignment of license from Herman H. Wommack Jr. and David A. Wommack d/b as Ark-La-Tex Bestg. Co. to Herman H. Wommack Jr., David A. Wommack and Robert S. Bieloh d/b as Ark-La-Tex Bestg. Co. through sale by Herman Wommack Jr. of 10% interest to David Wommack and 24% interest to Robert Bieloh, former employee, for total of \$6,630. Filed Feb. 19.

WJIG Tullahoma, Tenn.—Assignment of license from Raymond L. Prescott Jr. and Henry L. Wilson d/b as Tri-Cities Bestg. Co. to Raymond L. Prescott Jr. d/b as WJIG through purchase of Mr. Wilson's 50% interest in part-

IAAB AGENDA

Set for Sao Paulo Meet

COMMERCIAL advertising on government stations, relations with other international organizations, model radio statutes and international educational broadcasting are among agenda items for the second general convention of the Inter-American Assn. of Broadcasters at Sao Paulo, Brazil, March 19-29. Delegates from throughout South and North America, including the U. S., are to attend.

NAB President Justin Miller is slated to attend the IAAB meeting while on an inspection tour of South American stations for UNESCO. Gilmore Nunn, president-general manager of the Nunn Stations, U. S. representative on the IAAB board, also is to attend.

Meetings and exhibitions will be housed in the Associated Newspapers Bldg., identified with ownership of radio stations there and which is installing Brazil's first TV station at Sao Paulo. Radio and TV manufacturers have been invited to show their products and stations in all counties are asked to send photos of their facilities for display.

IAAB's present board, in addition to Mr. Nunn, is composed of Goar Mestre of Cuba, president; Emilio Azcarraga, Mexico; L. Balerio Sicco, Uruguay; E. Machado de Assis, Brazil. Felix Muguerza is IAAB secretary. Election of a new board and selection of a country for the home office of IAAB also is scheduled.

nership for \$19,000. Filed Feb. 19.

KLUF-AM-FM Galveston, Tex.—Transfer of KLUF Bestg. Co. from George Roy Clough, Helen D. Clough, Leroy D. Clough and Braden E. Clough to Orrin Tucker for \$100,000 plus. Mr. Tucker owns gas and oil production facilities in several states and owns apartment project in Oakland, Calif. Filed Feb. 21.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 6, FM 18, TV 0. Stations, dates and reasons are:

WWPF-FM Palatka, Fla.—Palatka Bestg. Co. CP, Feb. 16. Applicant's request.

KOZY (FM) Kansas City, Mo.—Commercial Radio Equipment Co. License, Feb. 15. Economic.

WSAP-FM Portsmouth, Va.—Portsmouth Radio Corp. License, Feb. 9. Economic.

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

Another BMI "Pin Up" Hit—Published by American

BEAUTIFUL BROWN EYES

On Records: Lisa Kirk-Hugo Winterhalter—Vic. 20-4062; Rosemary Clooney—Col. 39212; Jimmy Wakely—Cap. 1393; Art Mooney—MGM 10924; Doris Drew—Mer. 5370; Ted Maxim—Dec. 45130; Trio Los Mendoza—Col. 66092; Evelyn Knight—Dec. 17485; Harmony Bells—Dana 727.

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



Radio's Power

(Continued from page 19)

as in past tests, that two separate markets exist—a radio market and a newspaper market—with very little overlap. The advertiser should use both markets, he said, on the basis of the point-of-sale tests since a large number of people not influenced by newspaper advertising can be profitably developed by use of radio.

In the Washington tests, conducted during January, two Sears Roebuck department stores lying outside the downtown business section were used. They are large stores, carrying complete lines of merchandise along with hard goods and heavy equipment. One is located on Wisconsin Ave., the other on Bladensburg Road.

The combined Sears results, based on test advertising of shoes, show that 59.6% of the customers learned about the shoes before coming into the stores.

26.7% learned through radio.

21.2% learned through newspapers.

Then it was found that a higher percentage of radio customers bought in the shoe departments (75%) than did newspaper customers (68.5%). A higher percentage of both customers (71.4%) bought than did newspaper customers.

How about dollar value of purchases made by customers?

Radio customers bought 32% of total. Newspaper customers bought 20.8%. Both radio and newspaper, 12.8%. Other customers bought 34.7%.

("Other" customers did not state they had learned about the shoes directly through the advertising tests.)

Effect of radio advertising was found to be cumulative.

Radio's share rose from 16.3% of traffic the first day to 22.2% the second and 35.3% the third day.

Newspaper draw, on the other hand, was 21.4% the first day, 21.5% the second and 20.9% the third.

A higher percentage of newspaper customers lived outside Washington. Of special interest, it was pointed out by Mr. Strouse, was the fact that 11.6% of radio customers had not shopped before at the stores, compared to 1.1% of newspaper customers.

Of radio customers who had

shopped at the stores before, 76.6% had shopped there within the month, compared to 81.6% in the case of newspapers.

Sears followed usual procedure in preparation of both newspaper and radio copy. Scheduling of broadcast time was left to the station manager in order to assure the merchant of as complete coverage of the radio audience as possible. Sears spent \$336 for announcements on WWDC Jan. 17, 18, 19 and 20 and \$336 for space in the *Times-Herald* Jan. 17, 18. In all tests WWDC gave the lowest discount on the rate card, as did newspapers.

Three types of shoes were advertised by Sears—misses' casual shoes for \$3.44, children's shoes for \$2.44 and men's work shoes for \$4.44. Both newspaper and radio messages directed attention to these test items.

In the Bates Jewelers test the store advertised \$19.95 watches, a sale price, spending \$450 in the *Evening Star* and \$450 on WWDC.

Radio's Return

It was found that radio produced 45.2% of the traffic, newspapers 37.4%.

However, radio produced 51.8% of the dollar value of purchases compared to 32.3% for newspapers, with more radio traffic making purchases than was the case with newspaper customers.

In the Kent's Jewelers test, men's and women's watches were advertised for \$8.88. The store spent \$350 in the *Times-Herald* and \$350 on WWDC.

Radio produced 62.1% of the traffic, newspapers 16.1%. And radio produced 61.7% of the dollar value of purchases compared to 15.2% for newspapers.

The Julius Lansburg Furniture Co. test of transit radio has not been completely analyzed. Preliminary results show that transit and newspapers each produced 36.9% of the traffic and 39.5% of the percentage of customers purchasing.

Transit produced 35% of the dollar value of purchases, however, compared to the higher 40.4% for newspapers. Radio drew more traffic the final day of the test, rising from 14.3% to 53.3% in the three-day period. Newspapers drew



LAST-MINUTE details for the Theatre Guild command performance are checked by (l to r): Arthur Pryor Jr., vice president, BBDO; Carlisle MacDonald of U.S. Steel; Armina Marshall of the Theatre Guild; and Syd Eiges, NBC vice president.

RED CROSS DRIVE Radio-TV Backing Is Given

VIGOROUS radio and television support for the 1951 \$85 million fund drive by the American Red Cross will begin Feb. 27 when radio and TV networks will carry a mobilization rally in New York's Madison Square Garden.

Throughout the next day, Feb. 28, networks and some 2,000 stations will air special announcements on the appeal.

The Feb. 27 Garden show will be carried 10:30-11 p.m. by CBS, MBS, Liberty Broadcasting System, NBC, CBS-TV, ABC-TV and NBC-TV. ABC will broadcast the last 15 minutes, and DuMont will carry the last five minutes, during which President Truman will speak. Among notables to appear on the program are Brig. Gen. Da-

vid Sarnoff, chairman of the board of RCA and national chairman of the 1951 Red Cross fund campaign.

The Red Cross also is distributing four 15-minute transcribed programs featuring top stars about 2,000 stations as well as transcribed appeals for contributions. A television kit consisting of three one-minute documentary television trailers; five slides and cards with accompanying announcements, and oversize Red Cross buttons for telecasting available from local Red Cross chapters.

A special documentary, *Third Eighth Parallel*, will be broadcast by NBC March 12, 10:30-11 p.m. Gen. Sarnoff will speak on the program.

The NBC Theatre Guild on the Air, sponsored by U. S. Steel, originated yesterday (Sunday) at Constitution Hall, Washington, as part of the opening rally.

Edmund Morton

EDMUND R. MORTON, 54, pioneer in development of radar, sonar and other electronic devices, an engineer of Bell Telephone Laboratories died Feb. 20 in Brooklyn Hospital, New York. Mr. Morton joined Bell Telephone Co. in 1923 and assisted in work on motors for the first TV system designed by Bell.

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

on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.
WBAL

FOR DEPENDABLE SERVICE
look to ALLIED
for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.



GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for immediate shipment. Ask to be put on our "Broadcast Bulletin" mailing list.

Write to BROADCAST DIVISION

ALLIED RADIO

833 W. JACKSON BLVD., CHICAGO 7
Call: HA ymarket 1-6800



ALL STATION SUPPLIES

Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

RADIO VS. NEWSPAPERS

Point-of-sale tests at two Sears Roebuck & Co. stores in Washington, D. C.

SEARS WISCONSIN AVE. STORE

	Radio	Newspapers	Both	Other	Total
% Traffic	32.4	15.9	13.1	38.6	100.0
% Purchasing Merchandise*	78.9	75.0	78.3	57.4	69.9
% Dollar Value Of Purchases*	33.9	16.8	13.9	35.4	100.0

SEARS BLADENSBURG RD. STORE

	Radio	Newspapers	Both	Other	Total
% Traffic	22.5	25.0	10.7	41.8	100.0
% Purchasing Merchandise*	7.9	65.6	65.4	51.0	60.7
% Dollar Value Of Purchases*	30.1	24.5	11.2	34.2	100.0

*Includes all purchases made in shoe department by customers showing an interest in the test merchandise.

Both—Any person who stated he both saw and heard test advertising.

Other—Any person who did not state he learned about merchandise directly through the advertising media tested.

APPEAL GRANTS

Court Action Draws Near

COURT ACTION on three new appeals from FCC new-station grants draws nearer with the filing of opposing and supporting briefs in the U. S. Court of Appeals for the District of Columbia. They concern AM grants at Dallas, Los Angeles and Cleveland.

KSEO Durant, Okla., has come to the court that the Commission unlawfully effected modification of its license by granting it as broadcaster Roy Hofheinz W. N. Hooper a new outlet at KACE.

Huntington Broadcasting Co., applicant at Huntington, Ok., Calif., to Coast Radio Broadcasting Corp. at Los Angeles (KPOL), charged FCC ignored comparative findings required by law and used an improper precedent case, that of Belleville-East Louis, Ill.

Scripps-Howard Radio Inc., appealing FCC's new-station grant in Cleveland to Cleveland Broadcast Inc. (WERE), charged the Commission improperly inferred Cleveland Broadcasting to be better qualified to operate the station, citing the ground of greater diversification of the media of mass communication.

KSEO, 250-w daytimer on 750 kw, contended the grant of KACE, 5 kw day, 5 kw night on 740 kc, would cause the Durant station to lose 34.4% of the area and 41% of the population within normally protected contour. The station represents 69.5% of the population residing within KSEO's remaining interference-free service area, the station told the court.

Both KSEO and KACE are Class B stations, the Durant outlet argued, and FCC illegally deprived KSEO of protection in making a grant which would cause the station to lose the contour of interference alleged. KSEO contended FCC violated its rules and engineering standards, as well as the Administrative Procedure Act, in making the Durant grant.

The Huntington Park applicant told the court that FCC specified 307(b) of the Communications Act (requiring equitable distribution of stations) would apply, but it concluded it was unable to distinguish between Huntington Park and Los Angeles on the basis of that section. The appellant states that at no point does the Commission detail how it arrived at such a conclusion and asked the court to reverse the decision and remand the case to FCC.

FCC told the court it properly included both applicants sought to serve the same metropolitan district, Los Angeles, and hence felt the grant should go to KPOL for 5 kw day on 1540 kc. FCC's view was supported by KPOL's brief.

Scripps-Howard, which owns KSEW (TV) Cleveland, charged KSEO improperly failed to base its conclusions upon a composite consideration of the material differences between appellant and Cleve-

KOZY DELETED

PIONEER FM station KOZY (FM) Kansas City, owned by Everett L. Dillard's Commercial Radio Equipment Co., was deleted effective Feb. 15, the FCC reported last week. Done at the request of the licensee, the action was motivated by economic reasons, the Commission said.

KOZY, Class B outlet on Channel 251 (98.1 mc) with effective radiated power of 9.7 kw, has been off the air for about a year, ever since the station lost the lease on its site, Mr. Dillard explained last week.

Mr. Dillard also is licensee of WASH (FM) Washington, another pioneer FM outlet "which will continue from where KOZY left off," he said. Difficulty in supervising KOZY's operation from Washington also was mentioned by Mr. Dillard.

Mr. Dillard was one of the moving forces behind formation of the FM Assn., which now has been merged with NAB. He is an ex-FMA president.

Kansas City now has only one authorized FM station in operation, KCMO-FM, which is a Transit Radio outlet. A Class B station on Channel 235 (94.9 mc), it is owned by KCMO Inc.

Mr. Dillard put KOZY on the air in 1942 as K49KC, operating in the former FM "low band" near 50 mc. Much of the know-how used in establishing KOZY as a pioneer FM outlet came from Mr. Dillard's engineering work and experimentation with FM and high frequency AM during the 1930s. Many of his findings are included in the records of FCC's 1938 FM hearing.

WASH (FM) went on the air

F. M. McGIVERN

Named New WCFL Manager

FRANK M. McGIVERN, publicity and promotion director of WCFL Chicago, has been promoted to station manager and administrative assistant to William A. Lee, president of the Chicago Federation of Labor which owns the station.

Mr. McGivern joined the station before the war as an announcer, in which capacity he had worked previously. After four years of Army service, he returned to WCFL as publicity director. As station manager, he fills a vacancy created two years ago at the resignation of Howard Keegan.

land Broadcasting. Scripps-Howard, under common ownership with the Cleveland Press, told the court if it was to be discriminated against because of newspaper affiliation, this policy must be set by Congress, not FCC.

FCC argued its conclusions considered all proper comparative factors and its findings were appropriate grounds for decision. FCC also said its newspaper policy has been long standing and supported by the court in many previous cases. Cleveland Broadcasting's brief supported and supplemented FCC's position.

Pioneer FM Station Turns in License

under regular commercial operation in December 1946. Prior to that Mr. Dillard operated the station experimentally as developmental outlet W3XL.

WEBC LISTS

New Executive Appointments

APPOINTMENT of Clifford J. Lue, as sales manager, and of Earl Henton, as assistant manager, was announced last week by Walter C. Bridges, general manager of WEBC Duluth-Superior.

Mr. Lue joins WEBC with 10 years radio sales experience in the Head of the Lakes area. Married, Mr. Lue lives in Superior, Wis.

Mr. Henton, head of WEBC's news department since 1945, has been in radio since 1940.



Mr. Lue



Mr. Henton

FCC BUDGET

House Unit Hears Request

FCC WAS SLATED to testify last Friday before a House Appropriations subcommittee in executive session on the agency's fiscal 1952 budget request [BROADCASTING • TELECASTING, Feb. 19, Jan. 22].

President Truman has asked Congress to approve \$6,850,000 for the FCC to carry on its operations. This figure represents an overall increase of 3.4% in the proposed allocation but a corresponding 1.4% decrease in funds for broadcast activities in comparison to fiscal 1951.

FCC APPROVES

Sale of KGW Portland

APPROVAL was granted by FCC last week to the \$350,000 sale of KGW Portland, Ore., to the family of Samuel I. Newhouse, owner of WSYR-AM-FM-TV Syracuse, N. Y., and newspaper publisher [BROADCASTING • TELECASTING, Dec. 18, 1950].

Assigned 5 kw on 620 kc, KGW is licensed to Pioneer Broadcasters Inc. All stock in this firm is acquired by Mitzi E. Newhouse, Samuel I. Newhouse Jr. and Donald Newhouse, wife and sons of Mr. Newhouse. The senior Newhouse, who recently purchased the Portland *Oregonian* and who holds extensive newspaper interests in the East, will lend additional funds to his family to aid in the purchase of KGW.

Sellers of KGW include: The Scott Co., 230 sh.; Mr. F. W. Leadbetter, 169 sh.; E. B. McNaughton, trustee, 122 sh.; Georgiana G. Aston, 8-2/9 sh.; R. P. Gantenbein, 56-1/3 sh.; Rhoda J. Adams, 56-3/9 sh.; Portland Trust and Savings Bank, 48-1/9 sh.; Michael J. Frey, 10 sh.

WHOM-FM N. Y.

Goes on the Air Today

NEW YORK's newest frequency modulation station, WHOM-FM, will take to the air today (Monday) on Channel 222 with 11 kw.

The station will slant its programs toward foreign-language and other specialized audiences, Fortune Pope, president of Atlantic Broadcasting Co., New York, which owns and operates WHOM, announced. He indicated too, that the new FM station will try to reach large segments of the foreign language population which have either limited or no representation on the AM stations.

Starting today the station will be on the air 6½ hours daily, 2:30-9 p.m. For the first week it will duplicate the station's AM programs, but thereafter the programs from 4-8 p.m. will be directed toward the Negro and Spanish markets.

THE ONE FOR 1951

➔ See Centerspread This Issue ➔

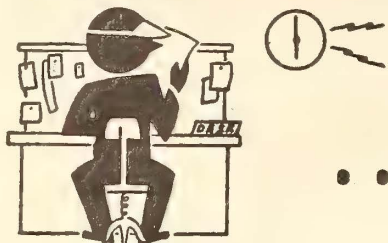
ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



...at deadline

ILLINOIS GOV. STEVENSON LAUDS RADIO BEFORE IAB

LARGEST gathering of Illinois broadcasters in history Friday heard Illinois Governor Adlai E. Stevenson urge a larger radio bureau in the state capital "so that your listeners no longer will divide their interests between national, international and local issues, excluding state affairs."

Speaking before more than a hundred members and guests of the Illinois Broadcasters Assn. at the Leland Hotel in Springfield, the governor praised Illinois broadcasters for "constantly improving public information." Regarding defense, he said the medium has an "enormous job to do in expelling public apathy."

Oliver Gramling, assistant general manager of Associated Press, told IBA members some of those broadcasters who "sold news down the river" after World War II "missed a big bet in building commercial success."

Later, election of officers was held. Ray Livesay, WLBH Mattoon, was named president; Oliver Keller, WTAX Springfield, vice president, and Joseph Kirby, WKRS Waukegan, secretary-treasurer. Elected to the board of directors were Walter Rothschild, WTAD Quincy, and Harold Safford, WLS Chicago, retiring president. Mr. Rothschild replaced Arthur Harre, WJJD Chicago.

RCA, EMERSON PREPARING REPLIES IN COLOR MOTION

RCA and Emerson Radio & Phonograph Corp. Friday were preparing replies to FCC-Justice Dept.-CBS motion for U.S. Supreme Court affirmation of Chicago Federal District Court's dismissal of RCA suit against adoption of CBS color TV standards. Both replies to be filed today (Monday).

RCA reply is on behalf of itself and two subsidiaries, NBC and RCA Victor Distributing Corp. Emerson was one of intervenors on RCA's side in Chicago suit, which ended with temporary restraining order against commercial use of CBS color pending appeal on dismissal of RCA suit [BROADCASTING • TELECASTING, Dec. 25, 1950].

EDMUND P. PILLSBURY

EDMUND P. PILLSBURY, 31, vice president of Pillsbury Mills, Minneapolis, and son of Board Chairman John S. Pillsbury, killed when his plane crashed near Paxton, Neb., during sleet storm. He died shortly after crackup in Sutherland, Neb., hospital. Plane owned and piloted by flour mill executive, carried two friends, also of Minneapolis. Group was en route to Aspen, Colo., for vacation. Surviving are his widow, Priscilla, and two children, Priscilla, 10, and Edmund Jr., 8.

TV-COLLEGE MEETING

TV NETWORK representatives will meet with executives of National Collegiate Athletic Assn. at special session on TV rights to athletic events at LaSalle Hotel, Chicago, March 1, 2 and 3. Main business will be possible modification of January ban declared by NCAA, prohibiting member schools from telecasting football games.

JUDGE MILLER TO TOUR LATIN AMERICAN NATIONS

NAB Board Chairman Justin Miller to fly to Mexico City March 11 on first leg of Latin American tour on behalf of U. S. Advisory Commission on Information, of which he is member. He will inspect operations of U. S. information offices and evaluate Voice of America broadcasts.

From Mexico City Judge Miller will go to Sao Paulo, Brazil, where he will attend Inter-American Assn. of Broadcasters meeting, opening March 19 (see story, page 79). Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director, will represent board as delegate.

CHICAGO TV OFFER REJECTED BY UNION

CHICAGO members of Television Authority unanimously rejected offers of three Chicago stations in all-day meeting, authorizing TVA board to call strike "if a satisfactory agreement is not reached promptly." Stations concerned are WENR-TV (ABC), WNBQ (NBC) and WBKB (CBS). WGN-TV (DuMont) withdrew from group negotiations two weeks ago, asking for separate consideration.

Negotiations hit half-dozen snags in final talks, although basic wages, working conditions and benefits had been set. Two contention points involve minimum fees and wages for sports announcers and reportedly new demand by telecasters for additional rehearsal time without extra payment. TVA board, after 30 meetings with broadcasters since November, will convene this morning (Monday) to discuss final word of management per membership order. Under terms of network agreement, network TVA contract is cancellable in 10 days if local negotiations break down.

CROSLEY TV OUTLETS ENTER PROFIT CATEGORY

CROSLEY Broadcasting Corp.'s television stations—WLWT Cincinnati, WLWC Columbus, and WLWD Dayton—moved into profit category during last quarter of 1950, according to annual report of Avco. Mfg. Corp., Crosley parent company. Report, released today (Monday), said Crosley's AM stations (WLW Cincinnati, WINS New York) "maintained a high sales level, only slightly less than the record year of 1949" and that "both stations have been able to maintain their rate structure and still show a low cost-per-impression for their advertisers."

Avco President Victor Emanuel said Avco in 1950 achieved highest sales and earnings in its history, with consolidated net income for fiscal year ended Nov. 30 totaling \$12,635,633 compared with \$4,150,466 in fiscal 1949. Consolidated net sales were \$256,966,971, 87% gain over 1949's \$137,398,554.

FINNEY NAMED V-P

PETER FINNEY, with Erwin, Wasey & Co., New York, several months, has been named vice president. He is service head on Admiral Corp. account.

Closed Circuit

(Continued from page 4)

TV. Move will raise TV budget from \$800,000 to \$1,300,000.

WHEN Senate Foreign Relations Committee holds hearings within next few weeks, months to consider ratification of NARI Treaty, entailing revision of North American broadcast allocations, key figure favoring ratification expected to be Sen. Tobey (R-N.H.) who has transferred from Interstate Commerce to Foreign Affairs Committee. An old hand at radio and TV, he has been thoroughly indoctrinated on treaty issues.

AGITATION for investigation of Clear Channel Broadcasting Service, its financing and techniques, reportedly being stirred on Capitol Hill. Anti-Clear group, as yet unorganized but spear-headed by Ed Craney, director of XL stations in Pacific Northwest, has figured in activity surrounding CCBS opposition to NARBA treaty. CCBS claims its activities are an open book. FCC, State Dept., and non-clear stations are vigorously urging prompt ratification, with ABC also understood favoring treaty.

UPON APPROVAL by FCC of sale of WTIC, Cumberland, Md., to new company headed by Howard Chernoff, former general manager of West Virginia network, George Clinton, directing head of WPAR Parkersburg and WBI Clarksburg, W. Va., will become directing head. Mr. Chernoff, now in Europe on duty for State Dept., does not plan to return to U.S. for a number of months.

NEW SPONSOR LINEUP FOR SATURDAY REVUE

NEW LINEUP of sponsors on NBC-TV 2½-hour *Saturday Night Revue* shaping up Friday after Lehn & Fink Products Corp. New York, signed to sponsor opening 8-8:30 p.m. portion for Lysol and Hines Honey Almond Cream, and Bymart Corp. signed for 8:15-8:30 p.m. spot for Tintair, effective last Saturday for 13 weeks.

They replace Campbell Soup Co., now sponsoring *Henry Morgan Show*, Friday, 9-9:30 p.m. Agency for Lehn & Fink is Lennen Mitchell; for Bymart, Cecil & Presbrey.

WWL DROPS FM OUTLET

WWLH (FM), sister station of Loyola University New Orleans, Friday advised FCC would cease operation midnight, Feb. 28. Letter to Commission, Rev. T. J. Shields, S.J., university president, explained, "We have been unsuccessful in establishing in New Orleans area a sufficient audience of FM listeners to justify continued operation." Station went on air Sept. 11, 1946.

AFRA HEARING SET

LEGAL action by Lang-Worth Program Services to enjoin AFRA strike activities (see story, page 33) set late Friday for hearing at 2 p.m. Tuesday before New York Supreme Court Judge Isidor Wasservogel, sitting on special term, Part 1.

MISS TRUMAN IN COLOR

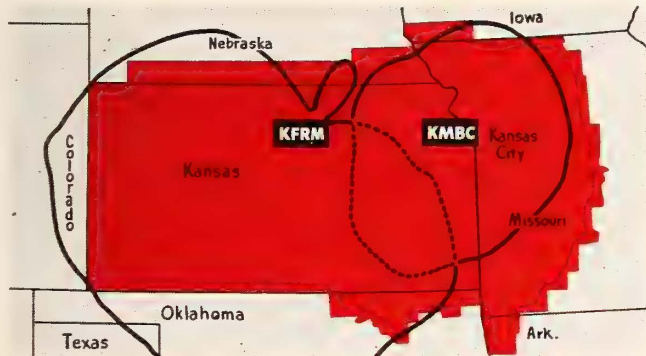
MARGARET TRUMAN was scheduled to make her first color TV appearance Saturday, presenting Police Athletic League award at National Photography Show, New York, before CBS color-TV cameras.

COMPTON ELECTS HISE

JOHN A. HISE, manager of merchandising department of Compton Adv., New York, elected vice president.

THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal. The KMBC-KFRM Team has built effective

It's a Rectangle...

and The KMBC-KFRM Team Covers
It More Effectively and Economically
Than Ever Before!

and economical coverage of the territory without waste circulation but more important, *the building continues!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Mr. Plus joins the staff



On March 11th, WWDC and MUTUAL will join hands. WWDC's basic philosophy of block programming remains intact. To our present successful disc jockey salesmen, we add Mutual's high-rated kid and mystery strips. To our present twenty-four hour news coverage, we add Mutual's high-rated Heatter, Lewis, Edwards, and Henry. To our Washington Senator baseball coverage, we add the World Series and the All Star Game.

WWDC is now third in overall ratings (Pulse, November-December). With the Mutual programs fitting like a glove into our own program formula, we will get even higher ratings. So now it's more for your money on WWDC!

WWDC

WASHINGTON

the big "plus" is now MUTUAL

National representatives, FORJOE & CO.

P.S. WWDC-FM's transit radio is doing a great job for an increasing number of national accounts. See H-R Representatives, Inc.