

TELECASTING

A Service of BROADCASTING Newsweekly

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for sales-minded TV advertisers

"SHARP COMMENTS"

by

Fern Sharp

12-12:30 p. m.

Mon. thru Fri.



Popular WBNS-TV Participation Program

The word of Miss Sharp works wonders for her sponsors. As a leader in presenting fashion, food and homemaking news to central Ohio, she has held the consumer's confidence for over 12 years.

Her informal "Sharp Comments" bring televiewers an interesting half-hour variety of news, views and interviews in the women's world—and offer TV advertisers an excellent opportunity to chat about their products. Local as well as national advertisers are securing good results from Miss Sharp's popular television program.

Write for program details and success stories on "Sharp Comments" in central Ohio's rich TV market . . . or ask your Blair TV representative.



WBNS-TV

COLUMBUS, OHIO

Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch
and WBNS-AM Sales Office: 33 North High Street

New!
PRODUCED FOR TV

Erskine Johnson
and
Coy Watson's

"HOLLYWOOD REEL"

**Big-Time Nationally-Tested TV Show—All Yours
in Your Own Markets at a Price You Can Afford**

HOLLYWOOD STARS... at Home, at Work, at Play

26 TIMELY exciting 15-minute film features presenting the real lives of the Movie Capital's most colorful personalities. Running comment by the well-known nationally syndicated Hollywood columnist, Erskine Johnson.

A MOVIE fan magazine on *film*, picturing the hobbies, businesses, amusements of the stars... glimpses of Hollywood fashions-in-the-making... behind-the-scenes secrets in the shooting of million dollar motion pictures. Five or six subjects in every program—something to attract every member of the televiewing family.

AUDIENCE-TESTED! Captured excellent Videodex ratings (3 mos. averages) in the following cities: Buffalo 34.8; Chicago 14; Cleveland 14.4; Los Angeles 11.4; St. Louis 28; Washington 19.3.

ADVERTISERS! Inquire immediately respecting sponsorship in your markets. Selling fast—but many areas still open. Cost: 50% of Class A live one-time quarter-hour rate for stations used. (Also available to TV stations for resale locally.)

26 PROGRAMS READY, more in production. Running time: 12 minutes without commercials. Center fadeout permits insertion of middle commercial.



Audition prints on request—write, wire, telephone

PARAMOUNT TV NETWORK

1501 Broadway, New York 18, N. Y. BRyan 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

ASCAP BEGINS FIRST STANZA *By Mailing 'Rejected' Forms*

By BRUCE ROBERTSON
ASCAP LAST Wednesday mailed to the nation's TV broadcasters license forms covering the use of ASCAP music on video programs on a per program basis. Licenses were issued by ASCAP on its own, the terms included having been rejected the previous week by the All Industry TV Per Program Committee which for more than a year had been trying to negotiate a satisfactory license agreement with the society [BROADCASTING • TELECASTING, March 5].

Letter of transmittal, signed by Otto A. Harbach, ASCAP president, said that the licenses were being distributed in accordance with his letter of Dec. 14, 1950, which notified TV station operators that negotiations with their committee had failed and that ASCAP would shortly issue per program licenses of its own making. Since then another meeting of the television committee and a group of ASCAP executives was held, Feb. 28-March 2, but no agreement was reached then, either [BROADCASTING • TELECASTING, March 5], so ASCAP went ahead and sent out unilaterally drafted license forms.

"We wish to assure you," Mr. Harbach wrote, "that the enclosed form of per program license represents our sincere effort to arrive at a fair rate on the basis prescribed by the Television Per Program Committee of your industry—that is, one on which no payment is to be made on spot announcements between programs even though the program preceding or following the spot announcement is one which contains ASCAP music."

Dec. 15 Expiration

The per program license forms set Dec. 31, 1951, as the end of the license period. This is at variance with the blanket license forms issued by ASCAP in October 1949, which gave Dec. 31, 1953, as their concluding date. The blanket licenses, however, contain a clause giving ASCAP the right to conclude them at the end of 1951 on 90 days notice. Both contracts are retroactive to Jan. 1, 1949, ASCAP's free licenses to television stations having ended on Dec. 31, 1948. Since then, most TV stations have used ASCAP music on an interim agreement basis, making flat fee monthly payments which will be adjusted on the basis of the

terms of the license accepted by each station.

Three of the TV networks (ABC, CBS, NBC) have blanket licenses from ASCAP for themselves and for their owned and operated TV stations. DuMont also has a blanket ASCAP license for its network operation, but the agreement includes a special clause giving DuMont the right to exchange the blanket deal for a per program license if it so desires after having examined the per program offer. The three TV stations owned by DuMont are operating under the interim licenses.

The proposed rates, covering "each local commercial television program of which any of the musical content shall include, in whole or in part, any musical composition licensed hereunder," according to the license form, call for payments of the following percentages "of the station's full television rate card as published in *Standard Rate & Data* applicable to a single local commercial television program for the time when such local commercial television program shall be

broadcast," are as follows:

"(A) 8½% of such full television card rate if the station has gross receipts from sponsors less than \$150,000 per year for such year, or

"(B) 9% of such full television card rate if the station has gross receipts from sponsors between \$150,000 and \$300,000 per year for such year, or

"(C) 9½% of such full television card rate if the station has gross receipts from sponsors in excess of \$300,000 per year for such year."

Definition of Local Show

The license form describes a "local television program" as any program broadcast by the station "other than a network television program," which is defined as a program "broadcast simultaneously or by so-called 'delayed' or 'repeat' broadcasts (sometimes known as 'rebroadcasts') over two or more affiliated stations."

"Gross receipts from sponsors" mean the gross payment of advertisers for the use of the station's

facilities for local TV programs. Co-op network programs are considered as network and not local programs and, like other network shows, are covered by the networks' licenses from ASCAP. Stations are not required to pay ASCAP for revenue from local political telecasts and are also exempted from paying for motion picture programs if they have been licensed at the source.

At first glance the fees asked by ASCAP for video commercial shows under the proposed per program license do not greatly exceed the 8% royalty payments paid on radio commercial programs under the ASCAP per program radio station licenses. But vigilant telecasters were prompt to point out that the radio licenses are not based on one-time ratecard rates but on actual receipts for time, after contractual discounts, agency commissions and sales costs have been deducted.

According to one executive of a company operating both a radio and a television station, which has
(Continued on page 66)

CARROLL IN CONTEMPT? *Vote Test Case*

VOTING to make a "test case" of James J. Carroll's refusal to testify before TV cameras in St. Louis, the Senate Crime Investigating Committee last week recommended that the Senate cite the "betting commissioner" for contempt.

The action is the first step looking to a decision on whether a witness can be forced to testify with video cameras present [BROADCASTING • TELECASTING, March 5].

A fortnight ago Mr. Carroll walked out of a hearing that was being covered by KSD-TV St. Louis. The "betting commissioner" told Sen. Estes Kefauver (D-Tenn.) televising constituted an invasion of his constitutional right of privacy and subjected him to ridicule and embarrassment.

Sen. Kefauver, committee chairman, has since put himself on record in favor of continuing telecasts of the crime committee's public proceedings (see coverage story page 72).

Reaction was swift in industry and Congressional quarters as well

as in the press.

The controversy drew two editorials from the *Washington Post* which questioned "whether it is sound policy to force testimony from witnesses under the distracting influence of television lights and microphones." In its view, the *Post* saw regular use of TV in committee investigations as encouraging "inquisitors to put on a show" instead of compiling information. "Fact-finding would almost inevitably degenerate into circus antics."

Magee Gives Warning

Both the *Post* and the *Washington News* pointed out that courts do not require witnesses to testify under such conditions. These sentiments were echoed in remarks by Rep. Clare Magee (D-Mo.) which were read into the *Congressional Record*.

Rep. Magee warned, "We should never let these investigations deteriorate into forums of entertainment nor should they be used to assassinate character."

When Sen. Kefauver refused to

hear Mr. Carroll's testimony except before cameras, Rep. Magee reflected, "there arises the question of whether the Senator was most interested in getting the facts or in getting the fullest publicity."

Expressing himself on telecasting of testimony, Rep. Magee commented, "To me the whole idea is inane and repulsive. It would bring the Congress to a new low level in public esteem. The dignity of the courtroom would become only a memory while its sacred portals became a testing ground for the future Faye Emersons and Jimmy Durantes."

John S. Hayes, WTOP Inc. (WTOP-AM-FM-TV Washington) vice president, struck back at the *Post's* condemnation in a letter to the editor. (The *Post* has controlling interest in WTOP Inc.)

Sweeping aside arguments that television would spur showmanship, Mr. Hayes said that on the contrary, presence of video would tend

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MAGNETIC RECORDING lowers costs

TELEVISION, itself new, is adopting a new audio art to achieve both better quality and lower cost.

This new art is magnetic sound recording. Its use in making television films has saved countless thousands of dollars, yet improved audio quality—and still bigger savings and better quality can be expected.

Those benefits, now enjoyed primarily at network headquarters, can also be expected at individual TV stations. Magnetic recording applies to any television film, from filming local programs and commercials to filming live action that is to be sent to other stations.

Television approached magnetic recording gingerly at first, seeking economies.

By DANIEL E. DENHAM
NEW YORK TECHNICAL SALES REPRESENTATIVE
MINNESOTA MINING & MFG. CO.

First step was to switch from optical film to magnetic tape in making the duplicate or "safety" sound master. This reduced costs sharply, since the magnetic "safety" could be erased and re-used repeatedly after the film was completed. Savings ran into tens of thousands of dollars in the New York area in the first few months.

Another advantage was realized at the same time—the magnetic "safety" could be played back immediately. This speeded production and saved additional thousands of dollars. Since the producer could play back the audio section immediately, he could make correc-

tions on the spot instead of having to do it later when it would require reassembling an expensive cast and set.

TV stations have been quick to adopt the new method: CBS with Fairchild magnetic tape equipment; NBC with RCA 16mm magnetic film equipment; and DuMont and New York City's Television Unit, with Reevesound 16mm magnetic film equipment.

After magnetic recording had effectively cut costs, television began considering its other virtue—quality—and adopted magnetic tape or film for the master as well as the "safety." Mixing the various tracks (dialogue, background music, etc.) was all done on the magnetic medium, and the completed audio master was magnetic. Quality was improved, since the magnetic medium retains its original quality throughout processing, while the optical system suffers several losses in quality.

Better Quality

With this method, the finished product is still a composite picture-film-and-optical-recording, but the quality is better, and costs are lower since the magnetic material can be re-used.

However, the method that gives the best audio quality and lowest cost is the "dual system," which uses the magnetic medium both for recording and for playing back. Safeties and masters are made on magnetic, with mixing and dubbing also on magnetic, thus the finished audio product is a complete master magnetic film or tape. This is played back in a magnetic playback unit in synchronism with a separate picture film projector.

A better picture image is also obtained, since the picture processing steps are cut down, thus eliminating imperfections created by those steps. A negative print is used. And costs are still further reduced due to the fewer film processing steps.

LATEST technical improvements in the ever developing art of tele-

vision usually are translated into savings for the telecaster and better service for the viewer. Daniel E. Denham, an authority on magnetic sound recording for TV, herewith points up its advantages to station opera-

tors. Mr. Denham is the New York technical sales representative for the Minnesota Mining & Mfg. Co. of St. Paul, maker of "Scotch" sound recording tape and film.

[Two definitions may be in order: Magnetic film is of 16mm, 17½mm, or 35mm width; has a 5-mil cellulose acetate base similar to motion picture film; has a coating of iron oxide instead of an emulsion; and is perforated, with the sprocket holes being the same pitch and width as those in picture film. Magnetic tape is ¼" wide, has a base thickness of 1½ mils, and is coated with iron oxide similar to the magnetic film, but has no sprocket holes.]

In the "dual system" of using a magnetic medium for playback, the major problem that television encountered was lip synchronization. It was also the only important problem, since other questions—fidelity, signal-to-noise ratio, amplitude variation, level, storage conditions etc.—had been proved through radio use of magnetic tape and film.

Sprocket holed magnetic film seemed the obvious way to achieve perfect synchronization between sound and lip movements. A recorder, using magnetic film and run by a synchronous motor (fed from the same line source as the synchronous motor of the picture film), stays in perfect lip synchronism. The two machines are locked in synchronism at the start of the take, and stay that way throughout the take. The operation

(Continued on page 70)



TV STATIONS have been quick to adopt the new method of magnetic sound recording, Mr. Denham says. Above are two of the Fairchild Pic Sync magnetic recorders installed at the CBS television studios in New York. At left is an RCA 16mm magnetic film recorder used in NBC's New York TV studios.

*TV Poll Results

Here's the Way You Voted;
The Emcees and the "Big Hand"

—BY MARY WOOD—



WCPO-TV was **FIRST** in:

Personality — Paul Dixon

Drama — Pulitzer Prize Playhouse

Music — Cavalcade of Bands

Quiz — Twenty Questions

Daytime Show — Dixon Song Shop

Kitchen Show — Cathy's Kitchen



PAUL DIXON

Cincinnati's "Mr. TV"

WINS ANOTHER "FIRST" FOR WCPO-TV

Cincinnati tele-viewers were recently polled by Mary Wood of the Cincinnati Post. Their Favorite TV Personality: Paul Dixon. Their Favorite Daytime Show: Paul Dixon's Song Shop. Surveys continue to show that night and day, week after week, month after month, WCPO-TV is first in Cincinnati.

*From Cincinnati Post Television Poll, 1951



WCPO — TV, AM, FM
affiliated with the
Cincinnati Post
Represented by
THE BRANHAM CO.

WCPO-TV

Channel 7
CINCINNATI, OHIO

WCPO-TV carries top 5 multi-weekly programs seen in Cincinnati . . . JANUARY PULSE

COLOR ARGUMENT

SCOTUS Sets for March 26

TELEVISION's importance in the national economy may be underscored by the alacrity with which the Supreme Court could windup the long-raging color controversy. In the wake of the high court's announcement last Monday that it would hear oral arguments, observers pointed to the April 1 expiration of the lower court's stay order against commercial use of color by CBS and recognized the possibility of a bench opinion being handed down shortly thereafter. However, some sources felt that a final decision might not be rendered until late spring.

Further avenues of action could be an extension of the stay order pending the issuance of the Supreme Court decision, or even complete disregard of the expiration of the stay order.

It is expected that on March 26 the government's case will be presented by Solicitor General Philip B. Perlman, with Samuel I. Rosenman of Rosenman, Goldmark, Colin & Kaye as CBS counsel. For the appellants, it is anticipated that

John T. Cahill and Judge Simon H. Rifkind, counsel for RCA and Emerson Radio & Phonograph Corp., respectively, will appear.

In setting the case for argument last Monday, the Supreme Court turned down a motion by CBS, FCC and the Dept. of Justice to affirm a previous ruling of the Chicago District Court which had upheld the right of the FCC in authorizing commercial use of the CBS color system [BROADCASTING • TELECASTING, March 5, Jan. 22]. However, the stay order by the lower court to April 1 was also

continued by the high tribunal.

The appellants in their replies to the CBS-FCC-Justice motion of last month claimed that the Chicago court had not afforded "judicial review" in dismissing the case with "express" language that "showed it (District Court) intended to leave decision of this case on the merits" to the Supreme Court.

Further, the appellants questioned that the FCC original decision was based on an adequate hearing record. RCA alleged the record was "admittedly inade-

quate" and that the Commission has "violated its duty to inform itself" and to take account of determinative facts.

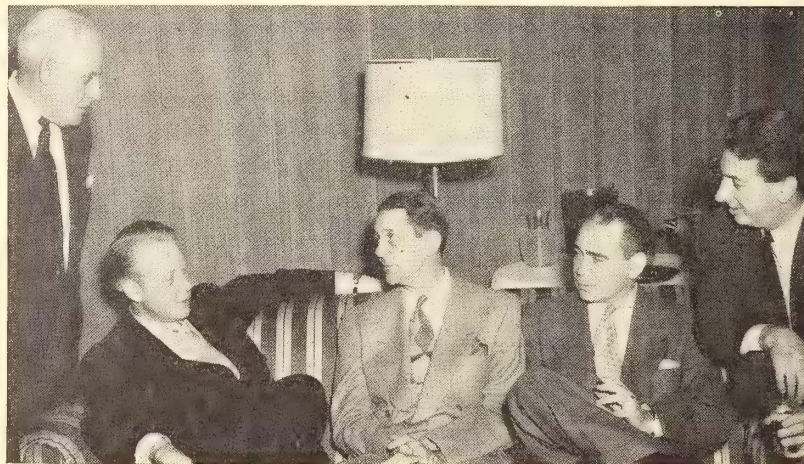
The appellants also questioned whether there was a violation of the Administrative Procedure Act, alluding to "refusal" of the FCC to consider the RCA Progress Report and the report of the Condon Committee "even though these were submitted in RCA comments . . . requested by the Commission."

CBS, FCC and the Dept. of Justice in its earlier motion to affirm to the Supreme Court undertook to answer RCA charges, saying that the action of the District Court in sustaining the FCC decision was "an admittedly difficult one, but one of exactly that nature which is within the informed competence of an administrative agency." This motion recognized the rapid technical developments that constantly occur in television but pointed to "the obvious fact" that if a system of satisfactory color television was to be initiated at the earliest practical time, there must be a "stopping point" somewhere in judging the issue.

The motion termed the matter "the classic case for judicial non-intervention" and declared "it is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency."

While most opinion in Washington indicates that the FCC's original decision will be upheld in the Supreme Court, it is questioned just how far the fruits of victory can be applied by CBS in the face of the national defense situation and the scarcity of certain materials.

Nevertheless, CBS has indicated it was ready to continue its original color telecasting plans once the issue was settled in its favor.



NEW ORLEANS had its first glimpses of color television Feb. 28 and March 2 when CBS coincided color demonstrations with a March 2 meeting in the Crescent City of Districts 4 and 5 of the Columbia Affiliates Advisory Board [BROADCASTING • TELECASTING, Feb. 26]. Shown at a cocktail party during the meet are (l to r) Howard Summerville, general manager, WFLA New Orleans; Dr. Frank Stanton, CBS president; Glenn Marshall, WMBR Jacksonville, Fla.; Jack Van Volkenburg, CBS vice president, and Adrian Murphy, CBS vice president.

20th CENTURY

Buys Color System Share

PURCHASE of an interest in a new theatre color television system by 20th Century-Fox Film Corp. was announced last week by Spyros P. Skouras, president, following his return from Switzerland.

Developed by the Swiss Federal Institute of Technology in Zurich, the Eidophor projection system, as it is known, is expected to be deliverable in about 18 months, following solution of certain technical difficulties.

The Eidophor projector under development will not be any larger than those now in use in movie houses, according to Mr. Skouras, although the size and complexity of the original experimental apparatus caused it to appear impractical.

"With this new system, we will be able to broadcast whole operas, recitals by the greatest living musical artists, sports events, practically anything, to thousands of motion picture houses simultaneously," he said.

The system is described as a development from the basic idea of modulating the light of an outside source, such as an arc lamp, until its intensity corresponds to a television signal. It is said to "closely approach" 35mm film in screen brightness, tone scale, contrast ratio and detail.

The purchase included exclusive rights to the manufacture and distribution of Eidophor equipment in the United States as well as an undisclosed interest in the European manufacture and distribution.

NETWORK BUSINESS Add 13 New Advertisers

IN THE flurry of business activity resulting from the annual mid-March contract negotiations between the networks and advertisers, the four TV networks reported a total of 13 new sponsored programs; 7 cancellations and 5 renewals.

NBC-TV topped the new business list by signing five new sponsors in early March, including:

Brewers Corp. of America (Carlings Red Cap Ale) sponsoring *Carlings Takes You to the Races*, Sat., 15 min., between 4 and 4:30 p.m., for 17 weeks through Benton & Bowles, New York, beginning April 7; Colgate-Palmolive-Peet, through William Esty Co., New York, for *Miss Susan*, 3-3:15 p.m., Mon.-Wed.-Fri., beginning March 12; Hollywood Candy Co., sponsoring *Hollywood Junior Circus*, alternate Sun., 5:30-6 p.m., beginning March 11 through Ruthrauff & Ryan, New York; Procter & Gamble, through Benton & Bowles, New York, beginning March 27, for *Kukla, Fran & Ollie*, 7-7:30 p.m.,

Tues. and Fri.; and Reynolds Tobacco Co., for Sat., 8:30-9 p.m., portion of *Jack Carter Show*, through William Esty Co., New York, effective March 10.

NBC-TV also reported one cancellation, *Musical Comedy Time*, Mon. on alternate weeks by Procter & Gamble, through Compton Adv., New York, effective March 19.

New ABC Contract


ABC-TV laid claim to three new programs acquired in early March: Jacques Kreisler Mfg. Corp., *Kreisler's Band Stand*, Wed., 8:30-9 p.m., through Hirshon-Garfield Inc., New York, beginning March 11; Cluett Peabody & Co. for *Holiday Hotel*, alternate weeks, Thur., 9-9:30 p.m., through Young & Rubicam, New York, beginning March 22, and Ralston-Purina Co., *Pets and Pals*, Sat., 4:30-5 p.m., beginning March 11, through Gardner Adv., St. Louis.














Canada Dry Ginger Ale Inc. renewed *Super Circus* for 52 weeks,
















Sun. 5-5:30 p.m., through J. M. Mathes Inc. Cancellation of the *Billy Rose Show*, sponsored by Hudson Motor Car Co., Tues., 9-9:30 p.m., effective March 27, through Geyer, Newell & Ganger, and the American Safety Razor, Pharamcraft sponsorship of *The College Bowl*, Mon. 9-9:30 p.m., through Ruthrauff & Ryan, New York, was also reported by the network.

CBS revealed no new business for the early March period, but signed 52-week renewals for four of its shows: American Tobacco Co., for *This Is Show Business*, Sun., 7:30-8 p.m., through BBDO; B. F. Goodrich, for *Celebrity Time*, Sun., 10-10:30 p.m., through BBDO; General Foods, for *The Goldbergs*, Mon., 9:30-10 p.m., through Young & Rubicam, New York, and Oldsmobile for *CBS TV News*, Mon.-Fri., 7:30-7:45 p.m., through D. P. Brother, Detroit.

The network fell victim to three
(Continued on page 66)

*"Tiny Tidbits" needed a BIG  Salesman.

*"Tiny Tidbits"  was a swell-tasting cereal  that was good for , , and ... even  and .  came in a pretty package that looked good in store windows . Little  on  delivered  circulars right to people's ... but, somehow, folks in the San Antonio

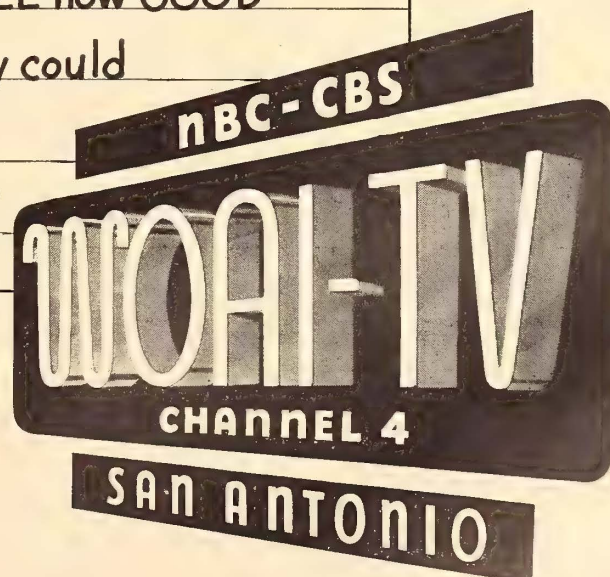
area weren't excited about , no matter what! But, one night, when more than 40,000 s were tuned in to WOAI-TV, a , , and even a  and a , appeared on the  all enjoying  of . People in and for miles around San Antonio sat up and took . That  looked so GOOD that just about everybody in that 750,000 population area ran right to the nearest  and demanded . Yes, sir, WOAI-TV really did a SELLING job by letting folks SEE how GOOD  looks in that ! They could almost TASTE it!

MORAL: YOU can sell more on WOAI-TV, too!

*"Tiny Tidbits" are fictional...
Coverage and set figures are facts.
Ask our reps for further information.

Represented Nationally By
Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA



CMQ-TV DEBUTS

Executives View Dedication

MORE than a score of top U. S. broadcasting and agency executives and editors and publishers were in Havana yesterday (Sunday) to attend the dedication of Goar Mestre's CMQ-TV, television affiliate of CMQ Havana, key station of Circuito CMQ, a major Cuban radio network.

The new TV station, described as the "most modern in the world," was built at a cost of \$632,000 and comprises some 45,000 square feet of floor space. It includes four large studios, film laboratories and shops for building sets and props. The television building adjoins CMQ's multi-million dollar radio building, erected in 1948 and known as Havana's "Little Radio City" which presumably will now be called "Radio and Television City."

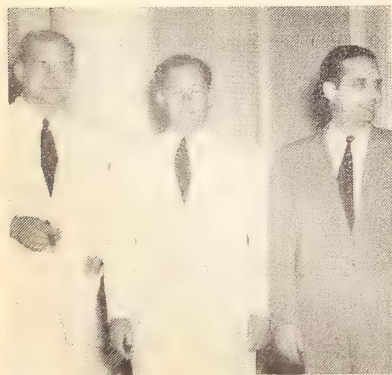
The CMQ-TV structure, equipped throughout with the latest RCA TV studio apparatus, also houses the station's RCA transmitter (5 kw video, 2.5 kw audio) and supports the 275-foot transmitting tower with its super-turnstile antenna, designed to give CMQ-TV an effective radiated power of 20.5 kw video and 10.25 kw audio. The Blaw-Knox tower rises 385 feet about sea level and is said to be the heaviest ever built in the U. S. It is designed to withstand winds of over 250 miles an hour, a necessary precaution in the tropical hurricane region. Six RCA TV cameras are installed in the studios and two more are included in the station's mobile unit for remote pickups.

President to Attend

The president of the Cuban republic, Prio Socarras, was to attend the opening telecast of CMQ-TV at 7:30 p.m. Sunday and to remain at the station for a tour of the video studios followed by a reception in his honor. A special dramatic show was planned as the station's opening program, followed by a variety show featuring top Cuban entertainers. A telecast of an outstanding sports event was to conclude the evening's program schedule.

The United States delegation,

* * *



The three Mestre brothers associated in CMQ operations (l to r): President Goar Mestre, Abel Mestre and Luis Augusto Mestre.



Goar Mestre, owner and director of the Circuito CMQ network, is televised on a pre-inauguration program of CMQ-TV.

headed by NAB President Justin Miller, together with another group of foremost Latin American broadcasters, was to arrive in Havana Friday evening and to have a preview of the stations Saturday morning. On Saturday evening they were to meet Cuban government and business leaders at a reception at the home of Mr. Mestre.

Sunday's agenda began at 11 a.m. at a church service at which a high church dignitary was to bless CMQ-TV. That afternoon the visitors were to have lunch at the Jockey Club and to witness the running of the CMQ-TV Handicap,

feature of the day's races. The visitors then were to be guests of honor at the inaugural CMQ-TV program and at the presidential reception.

Head of CMQ and the CMQ network, which includes eight stations owned and operated by the network, Mr. Mestre has long played a leading role in Latin American broadcasting. He now serves as president of the Inter-American Broadcasting Assn. His brothers, Abel Mestre, president of Bestor Products, Cuban distributor for General Foods and Home Products International, and Luis Augusto

Mestre, president of Mestre y Espinosa, wholesale drug firm of Santiago, Cuba, are associated with Goare Mestre in the broadcasting—and now telecasting—venture.

CMQ-TV is Havana's second video station, Radio Union Television having launched the city's first TV operation last October [BROADCASTING • TELECASTING, Oct. 30, 1950]. There are now some 18,000 TV receivers installed in the Havana area, with the number increasing at the rate of 3,000 to 5,000 a month. CMQ-TV will be represented in New York by Melchor Guzman & Co., which already acts in that capacity for CMQ.

Among those representing the U. S. television industry at the opening ceremonies will be: John F. Royal, NBC vice president; J. Leonard Reinsch, managing director of the Cox Stations (WSB Atlanta, WIOD Miami, WHIO Dayton); Edmund A. Chester, CBS news director, Sylvester L. Weaver, vice president in charge of NBC's television department; Clifford W. Slaybaugh, sales manager of RCA International; Edward Lyman Munson, Brig. Gen. U.S.A. (Ret.) and director of TV operations for NBC; Mr. Miller; Cal Joseph Abraham, public relations liaison for NBC, and Albert Protzman of NBC.

Others Attending

The Latin American radio industry was to be represented by: Fernando Eleta A., president RPC Network, Panama; Emilio Azcarraga, president XEW Mexico City, and Ramon Quinones, president WAPA San Juan, P. R.

Among the advertising leaders who were to attend: Irwin A. Vladimir, president Irwin Vladimir & Co. Inc.; Robert H. Otto, president Robert Otto & Co. Inc.; Melchor Guzman, president, and Albert M. Martinez, vice president in charge of radio, Melchor Guzman & Co.; Thomas W. Hughes, vice president National Export Advertising Service; Arthur A. Kron, executive vice president Gotham Advertising Co. Inc.; Thomas Lane, vice president in charge of television McCann-Erickson; Harold E. Weinholz, international division Young & Rubicam Inc.

COLOR TUBE

RCA Makes Available To Other Firms

RCA's TRI-COLOR direct view television receiver tube was made available to other TV manufacturers last week when RCA sent to its licensees in the video receiver manufacturing field a bulletin detailing the processes in the production of these tubes.

CBS expressed immediate interest in the news that the tube might be built by others than RCA, which last fall had declined an FCC request to turn over to CBS any of these tubes on the ground that the suggestion was comparable to asking the New York Yankees to turn over Joe Dimaggio to the Philadelphia Phillies for the World Series.

"If this is not just another attempt of RCA to stall color," a CBS spokesman said, "and if this tube really works, we are very much interested in it, because such a tube would work better with the CBS system than with any other. We want to see and to try out any color tube that anyone develops."

The RCA bulletin numbered LB-822 and titled "Manufacture of an RCA Developmental Three-Gun Tri-Color Kinescope," in 14 pages fully illustrated with photographs and diagrams described step by step the way the tube is made, including the stencil process used to print the phosphor dots on the

glass plate of the tube.

Publication of the bulletin does not make the RCA tube immediately available to CBS. RCA at the time of the FCC request said that CBS would be able to get some of the tubes when they were put on sale, but RCA itself has not yet begun to turn them out commercially and it will take some time, possibly months, before any of the RCA licensed companies has them on the market.

Hoffman Sponsors

AT \$2,500 per picture for first run telecasting rights plus station time and facilities, Hoffman Radio Corp., Los Angeles (TV sets), March 3 started sponsoring a weekly feature film on KLAC-TV Hollywood for 13 weeks. Showing will expand to 17 additional markets if the film series proves popular, according to present plans. Agency is Walter McCreery Inc., Beverly Hills, Calif.

JANUARY GROSS

Quadruples '50 Period

GROSS time sales for three of the four television networks in January 1951 more than quadrupled their total for January a year ago.

This is shown in Publishers Information Bureau figures, released today (Monday), placing the January 1951 totals for ABC, CBS and NBC at \$8,082,876. Their January 1950 total was \$1,901,294.

Figures for DuMont Television Network were not available.

Gross time figures for the two months were computed by PIB as follows:

NETWORK TELEVISION

	Jan. 1951	Jan. 1950
ABC	\$1,281,739	\$ 234,069
CBS	2,613,915	625,072
NBC	4,187,222	1,042,153

TOTAL \$8,082,876 \$1,901,294

NOW

On display in booth 34
1951 IRE Radio Engineering Show,
Grand Central Palace, New York
March 19-22

FTL-82A DUAL SCANNER

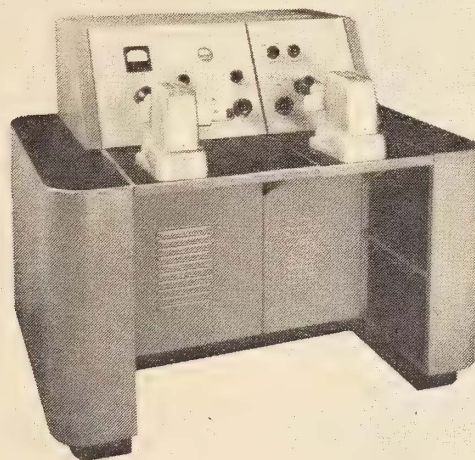
Smooth handling of spot commercials and station breaks.

Use as a scanner with montage effects.

Lap dissolves between stills or between live pickup and stills.

Use to insert sponsor's message in a live pickup.

Can be operated as two separate scanners with manual or automatic switching.



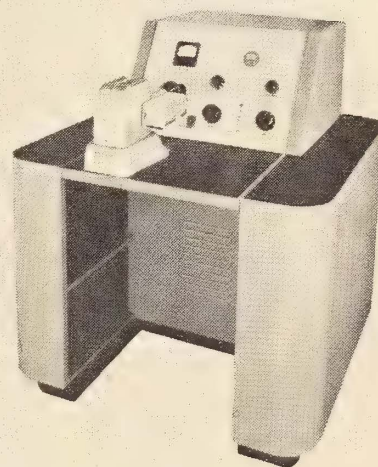
FTL-82A DUAL SCANNER

FTL-35A SINGLE SCANNER

Low operating cost; add-a-unit auxiliary makes it a dual scanner.

Console mounted for smooth operation.

Handles from one to thirty-six 2" x 2" slides in or out of sequence.



FTL-35A SINGLE SCANNER

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.

500 Washington Avenue

Nutley 10, New Jersey





daytime is

These advertisers make hay while the sun shines

Colgate-Palmolive-Peet Co.

with Susan Peters in "Miss Susan"

General Foods Corp.

with The Bert Parks Show

Procter & Gamble Co.

Corn Products Refining Co.

Chesebrough Mfg. Co.

Hunt Foods, Inc.

Simmons Co.

Andrew Jergens Co.

Durkee Famous Foods

American Home Products Corp.

Minute Maid Corp.

Hazel Bishop, Inc.

with The Kate Smith Show

Standard Brands, Inc.

with NBC Comics

Lever Brothers Co.

with Hawkins Falls

(scheduled for early Spring start)

Quaker Oats Co.

with Gabby Hayes

Colgate-Palmolive-Peet Co.

Mars, Inc.

Kellogg Co.

International Shoe Co.

Welch Grape Juice Co.

Wander Co.

with Howdy Doody

bigtime on NBC Television

the market is big — with 11,100,000 sets installed as of February 1, 1951.

the audience is big — with 6,142,500 viewers reached each day by television's top daytime show. (NBC 4 to 5 pm)

the ratings are big — one show hits 25.0 . . . another, 11.4 in the 3:30 to 5:00 period.

the results are big — daytime is sales time, and success stories are the order of the day.

and costs are low — competitively low. Time charges are one-half of evening rates. Talent costs are lower, too. Result: Daytime TV is showing its heels to other visual media on a cost-per-thousand basis. Ask about select daytime availabilities.

Data sources: ARB, February weekly averages.

NBC television

A service of Radio Corporation of America

Station
KRLD
DALLAS

Serves
THE LARGEST TELEVISION MARKET
Southwest
DALLAS FT. WORTH

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

NOW there are
109,264

Television Homes
in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Half New York Homes Found to Have TV

(Report 154)

HALF of the homes in the New York metropolitan area are now equipped with television receivers, according to a survey just completed by the psychological workshop of Hofstra College for NBC. Results indicate an appreciable gain in the area's video population in the past year, showing 51% of the metropolitan households having TV sets in the early weeks of this year as against only 29% found so equipped by a Hofstra study in March 1950.

Tabulation of the current Hofstra findings in the various parts of the metropolitan area, showing percentage of television homes in each part, follows:

Total (16 counties), 51%; New York City (five boroughs), 47%; Bronx, 52%; Brooklyn, 55%; Queens, 54%; New Jersey (nine metropolitan area counties), 56%; Westchester, Rockland and Nassau Counties, 61%.

The Hofstra survey employed a prelisted probability sample, a technique used in another survey by Hofstra and before that only by the U. S. Bureau of Census. More than 5,000 homes, selected in advance according to rigid stratification specifications to insure a representational sample, were included in the survey. Study was directed by Dr. Matthew N. Chapell, chairman of the college's psychology department. Findings of the study are now being analyzed qualitatively by Dr. Thomas Coffin, former chairman of the department, now supervisor of the

program research division of NBC-TV.

Robinson Bout Leads Hooperatings, Feb. 1-14

FIRST 10 TV programs in popularity, during the first two weeks of February in 12 New York and Ohio cities, were topped by International Boxing Club; LaMotta vs. Robinson fight, which rated 58.7 [BROADCASTING • TELECASTING, Feb. 26], according to the February Hooperatings Pocketpiece.

Programs and ratings:

1. International Boxing Club—LaMotta vs. Robinson	58.7
2. Texaco Star Theatre—Milton Berle	56.3
3. Fireside Theatre	44.1
4. Philco TV Playhouse	43.1
5. Godfrey's Talent Scouts	41.9
6. Comedy Hour	39.6
7. Sid Caesar; Imogene Coca	39.1
8. Cactus Jim	38.9
9. Cavalcade of Sports—Brion vs. Layne	37.6
10. Godfrey and Friends	36.1

(Special event: General Eisenhower's Feb. 2 television appearance was rated 51.8.)

Berle Tops List In ARB TV-Nationals

MILTON BERLE'S *Texaco Star Theatre* once more tops the list, in both popularity rating and total number of homes reached, of all television network programs, as shown by the American Research Bureau's TV national ratings.

The ARB report said also that

General Eisenhower's telecast to the nation Feb. 2 reached 4 million homes and an estimated 11.2 million persons, achieving a popularity rating of 43.1.

ARB national rankings follow:

RANKING BY POPULARITY RATING

1. Star Theatre	67.1
2. Your Show of Shows	50.2
3. Talent Scouts	48.8
4. Fireside Theatre	47.0
5. Comedy Hour	45.1
6. Philco Playhouse	45.1
7. General Eisenhower	43.1
8. Groucho Marx	43.0
9. Godfrey & His Friends	43.0
10. Hapalong Cassidy	41.8

RANKING BY HOMES REACHED

(Add 000)

1. Star Theatre	7,430
2. Your Show of Shows	5,015
3. Comedy Hour	4,800
4. Groucho Marx	4,730
5. Philco Playhouse	4,650
6. Godfrey & His Friends	4,340
7. Fireside Theatre	4,300
8. Studio One	4,110
9. Talent Scouts	4,000
10. General Eisenhower	4,000

* * *

AT&T Extends Facilities to Binghamton

EXTENSION of AT&T's TV network facilities to Binghamton, N. Y., at 1:30 p.m., last Wednesday brought to 43 the number of cities getting video program network service via Bell System hookups and added WNBH-TV Binghamton to the roster of interconnected TV network affiliates.

From New York, TV programs get to Binghamton by traveling
(Continued on page 70)

Weekly Television Summary—MARCH 12, 1951, TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400	Louisville	WAVE-TV, WHAS-TV	78,553
Ames	WOL-TV	44,681	Memphis	WMCT	79,277
Atlanta	WAGA-TV, WSB-TV	91,500	Miami	WTVJ	55,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353	Milwaukee	WTMJ-TV	212,880
Binghamton	WNBH-TV	34,410	Minn.-St. Paul	KSTP-TV, WTCN-TV	238,200
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	24,781
Bloomington	WTTV	13,800	New Haven	WNHC-TV	143,800
Boston	WBZ-TV, WNAC-TV	674,373	New Orleans	WDSU-TV	49,464
Buffalo	WBBN-TV	181,957	Newark	WATV	
Charlotte	WBTB	61,372	Norfolk	WTAR-TV	61,459
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	854,436	Oklahoma City	WKY-TV	73,370
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000	Omaha	KMTV, WOW-TV	66,961
Cleveland	WEWS, WBNK, WXEL	422,503	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	814,000
Columbus	WBNS-TV, WLWC, WTVN	132,000	Phoenix	KPHO-TV	30,150
Dallas			Pittsburgh	WDTV	212,000
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264	Providence	WJAR-TV	105,355
Davenport	WOC-TV	44,668	Richmond	WTVR	68,754
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	170,000		WHAM-TV	73,375
Detroit	WHIO-TV, WLWD	419,449		WHBF-TV	44,668
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	46,280	Rock Island	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Ft. Worth-Dallas	WICU		Salt Lake City	KDYL-TV, KSL-TV	39,000
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	109,264	San Antonio	KEYL, WOAI-TV	41,542
Kalamazoo	WLAU-TV	110,543	San Diego	KFMB-TV	83,500
Greensboro	WFMY-TV	57,455	San Francisco	KGO-TV, KPIX, KRON-TV	159,173
Houston	KPRC-TV	65,238	Schenectady	WRGB	139,600
Huntington			Albany-Troy		
Charleston	WSAV-TV	38,000	Seattle	KING-TV	68,200
Indianapolis	WFBM-TV	132,000	St. Louis	KSD-TV	268,000
Jacksonville	WMBR-TV	27,000	Syracuse	WHEN, WSYR-TV	101,405
Johnstown	WJAC-TV	68,125	Toledo	WSPD-TV	120,000
Kalamazoo-Grand Rapids	WKZO-TV	120,269	Tulsa	KOTV	67,750
Kansas City	WDAF-TV	107,919	Utica-Rome	WKTV	38,500
Lancaster	WGAL-TV	80,553	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,260
Lansing	WJM-TV	46,000	Wilmington	WDEL-TV	59,901
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KSTL, KTTV	877,421			

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,189,000

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.



1.

A rich matador put a sorrowful end-ta Manuel's calls at his girl's hacienda.



2.

"I'll fight a bull and win back this eyeful,"
Said he—but much better he'd picked out a rifle!



3.

For Manuel-type labor just showed to each neighbor
That the bull is odds-on, if you don't know your saber.

4.

MORAL: For a killing in the Dayton market, use a proven sales weapon—Dayton's first—WHIO-TV.

To Win Dayton* Markets

THE SHOW MUST GO ON WHIO-TV

* Dayton and the whole surrounding Miami Valley is dominated* by Dayton's first and favorite TV station, WHIO-TV. Let National Representative, G. P. Hollingbery Company, submit the figures that prove it—and all the market data that showing can do for your sales!



* Pulse January report shows that WHIO-TV had 8 of top 10 televised shows!

ASCAP First Stanza

(Continued from page 55)

bought its ASCAP music for radio under the per program license arrangement, the payments made for radio programs on the average amount to less than 5% of the station's published card rate for a single broadcast. The 9½% royalty payment proposed by ASCAP for television, therefore, would come close to doubling the rate paid for radio, he said. He added that the 9½% rate will apply to most TV stations, as few will have annual incomes of less than \$300,000.

Fees for sustaining television programs under the new ASCAP per program licenses are set at 2% of the card rate for the time of telecast for stations grossing less than \$150,000, 2¼% for stations grossing between \$150,000 and \$300,000 and 2½% for stations grossing more than \$300,000 a year. These fees contrast with a flat ½% fee for radio sustainers. Both commercial and sustaining per program radio licenses include a special rate for the incidental use of ASCAP music of one-fourth the regular rate. The television per program licenses do not include any such incidental rate.

Blanket Licenses Sent

Along with the new per program forms, ASCAP also sent the TV station operators copies of the blanket licenses negotiated with an industry committee in the fall of 1949. These call for fees figured on the "radio plus 10%" formula. That is, the station calculates its ACCAP payments by taking its gross time sales, deducting rate card discounts and rebates, 15% agency commission and 15% sales costs, and then figuring 2¼% of those net time sales (which would be the payment for radio), and finally adding an extra 10% to that figure as a TV surtax.

Station blanket sustaining fees are related to the net income of the video stations. If the station nets \$150,000 a year or more, its monthly sustaining fee is the amount of its highest half-hour, one-time rate. If the net is between \$50,000 and \$150,000 a year, the sustaining license fee is the highest quarter-hour, one-time rate per month. Sustaining fee terms for TV stations netting less than \$50,000 a year, if there are any, have not been determined.

TV station operators now have 30 days (figured from the date of receipt of the license forms) to decide which license if either they are willing to accept. If the station operator finds both unacceptable, he may then, on or before the 30th day, ask ASCAP to negotiate a different deal with him. After 60 days of negotiations, if no pact is reached, he can go to the Federal Court in New York and ask the court to set the terms. All this time, he can continue to use ASCAP music under the terms of the interim agreement.

If the station operator decides

to accept one or the other ASCAP licenses, he will, of course, pay under that arrangement from the date of signing until the expiration of the license, with fees for the interim period (Jan. 1, 1949, to date) recalculated accordingly. The four options a station have were described by Otto A. Harvach, ASCAP president, in his Dec. 14, 1950, letter to TV stations as follows:

"(A) Signing a per program form and paying on that basis and furnishing the requisite logs, music lists and reports for the entire term (i. e., from the effective date of the interim license agreement to the expiration of such per program license agreement);

"(B) Signing a per program form, paying and reporting at blanket rates up until the signing of the form and thereafter at per program rates;

"(C) Signing a per program form, paying and reporting at blanket rates up until such dates prior to the dates of such signing as you have adequate logs, music lists and reports, and thereafter at per program rates;

"(D) Signing and paying on the basis of the blanket license for the entire term."

If the TV station operator decides not to accept either form of license and not to try to negotiate a better deal nor yet to go to court but just to get along without any ASCAP music, he has 70 days from the time he received the ASCAP forms to adjust his interim period payments on the basis of the standard blanket rate, the per program rate for his station or the "reasonable value" of the license.

Network Business

(Continued from page 58)

cancellations when Nash Motors dropped the *Nash Airflyte Theatre*, Thur., 10:30-11 p.m., through Geyer, Newell & Ganger, New York, effective March 15; Prudential Life Insurance Co., failed to renew *Prudential Playhouse*, alternate Tues., 8-9 p.m., through Calkins, Holden, Carlock, McClinton & Smith; and Quaker City Chocolate Co., dropped its Wed., 5-5:15 p.m., segment of *Lucky Pup* after March 14, through Adrian Bauer, Philadelphia. CBS-TV however, will pick up one new show when *Strike It Rich*, sponsored by Colgate-Palmolive-Peet, Mon-Fri., 4-4:30 p.m., becomes a simulcast sometime in April, as it is reported.

DuMont Gains

DuMont TV gained one new program, *Front Page Detective*, Fri., 9:30-10 p.m., to be sponsored, effective March 16, by the Wine Growers Guild, through Bascom & Bonfigli, San Francisco. Network reportedly also has sold its *Arthur Murray Show*, Mon., 9-9:30 p.m., to a new sponsor.

TEST STATION

Sylvania Files Application

EXPERIMENTAL station at Emporium, Pa., to compare operations of VHF and the lower and upper portions of UHF was requested in an application filed with FCC last week by Sylvania Electric Products Inc., Radio Tube Division.

Sylvania told the Commission the experimental outlet would provide "actual field test data on the feasibility of extending TV coverage to isolated communities through the use of low power, unattended, satellite stations." The VHF transmitter would operate on Channel 7 (174-180 mc) while the UHF transmitters would function in the 520-540 mc and 870-890 mc bands, the latter having effective radiated power of 300 w.

FCC was told the stations would operate a total of 84 hours weekly and about 50% of the time would air monoscopes and test patterns and the other 50% of the time would rebroadcast programs from WJAC-TV Johnstown, Pa.

Cite 'Illegal' Station

Last fall FCC reported it had detected the "first illegal television station" at Emporium, which it stated was "constructed and operated" by Sylvania's Tube Division [BROADCASTING • TELECASTING, Oct. 23, 1950]. The station reportedly rebroadcast programs from WNBC-TV New York and WJAC-TV. Sylvania pleaded *nolo contendere* in Federal district court at Harrisburg, Pa., Jan. 30 and was fined \$2,500.

In its experimental application filed with FCC last week, the firm said the stations would also "provide actual field test data on the operation of new circuits and tubes in the VHF and UHF spectrum with particular reference to marginal operations. Further contributions are expected to be made through actual field tests of receivers manufactured by Sylvania and other manufacturers using tubes manufactured by Sylvania in fringe and marginal reception areas, as well as making possible complete investigation of customer complaints under actual operation conditions." Cost of the installation will be \$10,500, FCC was told, while yearly operating cost will be \$29,200.

RECEPTION POOR

Man Wants To Sell House

A RESIDENT of Johnson City, Tenn., wants to sell his house because its location is not suitable for TV reception.

That's just how television-conscious the Tennessee city has become since interconnection on the coaxial cable by WBTV (TV) Charlotte, N. C. Five months after the installation the reported number of teleset owners grew from about 150 to well over 1,000.

WBTV is reportedly the only TV station serving Johnson City, 98 air miles from Charlotte.

Carroll in Contempt?

(Continued from page 55)

to put a sobering effect on proceedings.

Key points in Mr. Hayes' letter included:

● There is no "glare" or distraction because video can operate without use of klieg lights.

● Industry people believe they have an obligation to bring to the public "as many congressional hearings as we find possible to televise."

● The public has the right to expect them.

● By so doing, the industry performs a public service "without parallel."

In rebuttal, the *Post* cried "misinterpretation," claiming it had confined its argument to investigations only and not to hearings in general. Congress, the paper said, has the right to force witnesses to speak but "it ought not put them on exhibit by means of television or force them to speak into radio microphones."

This stirred a protest from Albert L. Warner, NBC commentator who is featured on Sunoco's 6:45-7 p.m. *3-Star Extra*. The distinction between "hearings" and "investigations," he said, were "pointless and unnatural."

While the *Post* would bar both radio and television from investigational hearings, Mr. Warner observed that the paper would not "spare" witnesses from newspaper reporting. He said that often TV and radio coverage of actual words of a witness and his questioners was in striking contrast to newspaper headline victimization. "Radio and television are a medium of information just as are newspapers. If a hearing is to be public it should be open to all media . . ."

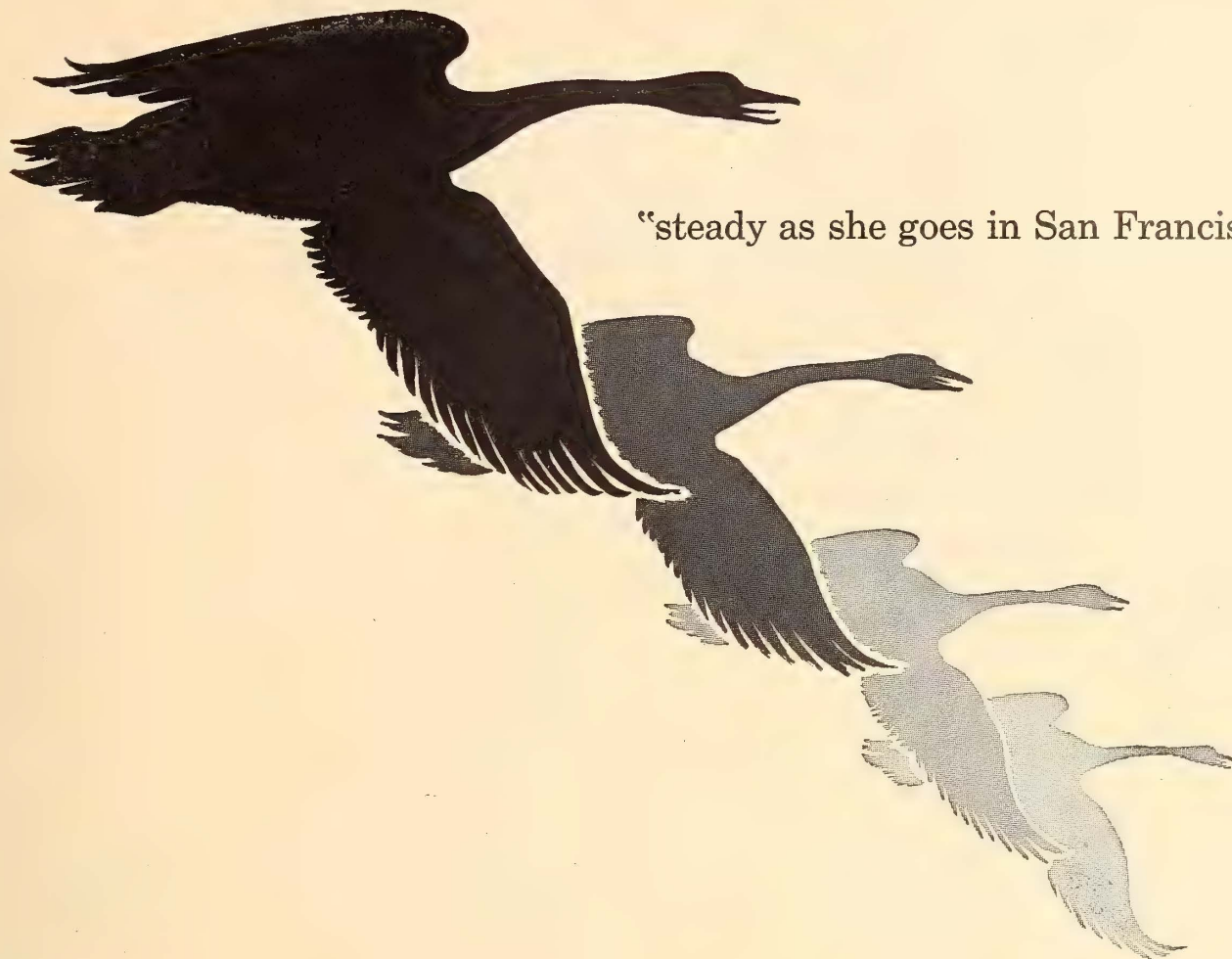
During this debate there was uncovered a bill that has been lying dormant before the House Rules Committee that would specifically bar (1) radio, (2) television, (3) photographs, and (4) moving pictures from congressional committee investigations while any witness was testifying.

The bill (HR 1017) was introduced by Rep. Clifford P. Case (R-N. J.) early in the 82d Congress. He had sponsored a similar measure in the 81st Congress. However, no hearings have ever been held on the proposal.

Rep. Case told BROADCASTING • TELECASTING in an interview that while he thought his bill was "timely" because of current publicity over the Carroll episode, he had no immediate intention of prompting swift action by the Rules Committee.

'Super Circus' Sponsor

BAUER & BLACK, Chicago (surgical dressings, allied products), will sponsor the second half-hour of *Super Circus* on ABC-TV, Sunday, 4-5 p.m. CST, starting June 10 during the summer months only. The agency is Leo Burnett, Chicago.



"steady as she goes in San Francisco"

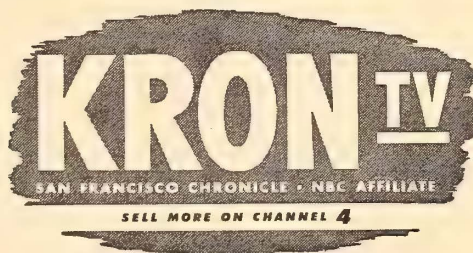
PULSE reports
San Francisco
Bay area tele-
viewing "steady
as she goes"—

4 MONTHS IN-A-ROW

(OCT., NOV., DEC., 1950 — JAN., 1951)

KRON-TV carried more once-a-week and
multi-weekly programs with largest
share of audience than the other two
San Francisco stations combined . . .

HOW'S THAT FOR PROOF



PUTS MORE
EYES ON
SPOTS

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago,
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios
in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco

Radiation Control

(Continued from page 29)

"critique"—covering alerting and operational phases of defense procedure—to command headquarters. Authorities indicated Thursday that the command's reactions would be forthcoming shortly.

The critique, which also has been submitted to Federal Civil Defense Administration officials, reportedly spells out the role of broadcasting stations in the event of enemy attack—how many would remain on the air, for what length of time, etc.

In its reply to the communications-minded Senate Commerce Committee, FCC was understood to have stressed the need for more adequate legislation covering additional radiation devices capable of serving navigational "homing" purposes.

It also was understood that FCC questioned licensees' right of appeal on cessation of operation in times of dire emergency—a right which it considers an "essential safeguard" in normal government regulation.

The Commission also has questioned the issue of criminal sanctions, which it felt should be more clearly spelled out, inasmuch as Sec. 606 of the Communications Act contains no express provision relating to violations falling under Presidential authority. The Johnson bill presently provides, in the form of an amendment to the Criminal Code, a fine of \$10,000 for individuals and \$50,000 for corporations.

Two Alternatives

The committee, however, is currently studying two suggestions:

(1) an alternative to the NAB proposal (to amend Sec. 502 of the Act) which would extend general penalties where violations of FCC Rules and Regulations are made; (2) addition of a separate subsection under Sec. 606 (c) which would set forth penalties for violations.

Next executive session of the committee is set for March 14, though it was held possible that the whole control plan may be broached before then. Earlier action, it was said, would hinge on the expected comments from the military and RTMA.

Another suggestion being studied by the committee staff is that defining types of devices, with a view to specifying those which radiate in excess of five or, possibly, 10 miles—on the basis they may be adjudged capable of serving as enemy navigational aids.

The question of identifying these devices still hangs in the balance, although committee communications experts have conferred recently with representatives of FCC and RTMA on the problem.

Some segments of the manufacturing industry have expressed concern lest FCC obtain too broad an authority over radiation devices, it was learned.

Meanwhile, it was learned last

week that some officials of the Civil Defense Administration had raised minor questions on the FCC broadcast-emergency plan. It also was understood that the plan now before the air command is designed to permit some stations—presumably those designated as "monitor" outlets—to remain on the air in every community.

Comments from the command, expected early this week, would pave the way for final approval of CDA's technical or communications manual, which is designed to apprise state civil defense directors of the role radio and television stations will play in civil defense through emergency periods.

Until the status of broadcast stations is crystalized—and until FCC adopts rules and regulations for utilization of amateur radio frequencies on the basis of tentative allocations—CDA is stymied in this effort. CDA last week reportedly was prodding the air command for its comments so that the agency may proceed with the manual.

Another step in emergency planning also hinges on the plan—a meeting to be called by FCC with industry (technical) representatives slated to sit in. One such meeting already has been held.

TVA PACTS

N. Y. Local Approves Four

PERFORMER scales for local telecasts from New York stations, including WCBS-TV WNBT (TV) WJZ-TV and WABD (TV), were approved by Television Authority's New York local last week. Contracts for WPIX WATV and WOR-TV remained to be negotiated.

Scales for all performers except sportscasters, who received full TVA code network rates, were set at 67½% of corresponding network code rates.

Rehearsal hours included as part of the fees were reduced as follows:

PERFORMERS			
Performances			
Per Week	Length of Program		
	15 Min.	30 Min.	60 Min.
1	3 hrs.	4 hrs.	5 hrs.
2	6	8	10
3	9	12	15
4	12	16	20
5	15	20	25

ANNOUNCERS (Off Camera)
One hour rehearsal included per program.

CHORUS DANCERS
Included rehearsal per 15 minutes program: 6 hours.
Included rehearsal per 30 minutes program: 12 hours.
Included rehearsal per 60 minutes program: 20 hours.

CHORUS SINGERS
Included rehearsal per 15 minutes program: 4 hours.
Included rehearsal per 30 minutes program: 6 hours.
Included rehearsal per 60 minutes program: 10 hours.

SPECIALTY ACTS
Included rehearsal four hours per program.

WALK-ONS AND EXTRAS
Included rehearsal 3 hours per



NEW YORK employees of Campbell-Ewald Co. celebrated the agency's 40th anniversary with a reception and dinner at the Hotel Pierre. During the event Daisy I. Huntington received a check from Henry T. Ewald (r), company president, in appreciation of 30 years service. A special scroll extolling the entire New York staff for distinguished achievement during 1950 was accepted in their behalf by Winslow H. Case (l), senior vice president in charge of eastern operations.

TV CONTEST

NAB to Give Awards

AWARDS contest for television programs, with winners to be announced at the NAB (NARTB) convention at Chicago April 15-19, was announced last week by Charles A. Batson, director of the NAB Television Dept.

Certificates will be awarded stations submitting the best presentations covering unusual and productive local programs, based on modest budgets, not requiring extensive local facilities and within reason for the average TV station.

All TV stations are eligible to enter the contest, regardless of NAB membership. A board of judges will be selected outside station-network ranks to select the best programs. Winning presentations will be on display at the Chicago convention.

The contest is expected to provide basic material for a TV program clearing house. It is the first step in a project designed to provide stations with a library of ideas assembled from the entire industry. Aiding Mr. Batson in the project is Bette Doolittle, assistant director of the TV Dept.

Types of local programs eligible for the contest include those suitable for release by a single station. They can include live studio programs, locally produced film programs, local telecasts with film excerpts and remotes.

program.

Other provisions of the contract included:

(1) All extra rehearsal rates to be the applicable rehearsal rates specified in the code for networks.

(2) All performers to be permitted to double in or out of category without additional compensation.

(3) All other terms and conditions to be the same as those in the code for networks.

The contract went into effect March 11 and extends to Nov. 30, 1952.

Top Priority

(Continued from page 29)

cifically prohibits priority ratings for "personal or household use."

The formula originally had been proposed to NPA by the Assn. of Electronic Parts and Equipment Mfrs. and the eastern division of the Sales Managers Club, following a meeting in Chicago earlier this year [BROADCASTING • TELECASTING, Feb. 12].

The new regulation permits application of the rating by business firms and other institutions without individual authorization by NPA, but may not be used to purchase production material—material or components to be incorporated in electronic and communication end products. It was designed, Administrator Fleischmann stated, to "avoid the loss of production and employment."

Exclusion of a priority rating to home sets came as a surprise to some industry officials last week. It was their understanding that parts dealers or distributors could apply the rating to receivers needing replacement parts—on the basis of informal talks with NPA officials. They felt maintenance would have priority over new set parts.

Representatives of the National Electronic Distributors Assn. and other members of an industry advisory committee, meeting last Monday with NPA officials, also stressed problems relating to raw materials. The industry advisory group: (1) advised against establishment of any government distributing agency for electronic-parts-components, contending that failure to use their warehouses would force them out of business; (2) recommended that the Amateur Radio Emergency Corps (national network of "ham" stations) be provided with sufficient parts for emergency use; (3) stated they have limited sales of speakers for radio-TV sets to replace worn-out parts and have stopped selling to manufacturers of new sets.

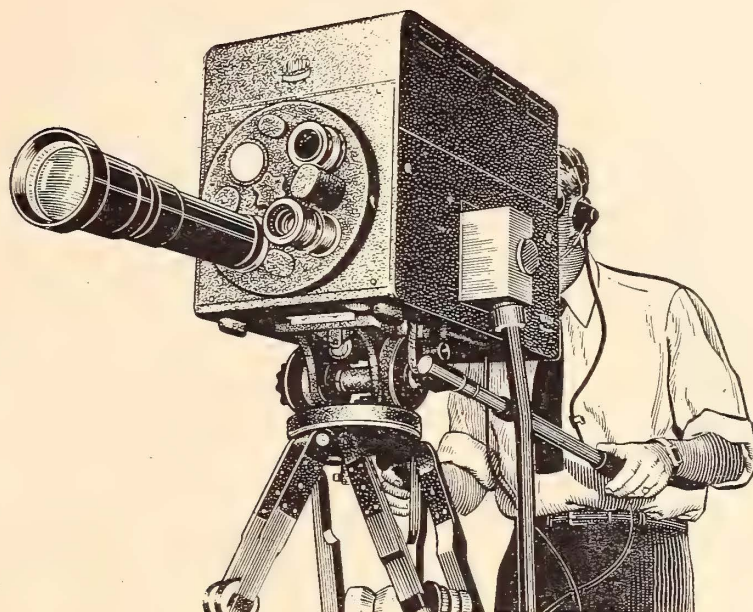
Urges Conservation

NPA urged that conservation measures be instituted to reclaim and save vital materials, and named a task group to study simplification and standardization, and a possible repair-parts program.

The agency had repeatedly stressed conservation as one key to top production, a program which already has been launched by individual manufacturers and by Radio-Television Mfrs. Assn.

President Robert C. Sprague, who delivered a preliminary conservation report to NPA, has requested cooperation of RTMA members, to be implemented at an early meeting of industry engineers [BROADCASTING • TELECASTING, March 5].

KECA-TV Hollywood has started Sunday morning programming bringing its total weekly telecasting hours to 81.



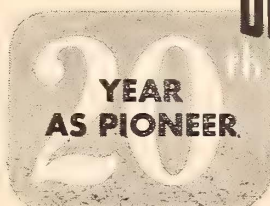
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Wherever you wish eyes and ears to extend beyond their physical range . . . wherever you wish to have many eyes see a closeup . . . whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical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



DUMONT

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

Magnetic Recording

(Continued from page 56)

of such a synchronous-motor, sprocket-holed film recorder was nothing radically new to technicians and was readily accepted.

The only new equipment involved is a magnetic recorder capable of using sprocket-holed magnetic film. Its costs range upward from \$1,000, and can be used for both recording and play back. The recorder is made in both the portable and the stationary model. The rest of the TV station's sound facilities, including amplification equipment can be used as before with some minor adjustments in the input and output circuits to compensate for the magnetic film.

Magnetic tape usage in the dual system (as compared to using magnetic film) presented more of a problem. There were no sprocket holes to guide the tape, and the tape system was not as familiar to the engineers as the magnetic film system.

To the problem of synchronizing the tape, two solutions have been found and are now used by manufacturers of magnetic recording equipment.

In the first method, a 60-cycle signal is recorded perpendicular to the normal sound track. During playback, the signal is picked up by a discriminator which controls the speed of the playback motor. This machine aligns itself every 1/20th of a second, thereby keeping lip synchronization.

Second Method

In the second method of synchronizing tape, a control track is recorded as the modulation of a carrier. This carrier is placed at the extreme end of the high frequency spectrum above the playback response. The line frequency which synchronizes the tape machine and film camera at the time of recording is used to modulate the carrier.

During playback, the line frequency to which the film projector is locked is compared in phase with the modulating frequency of the control track, and the maximum error at any time cannot exceed 90 degrees-phase shift, or one-fifth of a frame. This phase control method has been used at CBS-TV for some time.

For these two methods, any existing professional quarter-inch tape recorder now in the field can be adapted to keep lip synchronization during recording (but not during playback). This is accomplished with adapters and interlocking device that range in price from \$150 to about \$350.

However, for playback no successful adapters for standard tape equipment have yet been found. Instead, synchronous playback requires a special playback machine, and this equipment, now available, ranges from \$1,000 to \$5,000. Two machines are available for synchronizing playback by the first method mentioned above, and one

machine for the second method.

One other possibility—still a "gleam in the eye"—exists for using magnetic recording in TV. It would consist of coating a magnetic oxide on the edge of movie film, or of laminating a thin magnetic tape on the edge of movie film, between the sprocket holes and the edge of the film. Possibilities are being explored in several laboratories. How long it will take to develop this, and what it will provide in terms of cost and quality, are of course yet unknown.

However, two methods are already available for the use of magnetic media for both recording and playback—the method that uses sprocket-holed film, and the method that uses quarter-inch tape. Both of these have been used successfully and are available now. They are practical for individual television stations—and both methods offer TV stations still further improvement in quality, and still lower production costs.

NCAA THREAT

Members Warned on Ban

THREATS to expel or suspend members of the National Collegiate Athletic Assn. if they violate the group's one-year ban on live television concluded a special three-day session on video in Chicago March 3 [BROADCASTING • TELECASTING, March 5]. At that time, the television committee and Chairman Tom Hamilton of the U. of Pittsburgh, set up machinery to back the January declaration of the NCAA that no live telecasts of football would be permitted during the 1951 season.

An escape hatch was included, however, for state colleges and universities which hold membership in the NCAA. If state legislatures order the schools to permit public telecasts of the games simultaneously, the association "will request withdrawal" of the member thus "forced" to violate the ban. They would not be eligible then to take part in association athletic events.

Although live, simultaneous telecasts will not be permitted this year, the TV committee and the executive council of the group plan some kind of "experimental" video. Industry representatives outlined their suggestions on use of theatre TV, Phonevision, Skiatron and delayed highlights of games at the Chicago meeting. The group began consideration of what form or forms will be used at that time, but a final choice may be delayed several months.

Hollywood Candy Signs

HOLLYWOOD CANDY Co., Centra, Ill., for Hollywood candy bar, is sponsoring *Hollywood Junior Circus* for half an hour on alternate Sundays on the NBC-TV cable network. The agency is Ruthrauff & Ryan, Chicago. The show alternates with *The Magic Slate*, Sunday, 4:30-5 p.m. CST, and originates in Chicago at the Studebaker Theatre.

'TELEPROGRAMS'

Education Series Mapped

FORMATION of Teleprograms Inc., first major TV network educational project, was announced last week by NBC and the Alfred P. Sloan Foundation. The Sloan Foundation has appropriated \$87,500 to establish the non-profit organization and NBC will donate air-time, studio facilities and technical equipment.

Initial project of the educational organization will be a series of 26 weekly experimental programs devoted to the general subjects of economics, social sciences and natural sciences beginning early in June on Sunday afternoons.

William Hodapp, former script editor and producer for WAVE, Louisville, Ky., has been named executive director of "Teleprograms," and Davidson Taylor, general production executive for NBC, supervisor for the network.

Members of the board of directors, who will also act as production advisors, are: Dr. Arnold J. Zurcher, executive director of the Sloan Foundation; Frederick W. Wile Jr., vice president in charge of TV production for NBC; Theodore S. Repplier, president of the Advertising Council, and William J. Driscoll, assistant vice president of the Chemical Bank & Trust Co., New York.

Emerson Reports Profit

CONSOLIDATED net profit of \$4,367,186 for the 13 week period which ended Feb. 3 was reported last week by Emerson Radio & Phonograph Corp. and subsidiaries, as compared with \$2,076,292 for the same period of 1950. Figures are before provision for federal income and excess profits taxes. Consolidated net profit, after taxes, was reported as \$1,518,856.

Telestatus

(Continued from page 64)

over both coaxial cable and radio relay, AT&T reported. They are moved on the cable as far as Albany and switch there to the Albany-Syracuse microwave relay. At Cherry Valley, N. Y., two relay points west of Albany, the signal is beamed south to Binghamton by way of new relay stations at New Berlin and Windsor.

Unlike the normal relay station arrangement with an antenna on top of the structure, the stations at New Berlin and Windsor are topped with aluminum reflectors measuring 10 by 15 feet. Signals from Cherry Valley strike the first reflector at New Berlin and are bounced to a receiving antenna at the base of the tower. After passing through amplifying equipment they are beamed from a ground level transmitting antenna which bounces them against another reflector to the Windsor station, where the process is repeated.

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13 MUSICAL VARIETIES

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13 SOUND CARTOONS

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12 CHARLIE CHAPLIN COMEDIES

12 1/2 min each

For further information and complete list, write to

Commonwealth Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.



film report

UNITED TELEVISION PROGRAMS has leased rights to half-hour *Royal Playhouse* to **Du Pont Industries** for showing in 18 eastern cities for 26 weeks. Series was originally released as *Fire-side Theatre* and was produced by **BING CROSBY ENTERPRISES**, Los Angeles. The programs have now been sold in 30 markets for total billing of \$750,000, according to officials of the firm. Among markets sold are: **Theo. Hamm Brewing Co.**, St. Paul, sponsoring series on **KING-TV** Seattle, **KPRC-TV** Houston and **WTCN-TV** Minneapolis; **Bank of America**, San Francisco, sponsors on **KGO-TV** San Francisco and **KECA-TV** Los Angeles; local Nash dealers on **WDTV (TV)** Pittsburgh; **Fall City Brewing Co.**, Louisville, on **WAVE-TV** Louisville; local **Helzberg Jewelers** on **WDAF-TV** Kansas City, and local gas and electric company on **WKY-TV** Oklahoma City.

FILMS FOR TELEVISION Inc., new syndicated film producer, is reconditioning *Strand Theatre* in Beverly, Mass., for film production. **Charles W. Phelan**, former Yankee Network sales manager and owner of **WESX** Salem, Mass., heads the company. First production will be *Quizzed by the Stars*, a daily quarter-hour sports quiz. Negotiations are going on with **Harry S. Goodman Radio Productions** to represent the firm nationally.

MAYO VIDEO, TV package producer, is planning TV films featuring famous explorers and films taken on their expeditions. The *Explorers Club* will furnish the expedition films.

BURKE, KLEIN, MOODY & SHELL, Charlotte, N. C., has completed a set of three one-minute "horse operas" for **Belk Dept. Store**, same city. Spots were

planned by **Walter J. Klein Agency** and feature old Western type melodramas with a commercial twist, urging viewers to buy **Belk's** controlled shirt band, **Archdale**. They are being used during **Belk's** weekly *Gene Autrey* half-hour show on **WBTV (TV)** Charlotte.

FIVE STAR PRODUCTIONS, Hollywood, is expanding its present facilities in the **Edgar Bergen Bldg.** to include two new stages as well as new executive offices. Firm has completed TV film commercials for several national advertisers, including **Lucky Tiger Hair Tonic** (through **Grant Adv.**, Chicago) and **Alka Seltzer** (through **Wade Adv.**, Chicago).

JERRY FAIRBANKS PRODUCTIONS is now filming the second program in its *Front Page Detective* series. Title is *The TV Murder Mystery*, starring **Edmund Lowe**. Firm also is completing production of an hour, feature-length religious film, *Hill Number One*, based on story of the Resurrection. Film will be distributed to all TV stations and networks for showing during *Easter Week*. . . . Same firm producing three one-minute and three 20-second TV commercials for **Waitt & Bond Inc.** (Blackstone cigars). . . . **Stan Freberg** and **Daws Butler** have been signed by firm to narrate animal voices in series of 26 TV commercials now being produced for **Dodge**.

ALEXANDER FILMS, Chicago, announces completion of six 20-second TV spots for **Florsheim shoes**; six 20-second spots for **Ivalon sponges** through **Henri, Hurst & McDonald**, and four one-minute commercials for **Manor House** coffee through **Earle Ludgin**.

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed two series of five three-minute musical shorts, one group featuring **Allan Jones** and the other, the **Devil Dja dancers**.

G. L. ENTERPRISES, New York, and **Burl Ives** are producing new half-hour TV film series, *Famous Tales*, featuring fairy tales for both children and adults. First film to be available April 10.

ABBY TELEVISION Inc., New York, new production-distribution company, is releasing package of 39 feature films for TV, first in series of 93 features to be produced by company. Color prints of new half-hour film mystery series are to be released in March.

NLRB HEARING

To Be Transferred

NLRB New York hearing of the jurisdictional dispute between **Television Authority** and **Screen Actors Guild**, **Screen Extras Guild**, will be transferred to Hollywood at an unannounced date, **Chester L. Migden**, NLRB hearing officer in New York, ruled last week.

Transfer of the hearing, which began Feb. 20 and has since received testimony of TVA witnesses in New York, was made on motion of **SAG** and **SEG** to receive testimony as to working conditions and production techniques involved in making *Amos 'n' Andy* and *Lum and Abner* TV films.

Central question of the hearing, resulting from **SAG-SEG** opposition to TVA's petition to represent all performers before motion-picture type cameras for TV purposes, is whether all such performers may, legally speaking, "appropriately" be included within a single bargaining unit.

SAG and **SEG**, which do not contest TVA jurisdiction over talent on "live" and kinescoped programs, will try to show that production techniques and working conditions involved in TV film-making differ from those involved in "live" presentations.

TVA witnesses testified in New York a fortnight ago that two television networks had produced TV films in Hollywood with rented facilities and that a third network planned to follow suit.

TVA Stand

TVA contends that how a show is produced (whether all live, part live and part film, or all film) is unimportant, since from a performer's standpoint the industry is indivisible; he may perform live one day and on film the next.

SAG-SEG viewpoint, on the other hand, is that essentially different techniques and working conditions are involved in film performances as contrasted with live performances which make performers' interests different in each case, and that **SAG** already has contractual agreements with motion picture producers relating to film performers.

TVA seeks to represent talent employed by networks or stations telecasting on a multiple-station basis in New York, Chicago, and Los Angeles. This includes **ABC-TV**, **CBS-TV**, **NBC-TV**, the **DuMont network**, and **WOR-TV** New York and **WGN-TV** Chicago. Performers involved include actors, masters of ceremony, quiz-masters, disc jockeys, singers, dancers, announcers, sportscasters, specialty acts, walk-ons and extras.

Some measure of the complexity of the issue was suggested in testimony that film sequences and film inserts had been used in conjunction with live shows when scripts called for action unobtainable inside the studio.

DEADLINE

MARCH 31

. . . is the concluding, final, ultimate, last chance for the 1951 **YEARBOOK** to be included with a subscription to **BROADCASTING**. After March 31, the few remaining copies will be sold separately for \$5.00. Before it's too late, subscribe now—and get the . . .

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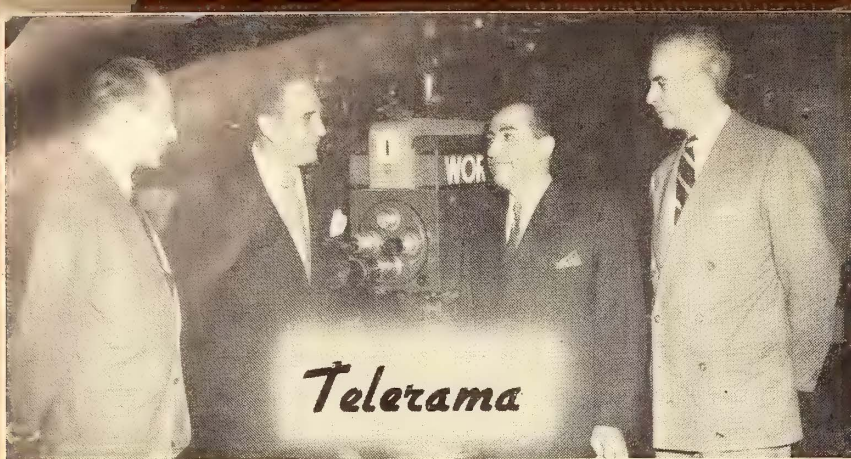
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Telesrama

AT OPENING of Continental Film Theatre on WOR-TV New York, Feb. 11, are (l to r) Norman Livingston, WOR-TV director, commercial program operations; New York Mayor Vincent Impellitteri, Erberto Landi, president of his own ad agency, and Robert Mayo, WOR-TV sales director. Mr. Landi is co-producer of the foreign language films program.



EXAMINING cartoon cell at United Productions of America, Burbank, Calif., seventh anniversary art festival are (l to r) Hans Conreid, radio actor, and John Hubley, vice president and supervisor of the firm which produces TV movie and films.



NBC OFFICIALS Jimmy Dolan (l), assistant director of sports, and H. M. Beville Jr., director of plans and research, visit radio-TV plant of WBAP Fort Worth. Visit was made during trip to Southwest last month for NCAA meeting.



NEWLY-ELECTED officers of San Francisco Chapter of Academy of Television Arts and Sciences are (l to r) Lou Simon, KPIX (TV) treasurer; Peggy Martin, KGO, corresponding secretary; Harold See, KRON, president; Vannie Baker, KGO, 2d vice president; Howard McGill, Zack Radio Corp., 1st vice president, and Melba Ford, KRON, secretary.

AT CONCLUSION of his premiere telecast (via NBC-TV) under sponsorship of Kellogg Co., Victor Borge, pianist-humorist, is given congratulatory handshake by W. H. Vanderploeg, Kellogg Co. president. Present are (l to r) T. D'Arcy Brophy, board chairman, Kenyon & Eckhardt; John Brew, v. p. and Kellogg account supervisor; Mr. Borge, Ralph Olmstead, v. p. in charge of advertising for Kellogg; William A. Chalmers, v. p. in charge of radio and TV, Kenyon & Eckhardt, and Mr. Vanderploeg.



SENATE CRIME PROBE

Given Full Coverage by California Stations

SENATE Crime Investigating Committee, headed by Sen. Estes Kefauver (D., Tenn.), focused its attention on California last fortnight.

KGO-TV and KPIX (TV) San Francisco telecasts of the Kefauver Committee hearings March 2 and 3 reportedly drew the largest daytime audience in Golden Gate history.

Both stations canceled all other daytime programs to bring televiewers and radio listeners the proceedings direct from the bar of inquiry.

One Bay Area newspaper reportedly used a TV receiver in its city room to make early deadlines. Neither station telecast commercials and station breaks were superimposed on screens so as not to interrupt the hearings.

KECA-TV Hollywood's Feb. 27-28 exclusive telecast of the hearings in Los Angeles brought a wild burst of public enthusiasm.

Station executives were confident that they had done a conscientious job of coverage. But they were unprepared for the estimated 3,000 phone calls which jammed the switchboard. Also, more than 100 telegrams were received congratulating the station.

Mayor Fletcher Bowron said,

STATE STATIONS

Washington Bill Proposes

ESTABLISHMENT of two television stations owned and operated by the State of Washington would be authorized by the terms of a bill currently under consideration by the State Legislature. The measure (HB 563) was introduced by State Rep. Marshall Forrest (D-Bellingham).

The proposed measure establishes a Washington State Television Commission, composed of public education and higher education officials and three "members of the general public to be appointed by the governor, at least one of whom shall be actively engaged in the television industry." It would be authorized to apply to FCC for at least two stations, one on each side of the Cascade Mountain range which divides the state between east and west.

The measure also would appropriate \$50,000, "or so much thereof as may be necessary" to carry out provisions of the act.

The commission would be instructed to conduct "a comprehensive survey of the television industry" and "formulate a detailed policy" for operation of the state-owned stations, to be submitted to the next session of the State Legislature, scheduled for 1953. If FCC approval is received prior to that time, however, the commission is directed to launch the station without waiting for further Legislative action.

"KECA-TV deserves the thanks of the community for performing this vital public service."

Several hours of commercial time were pre-empted by the station for its coverage. An enthusiastic wire from four KECA-TV viewers offered loyalty to "do our best to buy your sponsors' products who gave up their time."

James T. Vandiveer, executive producer of station remote telecasts, directed and produced the coverage. He was assisted by Bill Zeck. Cameron Pierce was technical supervisor; Harold Huntsman, technical director. Frank La Tourette arranged for the telecast.

The California hearings were another step in the committee's march across the nation. Previous hearings covered by radio and television were held in St. Louis [BROADCASTING • TELECASTING, March 5], Detroit, [BROADCASTING • TELECASTING, Feb. 26], and New Orleans [BROADCASTING • TELECASTING, Feb. 5].

ZENITH WARNING

Sent Phonevision Panel

PHONEVISION subscribers in the Chicago test group received warning letters last week from Zenith Radio Corp., informing them that unauthorized persons identifying themselves as Zenith service men were entering some of the homes illegally. Letters were mailed after "several cases" of such entry were reported, although no details were given as to whether any criminal actions followed the trespassing.

Letters included an identification card such as is carried by each Phonevision repairman, and customers were asked to request showing of the card by anyone attempting to check or remove the television set. Zenith installed a Phonevision-equipped video receiver in each of the 300 test homes.

Test families were advised again not to discuss their reactions to Phonevision with anyone outside the family. This presumably was a measure taken to insure a "fair sample" for the National Opinion Research Center at the U. of Chicago, which will analyze results.

DuMont Network Sued

SUIT against DuMont Television Network for \$16,773, allegedly an unpaid remainder due for 16 quarter-hour TV film programs, was filed by Wallace Orr and Tel Ra Productions, Philadelphia, in the U. S. District Court of the Southern District of New York on March 1. The films, according to a letter allegedly written by a DuMont official, copy of which was filed with the complaint, constituted the program 1950 Baseball Previews.

WESTERN MEET

Airs TV Effect on Habits

TELEVISION as it affects children was exposed to two hours of scrutinizing by a panel of educators and broadcasters as feature of the fourth annual Western Radio-Television Conference at the Hollywood (Calif.) Roosevelt Hotel, March 2-3.

The new medium emerged with relatively few blemishes. The few scars uncovered were attributed more to society as a whole, with TV held up by panelists as merely reflection of public habits and demands. Good taste, patience and foresight themed the two-day conference, with educators agreeing that TV as well as radio is an excellent medium.

Admitting some aspects of video are open to criticism, Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager KTLA (TV) Hollywood, cited in particular beer and cigarette sponsorship of sports events popular with youthful audiences. Because of their influence on this young audience, Mr. Landsberg said such advertisers should not be permitted to sponsor sports events. He offered no objection though to such advertisers utilizing station time at hours when children are away from the screen.

Parents Responsible

Mr. Landsberg believes however, that it is up to the parents, not the station, to determine type of program children should view.

Industry-education cooperation was stressed by Judith Waller, NBC Central Division director of public affairs. Speaking on broadcasting and public service, Miss Waller said there was much to be done by broadcasters and educators to work out problems for successful programs that will be of interest and acceptable to the masses. She declared much more research on the variety of interests of the public needs is necessary and felt that education should be able to put its research forces to work and gather the basic facts about radio and television audience building.

Educators were urged to take advantage of the current TV station "freeze" and prepare themselves for the programming opportunities to come when "lift" takes place.

Other speakers at the sessions included Hal Hodge, coordinator of child welfare, Los Angeles County Schools; Dr. Mason Rose, executive director of the National Foundation of Psychological Research; Paul Price, radio-TV columnist, *Los Angeles Daily*.

Two-day conference was devoted primarily to television, with KNBH and KECA-TV providing production demonstrations and work shop instruction and information.

Mrs. Inez Richardson, secretary of Hoover Institute and Library at Stanford U., was elected chairman for the coming year.



DEMONSTRATING the use of various lenses on the WBAL-TV camera to a Johns Hopkins U. student is Mr. Wagner (l) with Mr. Wilkes in the background.

★ ★ ★ ★

EDUCATION SHOWCASE

WFAA-TV, WBAL-TV, KSL-TV Report Projects

EDUCATORS throughout the nation continue to enjoy the wholehearted cooperation of telecasters on projects designed to showcase television's effectiveness as an educational medium of great potential and to extend the curriculum of the university and college to the viewer's living room.

One of the latest public service programs launched on behalf of education is that reported by WFAA-TV Dallas, which is cooperating with Southern Methodist U. on a weekly series of 12 telecasts titled *Television University—SMU*. The program is aired each Thursday, 9:45 p.m., from WFAA-TV studios and other focal points.

Among the subjects slated for class examination are the theatre, science, music, academic orientation, fine arts and TV's educational potentialities. Live telecasts of plays by drama students also are contemplated to supplement the classes in theatrical orientation. In future weeks the university's music school will share the TV camera's attention with a telecast version of "Carmen."

Origination Points

According to present plans, some of the programs (running about half an hour) will originate in WFAA-TV studios, while other full-hour telecasts will emanate from the campus of Southern Methodist.

An offshoot of education-station cooperation has developed at WBAL-TV Baltimore, which has invited students of Johns Hopkins U. to attend classes for an accredited TV course held in its studios. The project is designed for mutual benefit of WBAL-TV and students in view of the dearth of trained personnel and the current manpower situation, station reports.

Staff members are contributing first-hand information to students with liberal arts background under

the direction of Program Manager Arnold Wilkes. Slated to continue through the spring months, courses include instruction on cameras, control room, settings, special effects, films, commercials and production. Technical classes are handled by Lou Wagner, technical supervisor, and Sam Philpot, station art director.

On another level—actual educational telecasts—WBAL-TV also is cooperating with a number of colleges and universities for presentation of college-level programs covering a variety of subjects [BROADCASTING • TELECASTING, Feb. 19].

Another indication that educators and commercial TV stations can work together in the public interest is in evidence at KSL-TV Salt Lake City. Each Thursday the station telecasts *The World U Live In*, 8-8:30 p.m., which is produced under the auspices of the U. of Utah extension division. Many academic fields are being explored during the series.

Additionally, the university is doling out credits to persons signing with its extension division, even though the programs are designed to interest students and casual viewers alike.

The introduction of education to arm-chair viewers has picked up momentum in recent weeks, with a number of stations now cooperating regularly with universities and colleges in public service projects, many of them during prime evening TV periods. In addition, telecasters have carried a host of special education seminars and other programs with a campus motif.

Among TV outlets which have collaborated on regular or special projects, in addition to WFAA-TV and KSL-TV, are WWJ-TV Detroit, WFIL-TV Philadelphia, WTCN-TV Minneapolis-St. Paul, WRGB (TV) Schenectady, WAAM (TV) Baltimore, and WTVJ (TV) Miami.

TV 'CHILD' ADS

FTC Drops Investigation

ASSURED that there will be no further resort to controversial "child appeal" advertisements such as published last fall, the Federal Trade Commission announced last Thursday it has abandoned plans to "institute legal proceedings" against a group of television manufacturers and Ruthrauff & Ryan Inc.

FTC Chairman James M. Mead said the commission has accepted written assurances from 22 TV manufacturers and the agency that such a campaign would not be resumed. He warned, however, that in "closing the case on this basis," FTC reserved the right to reopen its probe if warranted by future developments.

The original inquiry grew out of a TV set advertising campaign (published and broadcast), which imputed educational handicaps to children in homes which did not possess television receivers. FTC undertook the probe on the basis of complaints from the National Education Assn. and other groups, even though the first ad theme was immediately scrapped, and requested copy specimens with a view to examining their "truth or falsity" [BROADCASTING • TELECASTING, Dec. 4, Nov. 27, 1950].

FOOTBALL TV

NCAA Offered Solution

COLLEGES can permit live telecasting of football games and make money at the same time, despite the one-year ban issued in January by the National Collegiate Athletic Assn. This was asserted last week by John S. Meck, president of John Meck Industries and Scott Radio Labs, in a letter to the NCAA as its TV committee met in Chicago [BROADCASTING • TELECASTING, Mar. 5].

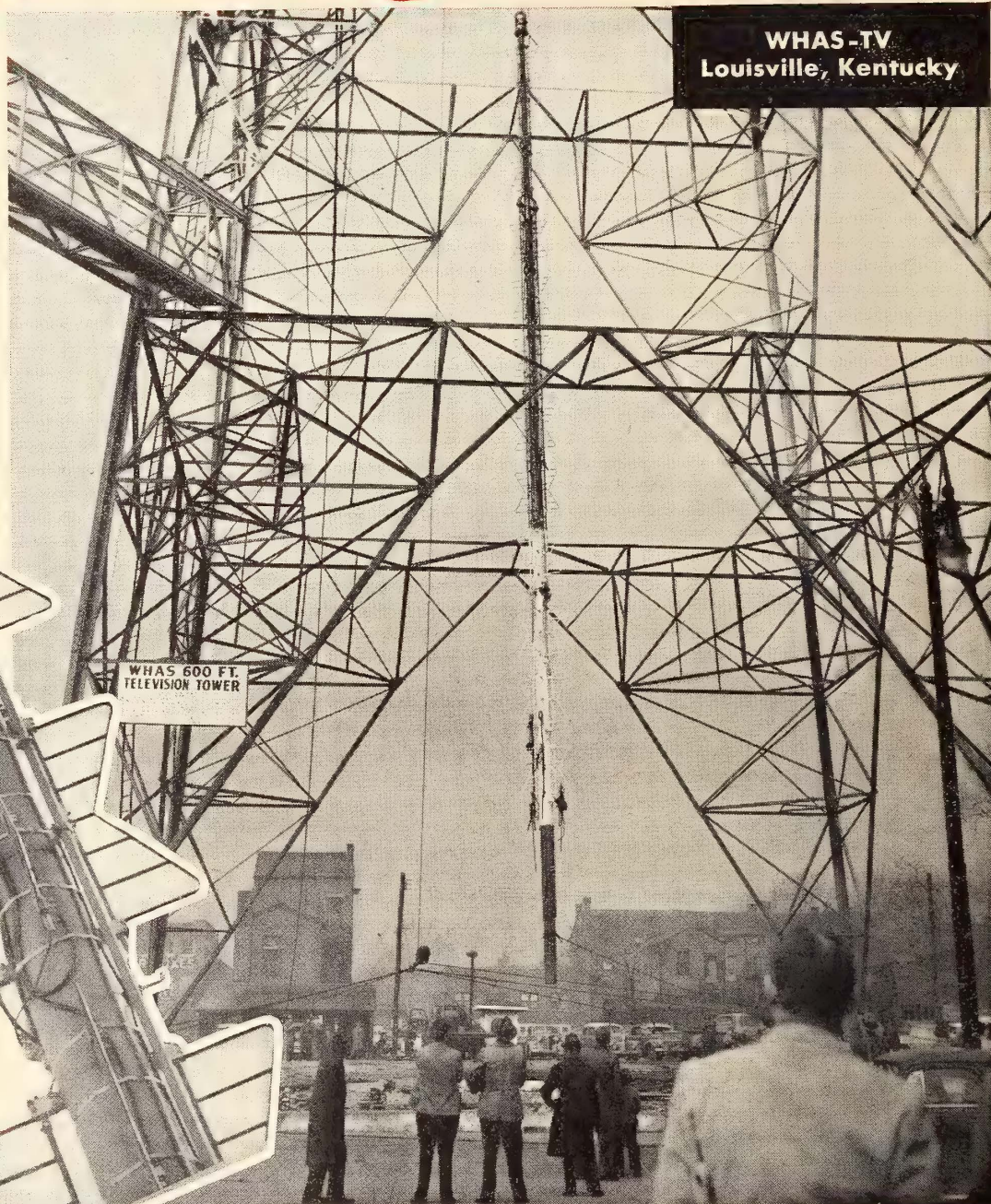
Mr. Meck advocated a plan by which a college or university would charge alumni and "friends" \$10 a year for "television rights" to school games, and for purchase of a "complimentary" ticket to each game. This ticket, Mr. Meck suggested, would be issued to "a youngster who may become a future student at the school, to a disabled veteran or a serviceman."

Video "rights" for home viewing could be sold also to non-alumni who want to buy the "free" tickets as gifts. The contributor, according to the plan, would receive a "TV season ticket" to put on top of his TV set "as a token of his support."

This formula would, in the opinion of the TV manufacturer, "(1) bring football to millions at home, thereby making and keeping friends; (2) bring money into college treasuries and (3) keep the stands crowded on Saturday afternoons."

"CAN'T BE BUILT," they said...but General Electric Built It!

Highest gain TV



WHAS-TV
Louisville, Kentucky

GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a

simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

antenna* in the world!

Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

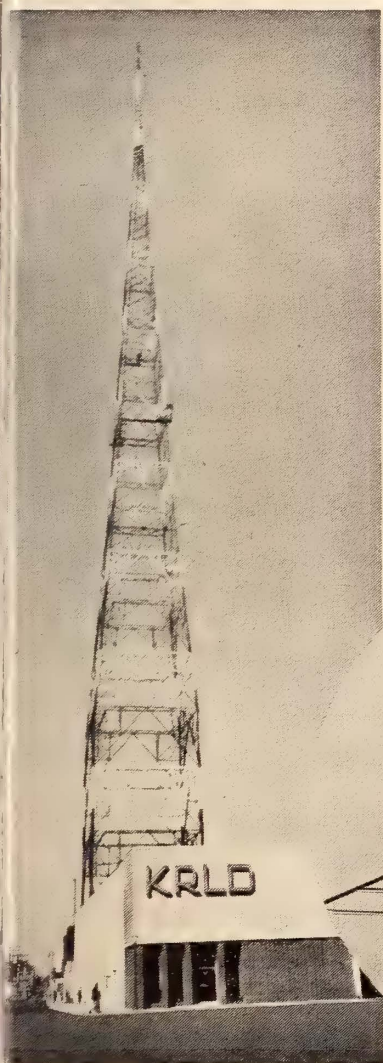
UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manu-

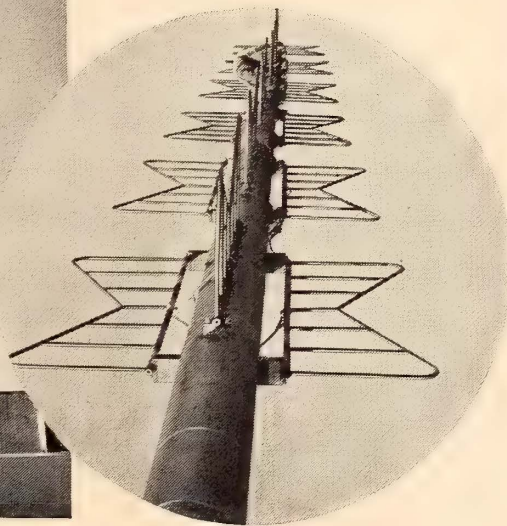
facturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*



LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

**for VHF commercial operation*

You can put your confidence in—

GENERAL



ELECTRIC

DR. THOMAS B. SYMONS, Maryland educator, appointed director of public service WBAL - AM - TV Baltimore, succeeding the late Dr. David E. Weglein.



Mr. Symons

AL BLAND, program director WBBM Chicago, cited by Marine Corps for cooperation to Marines when program director at KMOX St. Louis.

GILBERT D. BROOKS, announcer WKNA-AM-FM Charleston, W. Va., appointed chief announcer-assistant program director. DICK REID and DON REED appointed to announcing staff WKNA.

JACKSON LAUNER appointed continuity chief WCEN Mt. Pleasant, Mich. He was with WOMET Manitowoc, Wis. GENE COURTER and DAVE LOCKHART appointed to announcing staff. BETTY PELLETIER named traffic manager at station.

ED CONRAD, director at WTCN-TV Minneapolis, to ABC-TV Chicago, in same capacity.

TOM KERSEY, music and transcription department KECA Hollywood, named writer-producer. He replaces FRANK MORRIS, transferred to production staff ABC Hollywood.

KEITH KERBY, manager Keith Kerby Ltd. (celebrity commercials), S. F., to KGO San Francisco as program director, replacing JOHN GALBRAITH, resigned to freelance in radio and television field.

BENJAMIN F. KROUSE appointed staff artist WGAL-TV Lancaster, Pa. He was with Kamp & Godfrey Adv. Agency, same city.

EARL STEEL appointed to announcing staff WCCO Minneapolis. SALLY FOSTER named vocalist at station.

DON GEHRING, writer - producer WFDF Flint, Mich., called to active duty with Army.

DONAL HASSLER named head of transcriptions ABC Chicago, replacing JANE NILES, resigned.

SARAJANE CHERASHORE, publicity department WPEN Philadelphia, resigns.

MARTIN MCNEELEY, announcer-disc jockey WJMO Cleveland, to WJR Detroit, in same capacity.

HUBIE WEISS, WFIL-TV Philadelphia, to WDSU-TV New Orleans, as producer-director.

air-casters



WADE H. ALLEY, Dayton office FBI, appointed program and public relations director WHIO Dayton. He succeeds LESTER SPENCER, now manager WKBV Richmond, Ind.



Mr. Alley

JOHN LE BON SMITH, announcer WSOC Charlotte, N. C., to WBTW (TV) same city in program department.

BUDDY DEAN, disc jockey WHHM Memphis, to WITH Baltimore in same capacity.

ROBERT OAKLEY, program packager, to KTTV (TV) Hollywood as director in program development. He was manager KROY Sacramento.

JOY RUSSELL-SMITH, script secretary KNX Hollywood *Bob Hopkins Program*, to KTSL (TV) Hollywood as story editor. MALEESE BLACK, script secretary CBS *Dollar A Minute*, replaces her on KNX program.

MELVIN W. GREEN, controller WOOD Grand Rapids and WFDF Flint, Mich., named treasurer WFBM Indianapolis. LEONARD BRIDGES, controller King-Trendle Broadcasting Corp., Detroit, replaces Mr. Green.

BILL HODAPP, continuity editor WAVE Louisville, appointed director of Teleprograms Inc., NBC-TV New York.

TOM JACOBSON, announcer Progressive Broadcasting System, to Pacific Regional Network, Hollywood.

JACK BRIGGS to KFMB-TV San Diego as staff announcer.

SHELBY GORDON, creative director Stewart Potter Inc., Chicago, to writing staff Columbia Pacific Network, Hollywood.

SCOTT HANNAH, announcer CKWX Vancouver, appointed program director CJBQ Belleville.

STEVE DUNNE, NBC *Sam Spade* and *Don Lee Jack Kirkwood Show*, signed for feature role in Portland Pictures forthcoming movie "A Woman Possessed."

RALPH HATCHER, manager WPLH Huntington, W. Va., to stations department ABC, effective March 5.

KEITH CULVERHOUSE, Dorrance-Wadell Inc., N. Y., to ABC sales presentations department, effective March 5.

BOB WALTERS to ABC-TV *Life With Linkletter* musical group as pianist, replacing VIC VALENTI, resigned. HENRY TAYLOR to show's writing staff.

PAUL EVANS, copywriter KIDO Boise, Ida., to active duty with Navy. VERN MOORE, chief announcer, also to active duty with Navy. PETER FURNO Jr., staff announcer, to active duty with Army.

JAMES McKIBBEN, program director KIDO Boise, Ida., takes on extra duties of promotion director for station. JIM COWAN, KNOX Grand Forks, N. D., to announcing staff. GENE PERKINS, staff announcer, appointed night supervisor for station operations. MARILYN PEARSON, new to radio, to staff as copywriter. BARBARA WOOLTERS named to program department as copywriter.

BERNIE ALLEN staff announcer WIND Chicago, called into Army. JOE KENNEDY, KASI Ames, Iowa, replaces him.

ARMAND LaPOINTE, disc jockey Pacific Regional Network, Hollywood, to *Phil Regan Show*, NBC.

LARRY BROWN, disc jockey WPEN Philadelphia, and Alma Goloff, married.

RAY RICH, TV program director, and MARIE CHAUVIN, receptionist WDSU New Orleans, married.

DAVE WEBSTER, WJNO West Palm Beach, Fla., elected mayor of Glenn Ridge, Fla.

TOM WABER, announcer WXYZ Detroit, father of daughter, Ellen Elizabeth.

DAVE KIMBLE, sales promotion manager WBBM Chicago, father of daughter, Patricia.

STEVE LAWRENCE, announcer WXYZ Detroit, father of boy, Stephen Michael.

JEAN TYMEC, publicity department WIND Chicago, and William Kuehn, married.

CHICK VINCENT, producer-director WOR New York, presented award of merit from "Wake Up, America!" committee for "the patriotic duty his program is performing on uncovering subversive activities in the United States."

MAGGIE JOHNSON, star of *Your Television Shopper*, WABD (TV) New York, selected "most glamorous housewife in television" by John Robert Powers, model agency head.

LU HURLEY, star of *Man on the Street*, KRON-TV San Francisco, received special award, the "Televue's Oswald" (made of kitchen gadgets) from group of Marin County fans.

W. LEE MEREDITH, continuity director WNAX Yankton, S. D., father of boy.

MARILYN MULLIN, KCBS San Francisco, resigns to marry Bob McLachlan March 31. Miss Mullin is niece of Bing and Bob Crosby.

JIMMY DURANTE, radio, stage, movie and NBC-TV star, was featured in two page story "Mr. Durante's Big Year" in *Parade*. Article based on his NBC television show.

News . . .

HAL STEWART, newsman-announcer KIDO Boise, Ida., to active duty with Navy.

NORMAN WALLACE appointed newsman-announcer KIDO Boise, Ida. RON SMITH, announcing staff, to United Press radio office in New York.

MARTIN BAUERMAN, new to radio to news department KXOK St. Louis replacing WILLIAM NOONAN, recalled to active duty with Marine Corps.

FRANCE LAUX, sportscaster KXOB St. Louis, awarded "Elmer" from greater St. Louis Bowling Assn. in recognition of his outstanding radio work in bowling activities during 1950.

BERT LEE Jr., sportscaster WMGM New York, scheduled as principal speaker at dinner meeting of New York and New Jersey Chapter of 4th (Ivy) Division Assoc. (World War Veterans), March 6, in N. Y.

GEORGE FABER, news writer WBBM Chicago, named night news supervisor.

GASTON FISCHER, news writer-reporter CBS, starts quarter-hour weekly news analysis broadcasts on Columbia Pacific Network.

MAJ. GEORGE FIELDING ELIOT, MBS commentator and military analyst, to originate his *War Review* program, 9:45-10 p.m. Sunday, from leading European cities, beginning March 12.

TED HUSING, sports announcer and commentator Pabst Blue Ribbon *I. B. C. Boxing Bouts*, CBS-TV 10 p.m. Wed., resigns reported due to inability to cover both local New York radio commitments and out-of-town fights. RUSS HODGES, CBS sports commentator, replaced Mr. Husing, effective with March 7 Ezzard Charles-Jersey Joe Walcott fight.

ALLEN FORBES, news director KYSM Mankato, appointed to news writing staff WCCO Minneapolis.

E. W. ZIEBARTH, news analyst, and CEDRIC ADAMS, news reporter WCCO Minneapolis, voted most popular in their respective fields in annual state-wide radio poll conducted by Minnesota Radio Council.

JENNINGS CULLEY, sportscaster WSLs Roanoke, Va., father of boy.

Langendorf

OLD FRIEND

Consistently renewing its schedules year after year, this fine Western bakery proves its loyalty to KJR's efficient coverage of Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

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



WMAM MARINETTE, WISCONSIN

where do buyers of spot radio time get their station information?

"You go to the Radio Section* of SRDS when you want to find things out," says a long-experienced media man. Standard Rate is really a manual. It informs.

"Supposing we go into a market where we have had no experience, say for our frozen food account. I turn to *Standard Rate* first to size up the stations in that market. I am interested in knowing their affiliations and their power. If there are two stations in a market, both with 50,000 watts, we look at the rates. Then we check the coverage; and then we determine which station should give us the most for our money.

"When I look up the various stations in any city in *Standard Rate*, I read everything there including the ads, when they tell me anything, like what programs they have and how much spots on them cost."

Many stations are contributing additional information that helps buyers buy, in Service-Ads near their listings in SRDS Publications (like the WFBR Service-Ad reproduced here) and near their markets' listings in CONSUMER MARKETS.

That's why, when you're comparing stations and markets, it pays to check the Service-Ads in *Radio Advertising Rates and Data** and in CONSUMER MARKETS. They may save you further search for information you want right on the spot.

Note to Broadcasters: In the 64-page SPOT RADIO PROMOTION HANDBOOK your advertisers and prospects and their agencies describe in detail what they want to know about stations. Copies at \$1.00.

Oil Burners are Hot Stuff on WFBR in Baltimore

COLD FACTS: \$60 a week spent on spots on WFBR's "Morning in Maryland" Show is bringing in \$1500 per week in sales of oil burners for the Cumberland Coal Co. of Baltimore.

Cumberland Coal Co. of Baltimore sells Timken Silent Automatic Heating Systems. They wanted to sell more. In January of this year they bought one minute spots on WFBR's great "Morning in Maryland" Show ... to the tune of \$60 a week.

They gave away no diamond rings, no trips to Europe. All they did was tell people, on the right station, at the right time, on the right program, about their product.

On June 29, they wrote to tell us they're

averaging \$1500 a week in sales from this \$60 per week investment. And this is the only radio time and station they're using! In the same letter, they informed us they are doubling their schedule—still on "Morning in Maryland"—to include room air conditioners.

"Morning in Maryland" is a WFBR "home-grown" show—conceived, produced and performed in WFBR's studios. There are other WFBR "home-grown" too—with equally impressive sales stories. And they all add up to this: in Baltimore, the right station is:

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

More than 270 radio and TV stations are running Service-Ads in SRDS publications to supplement and expand their listings with information that helps buyers buy.

* The Radio Section of SRDS is now called *Radio Advertising Rates and Data*.

STANDARD RATE & DATA SERVICE

The National Authority Serving the Media-Buying Function

Walter E. Botthof, Publisher

NEW YORK

• 333 North Michigan Avenue, Chicago 1, Illinois

• LOS ANGELES



LANG-WORTH FEATURE PROGRAMS SELL JEWELRY!



LANG-WORTH

FEATURE PROGRAMS, Inc.

113 W. 57th ST. NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost



SPOTS

with pulling power!

That's why YOUR spots are on the Southwest's favorite station. Your agency can produce the best transcriptions, but if they're not aired to a large, responsive audience—your spots can't PULL. KROD has the most listeners over the El Paso Southwest most of the time, night and day. That's why spots on KROD have pulling power.

KROD CBS, EL PASO

KEY STATION, SOUTHWEST NETWORK

5000 WATTS

600 TOP O' THE DIAL

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, President
VAL LAWRENCE, Vice Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. E. TAYLOR COMPANY

programs promotion premiums



THE COON-SKIN CAP ● ● ●

WOOD Grand Rapids sending coon-skin caps to trade and advertisers with letter explaining fedora. Letter points out that "Whenever you wear this coon-skin cap, remember that all of us other WOODsmen here in Grand Rapids are working day and night to help build sales for national and local advertisers in this market." Letter tells advertisers that station can produce "mighty happy hunting."

KEEN COMPETITION ● ● ●

KDKA Pittsburgh, 1951 School Science Experts, starts March 17, Sat. 4 p.m., radio quiz series featuring high school science students from Western Pennsylvania, competing for college scholarships. Students from public, parochial and private schools take part in shows. On first six programs, they compete for cash awards and gold keys. On seventh broadcast, May 8, the six finalists will fight it out for scholarships.

THE BIG SWITCH ● ● ●

WNAX Yankton, S. D., sending "Big Aggie" banks to advertisers and trade. Card attached reminds advertisers that station is switching to CBS June 15 and that Big Aggie "... and my hired hands at WNAX are looking forward to helping you sell your products ... as we've been doing for the nation's biggest advertisers for nearly 28 years. ... Sow your advertising dollar in the Big Aggie land and reap a harvest of soaring sales and increased goodwill." The bank has Big Aggie overlapping a small tractor and is very colorful.

NEW TYPE FORMAT ● ● ●

KQV Pittsburgh has developed new format for calls to station after noon-time news broadcast. Roz Alpert, who takes part in news show, answers all calls and gives information request by listener on air. Show provides daily coverage of news, and things that housewives may be interested in. Show follows the newscast.

COWBOY SHOW ● ● ●

CBS RADIO Sales sending brown brochure to trade and advertisers about new western film, *Range Rider*, headed "You don't know what you're missing!" Card attached to top of piece says "Reach partner! For a pen, we mean. You can get the drop on your competition if you get on the dotted line pronto for this brand-new TV Western hero." Inside gives details of show, with picture of cowboys shooting behind him via a mirror.

'MORNING DEVOTIONS' ● ● ●

WSB-TV Atlanta, *Morning Devotions*, 10:50-11 a.m., Mon. through Fri., with local ministers of all faiths giving scripture reading,

prayer and devotional message. Details of daily shows handled by officials of Atlanta Christian Council. "Morning Devotions is being added to our schedule in answer to requests from our audience," General Manager John M. Outler Jr., said. "We hope the program will do some real good."

★ ★ ★ ★ ★ INTERNATIONAL SHOW

KMA Shenandoah, Iowa, Sidney, Iowa, USA, calling Sydney, Australia, March 11, 30-minute show giving people down under look at small town in America. Show featured interviews with Iowa farmer, housewife, community club president, high school students, rodeo owner and war bride from Australia now living in town. Sydney, Australia, in exchange will give description of its city including harbor scene, surfing on beach, horse racing and other interesting scenes. This is third international exchange of programs for station.

★ ★ ★ ★ ★ HOT COVERAGE

KOA Denver has covered million dollar fire that wrecked local athletic club. New station manager, Charles C. Bevis Jr., who had just arrived few hours before fire, was within blocks of it when it broke out. He rushed to scene and phoned in reports to station. Station aired five special bulletins and 45 minutes of special broadcasts. Tape recorders were set up in Denver Press Club across the street for interviewing firemen, club workers and taping an eye witness account of fire. Mr. Bevis praised news and special events staff for fine work in covering fire.

CRASH COVERAGE ● ● ●

WNAX Yankton, S. D., news staff covered crash of airliner March 2,

in which 15 people died. Station flashed first bulletin half-hour after wreck and in less than hour and one-half had a newsmen on scene. Station flashed several more reports of accident and had interview with rescuer. WNAX later gave names of injured and dead and taped interviews with five of 10 survivors at hospital. Station fed accounts of wreck to KRNT Des Moines and WMT Cedar Rapids. Telephone report also was fed to KSOO Sioux Falls and station newsmen covered story for United Press. Station also fed first hand account to ABC in evening newscast.

LOCAL BUSINESS ● ● ●

KATL Houston sending advertisers letter with small plastic telephone receiver pasted on page. Letter headed "Increased profits ... as close as your telephone." Piece goes on to explain that more local advertisers place business with station than any other station in city. Letter invites advertisers to try station.

FUTURE FARMERS CONTEST

WHAS Louisville presented awards totaling \$5,000 to 27 winners in annual "Farm Incentive Program" sponsored by station during 1950. Barry Bingham, president WHAS, *The Courier-Journal* and *Louisville Times*, presided over annual luncheon Feb. 17 at which awards were presented.

TALENT HUNT ● ● ●

WLW Cincinnati sending press book to theatre owners and managers giving information about station's "Star Search" hunting for talent. The huge booklet has red, white and blue covers. Inside gives information on prizes and publicity that station may receive. Also has names of famous people in show business who were at one time with WLW. Book carries promotional data theatres may use.

TESTS LISTENERS ● ● ●

KRSC Seattle, *Frederick & Nelson Concert Hour*, *Frederick & Nelson Dept. Store*, aired 10 announcements inviting request for specific items in classical music. Station reportedly received 575 letters indicating total audience to be two and one-half times larger than anticipated.

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

experienced sales
personnel will sell community
programs throughout
your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JAN. 21-27, 1951

			Current Rating Homes %				Current Rating Homes %	
Current Rank	Previous Rank	Programs		Current Rank	Previous Rank	Programs		
VENING, ONCE-A-WEEK (Average For All Programs)			(8.8)	6	5	Wendy Warren and the News (CBS) ..	8.2	
1	2	Lux Radio Theatre (CBS)	21.0	7	1	Arthur Godfrey (Ligg. & Myers) (CBS) ..	8.1	
2	1	Jack Benny Show (CBS)	19.9	8	13	Aunt Jenny (CBS)	7.7	
3	3	Amos 'n' Andy (CBS)	16.9	9	8	Rosemary (CBS)	7.7	
4	5	Godfrey's Talent Scouts (CBS)	16.3	10	24	Young Dr. Malone (CBS)	7.6	
5	4	Charlie McCarthy Show (CBS)	15.9	DAY, SUNDAY (Average For All Programs)			(3.3)	
6	7	Walter Winchell (ABC)	15.7	1	1	True Detective Mysteries (MBS)	9.0	
7	9	Red Skelton (CBS)	14.3	2	2	The Shadow (MBS)	8.2	
8	8	You Bet Your Life (NBC)	13.7	3	5	Martin Kane, Private Eye (MBS)	6.7	
9	14	Fibber McGee & Molly (NBC)	13.7	DAY, SATURDAY (Average For All Programs)			(5.9)	
10	6	My Friend Irma (CBS)	13.4	1	2	Stars Over Hollywood (CBS)	10.0	
VENING, MULTI-WEEKLY (Average For All Programs)			(5.7)	2	1	Armstrong Theater (CBS)	9.9	
1	1	Beulah (CBS)	11.6	3	6	Let's Pretend (CBS)	8.4	
2	2	Tide Show (CBS)	9.6					
3	5	Lone Ranger (ABC)	8.7					
WEEKDAY (Average For All Programs)			(5.7)					
1	4	Ma Perkins (CBS)	9.4					
2	2	Romance of Helen Trent (CBS)	9.3					
3	3	Our Gal, Sunday (CBS)	8.9					
4	7	Big Sister (CBS)	8.9					
5	14	Guiding Light (CBS)	8.3					

Copyright 1951 by A. C. NIELSEN COMPANY

NOTE: Number of homes is obtained by applying the "Nielsen-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

WSNY CASE

Renewal Is Recommended In Initial Decision

RENEWAL of the license of WSNY Schenectady, N. Y., and approval to acquisition of effective control by Winslow P. Leighton, are recommended in an initial decision by Hearing Examiner James D. Cunningham, announced by FCC.

The ruling would dismiss opposing petitions by George R. Nelson and associates, which alleged "perpetration of fraud and numerous other irregularities on the part of their associate stockholder, Winslow P. Leighton."

Consent is recommended by the decision to transfer of control of Western Gateway Broadcasting Corp., WSNY licensee, from Benjamin L. Dubb, Bradley Kincaid and Prentiss Carnell Jr. to Mr. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton.

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

The examiner concluded Mr. Leighton for practical purposes

had acquired control of WSNY in early 1948 and that FCC approval should have been obtained. The initial decision said Mr. Leighton through several stock transactions increased his personal holding from one-fourth to about one-third interest and introduced three relatives as stockholders, the combined holdings totaling 55%.

Clears Leighton

The examiner found no "wilfulness of purpose to deceive" attended Mr. Leighton's failure to file the proper transfer application since he promptly reported each stock transaction to FCC. The examiner also noted Mr. Leighton did not consider himself in legal control because his personal interest totaled only one-third.

On the basis of WSNY's performance since that time as the city's only independent outlet, assigned 250 w fulltime on 1240 kc, and on the basis of proposed improvements in service, the examiner concluded the license should be renewed. He indicated, how-

ever, that FCC would closely watch future operation to determine if these proposals were carried out and to see if "station management . . . has gained a proper conception of all the requirements placed upon the licensees of radio stations in the Communications Act" and the Commission's rules.

Respecting the opposing petitions by Mr. Nelson and his associates, the examiner noted a court action instituted by the Nelson group "charging Leighton with fraudulent misconduct, is expected to be dismissed upon motion of the plaintiffs, in the event the proposed transfer of their stock to Leighton should be approved." The ruling observed "the adjudicatory processes of the Commission are not designed or intended as a medium for settling personal differences or for the adjudication of controversies of a private nature which are best determined by resort to courts of law."

The ruling continued:

Although Leighton did acquire actual control of the corporation without the Commission's consent as required in the Communications Act, the evidence of record, insofar as it reflects the impact which any of his stock transactions herein may have had upon the business interests of other stockholders in the corporation, is not pertinent to the Commission's inquiry, and it is not shown by a fair preponderance of the evidence that his demeanor in connection with these stock transactions was such as to adversely affect his character qualifications as an officer or stockholder in the corporation.

Three Join LBS

THREE stations have joined the Liberty Broadcasting System: KDAC Fort Bragg, Calif., WFMU (FM) Crawfordsville, Ind. and WXGI Richmond, Va. KDAC is licensed to Edward Mertle, president, and operates with 250 w on 1230 kc. WFMU is licensed to Journal Review Inc. with 13 kw on 102.9 mc (Channel 275). WXGI, a 1 kw daytimer, operating on 950 kc, is licensed to Radio Virginia Inc. WXGI will join the network April 1.

AFCA MEET

Set April 19-21, Chicago

LESLIE F. MUTER, past president of the Radio Mfrs. Assn., and Robert C. Sprague, president and board chairman of the Radio-Television Mfrs. Assn., are scheduled to address the April 19-21 national Armed Forces Communications Assn. convention in Chicago.

Discussion will be held on electronics, signal communications and photography, to explore the convention theme of strengthening AFCA's contribution in the national emergency.

ROBY NAMED

Heads NARND Committee

MAX ROBY, news chief of KSL Salt Lake City, has been named 1951 standards committee chairman for the National Assn. of Radio News Directors. F. O. Carver Jr., WSJS Winston-Salem, NARND board of directors member, will serve as liaison officer for the board.

Others named to serve on the standards committee are Rex Davis, KMOX St. Louis; George Gow, KANS Wichita; Ben Holmes, KOMA Oklahoma City; Charlie Day, WGAR Cleveland; John Thompson, KNBC San Francisco; George Passage, WRVA Richmond, Va.; Art Smith, WNAX Sioux City, Iowa, and Ev Dutton, CKRC Winnipeg, Manitoba, Canada.

ABC
AMERICAN BROADCASTING COMPANY
IN LOUISVILLE

WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT

BALANCED PROGRAMING
for better listening...
more listeners
WKLO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

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.

EXCLUSIVE
AGAIN!

9

FOR THE
TH
STRAIGHT
YEAR
BROADCASTING

ALL HOME
AND AWAY
GAMES...

OF THE

Athletics



with
BYRUM
SAAM
outstanding
play-by-play
sportscaster

★
10,000
WATTS
PHILADELPHIA'S
MOST
POWERFUL
INDEPENDENT

REPRESENTED BY
Radio
Representatives
Inc.

W
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B
G

DIAL
990

allied arts



WALTER BLAKE, vice president William Kester & Co., Hollywood, named executive sales director Parsonnet Studios Inc., that city, with headquarters at 3 W. 57th St., N. Y.

H. H. SCUDDER and **A. U. PINKNEY** elected vice presidents of International Standard Electric Corp., N. Y.

CHARLES MICHELSON Inc., N. Y., announces newly produced five-minute radio transcription series for promotion of diamond sales by retail jewelers, *Tom Terriss Stories of Fabulous Gems*. Show has started in seven new markets: San Fernando, Calif.; Hartford, Conn.; Atlanta, Ga.; Boise, Ida.; Lockport, N. Y.; Lorain, Ohio, and Marion, Ohio.

FACTS CONSOLIDATED, S. F., market research firm, moves to 116 New Montgomery. Telephone number remains Douglas 2-2445.

BERNARD I. MILLER to sales staff Academy Film Productions, Chicago. He was president and general manager WMOR (FM) Chicago and head of his own television production company, B. I. Miller & Assoc.

FRED A. BOSIN appointed eastern sales manager for TV commercials and motion pictures Kling Studios, Chicago.

ROBERT N. FEGEN to sales and contract staff Jam Handy Organization, Detroit.

JAMES SMITH, Paramount Pictures, and **ROBERT SEITER**, 20th Century-Fox, to film editing staff Jerry Fairbanks Productions, Hollywood.

JACK O'MARA, Pacific Coast manager C. E. Hooper Inc., resigns effective March 7.

Equipment . . .

JOHN S. MECK re-elected president John Meck Industries, Plymouth, Ind. **G. F. MECK** re-elected treasurer of firm. Other officers elected were: **RUSSELL G. EGGO**, executive vice president and secretary; **B. L. BETHEL**, vice president in charge of purchasing; **CHARLES E. PALMER**, vice president in charge of production; **LEWIS G. WOYCKE**, vice president in charge of engineering, and **CHARLES L. HUBBARD**, vice president in charge of planning.

C. M. LEWIS, manager RCA's broadcast field sales activities for Engineering Products Dept., named manager of broadcast and communications sales section of Engineering Products Dept. Mr. Lewis has appointed following men to head specific broadcast and communications sales groups: **DAN PRATT**, manager of communications and microwave sales; **J. A. RENHARD**, Washington representative, and **P. T. SCHWARZWALDER**, manager of sales analysis. Mr. Lewis joined RCA as transmitter engineer in 1934.

EDWIN B. HINCK appointed sales manager electronic parts division, Allen B. DuMont Labs Inc., East Paterson, N. J. He succeeds **HARRY VANRENSELAER**, called to active duty with Air Force. Mr. Hinck was

northeast district sales manager for company's transmitter division.

MOHAWK BUSINESS MACHINES Corp., N. Y. (electronic equipment) has moved to new offices at 47 West St.

L. J. OLIVIER, merchandise manager at New Orleans for Graybar Electric Co., N. Y., appointed manager of New Orleans branch of company.

S. W. SCOTT, Los Angeles district sales manager Graybar Electric Co., N. Y., appointed Pacific district manager. He succeeds **H. L. HARPER**, retired.

DON G. MITCHELL, president Sylvania Electric Products, N. Y., appointed special consultant to Air Force staff for assisting in procurement of electric equipment and component parts.

LEONARD F. CRAMER, vice president and director Allen B. DuMont Labs Inc., Clifton, N. J., to head government liaison department, recently formed by DuMont. New department is working with government on military contract negotiations.

F. J. COOKE, chief engineer Electronic Tube Lab, Remington Rand, N. Y., to Reeves Soundcraft Corp., N. Y., as general manager Colorcraft and Magnetic Tape Divisions, Springfield, Conn.

Technical . . .

CBS-TV technical crew 16, assigned to *Perry Como Show* and *Stork Club Show*, presented award of merit from alumni division of School of Radio Technique, N. Y.

JEROME TANNENBAUM named chief engineer of audio division Concord Radio Corp., Chicago.

HOMER KORNMAN, engineer WSLR Roanoke, Va., father of daughter.

NINTH annual "Books for Cook" campaign over WCBS New York yielded 137,897 books for New York hospital patients and set new record by 20,000 publications, station reports.

REVOCATIONS

Commissioner Would Uphold

FCC ORDERS to revoke the license of **WXLT** Ely, Minn., and the permit of **KFMA** Davenport Iowa, would be affirmed according to an initial decision by Comr. George E. Sterling, announced by FCC.

The initial ruling pointed out that FCC's order of May 23, 1950 revoking **WXLT** "was based on facts disclosed on investigation showing that Charles W. Ingersoll then the individual licensee, had transferred control, and in fact abandoned the station without the Commission consent required by Section 310(b) of the Communications Act."

The initial decision explained the **WXLT** revocation order further stated Mr. Ingersoll "and his radi consultant, L. W. Andrews, had, in the application for construction permit and subsequent applications, by concealments and misrepresentations, deceived the Commission as to the financing and ownership of the station." The permit of Mr. Andrews for **KFMA** "was revoked because of his complicity in the matters set out in the **WXLT** revocation order," it continued.

Comr. Sterling concluded "the matters set out in the revocation order have been completely sustained by the facts developed in the hearing on these orders." On these grounds, he recommended the revocation orders "must" be affirmed.

WXLT is assigned 250 w full time on 1450 kc. **KFMA** is assigned 250 w daytime on 1580 kc.

Mr. Andrews Feb. 28 submitted the **KFMA** permit for cancellation FCC records show. His letter to the Commission indicated he had no objection to FCC's granting the application of **KFMA** Broadcasting Co., a new applicant, for **KFMA** assignment. Mr. Andrews a fortnight ago announced he was retiring from the consulting field to instruct in and supervise the Eastern Iowa Radio School [BROADCASTING • TELECASTING, Feb. 26]

POPULATION
224,200

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

the KOKOMO market is rich!

Distribution of Listening Homes among stations . . .
WIOU . . . 67.0%
Latest Conlan Figures . . .

WIOU 1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

Respects

(Continued from page 48)

ity. His most pressing problem, he reminisces, revolved around his effort to obtain a larger budget to run a program he was handling—an effort which led to his verbal encounter with Mr. Fox.

Though only 16 at the time, young Ben took the counsel to heart and eventually moved up to program director himself. In 1929, seeking other pastures, he looked to New York and network radio as a possible wedge.

With the aid of boundless geniality and dogged persistence, the 19-year-old Utah youth convinced NBC that he should be a producer-director. For five years he planted himself in NBC control rooms in New York and other key network cities, working on remote pickups. His air credits included a celebrated list of some of early radio's most memorable programs, among them: *Cexaco Fire Chief*, with Ed Wynn; *Chase and Sanborn Hour*, Eddie Cantor and Dave Rubinoff; *A & P Gypsies*, Milton Cross; *Fleischman's Yeast Hour*, with Rudy Vallee, and the *Paul Whiteman Program* for General Motors Corp.

As one thing led to another, young Larson turned from radio to advertising agencies. He joined the Joseph Katz Co. New York office in 1934, and in the next eight years moved through a succession of agency radio positions which also encompassed Ruthrauff & Ryan and Young & Rubicam. He compiled other air credits: *The Big Show* (Block & Sully), *Gillette Community Sing* (Milton Berle), *Al Johnson Program* and *Flying Red Horse Tavern* (with Beatrice Lillie).

Y & R soon put Mr. Larson's now acknowledged talents to use on what was then a debatable proposition—daytime radio—much as daytime video is now in the formative stage. He supervised the direction of such offerings as *Kate Smith Speaks*, *Joyce Jordan, M.D.*, *The Second Mrs. Burton* and *Bright Horizon* from 1941 to 1942.

Mr. Larson's first intimate contact with television came in 1940



GUESTS at the Spot Radio Clinic luncheon sponsored by the National Assn. of Radio Station Representatives Feb. 20 at New York's Biltmore Hotel were Robert Crandall, director of media, and Betty Bruns, in charge of radio, Sherman & Marquette Inc. New York. Attending the luncheon (l to r): Standing, Frank Fitzpatrick, George

P. Hollingbery Co.; Frank Breslin, Headley-Reed Co.; Jones Scovern, Free & Peters; Thomas Campbell, The Branham Co.; David Simmons, John Blair & Co.; Arthur McCoy, Avery-Knodel; seated, John Allison, Paul H. Raymer Co.; Mr. Crandall, Miss Bruns, Michael Flynn, Katz Agency.

while still at Y & R, which was evaluating the new visual medium on behalf of its own clients. For two years he headed up its TV activity which, though it dealt with experimental shows, was already a fulltime job. Mr. Larson handled scripts and direction for General Foods Corp.'s *Aldrich Family*, Agfa Ansco's *Photo Quiz* and test runs for Y & R radio commercials adapted for television. During this period, he muses, he was busier than Arthur Godfrey today, sandwiching in demonstrations and meetings with office duties.

Later Mr. Larson, collaborating with Joe Cross, sold Lever Bros. a video show on DuMont's WABD (TV) New York titled *I Challenge You*. That effort marked his initial contribution—and a temporary goodbye—to television.

In 1942 he became general manager and part owner of WWDC Washington, and was instrumental in boosting the station to a level where, with the aid of "block programming," it could lay the groundwork for successful independent operation.

Joins WPEN

Mr. Larson transferred his sphere of operation to Philadelphia in June 1945, assuming the management of WPEN, then the *Evening Bulletin's* radio independent in the Quaker City. The following year he filed an application for WPEN to construct and operate a TV station there. The newspaper took over control of WCAU Philadelphia in December 1947 and also got its TV station through an application transfer.

Under the new alignment Ben Larson was appointed a vice president and director of television with responsibility for the task of building and organizing the WCAU-TV structure. By May 1948 the station was programming a seven-day week schedule and making the Larson name well known in mushrooming TV circles.

In early January 1950, when WPIX was seeking a man to replace the resigning Robert L. Coe as station manager, the New York Daily News Syndicate negotiated

with the up-and-coming TV executive who had fashioned a career as a crack network producer and management personality. Later in January he was named a vice president of WPIX Inc.

Combined Talents

In Mr. Larson, now a 25-year veteran, they probably obtained a measure of Ziegfeld and the Wizard of Oz in one fell swoop. Today he is seldom stumped when WPIX is called upon to substitute ingenuity for sheer weight of programming dollars. By using block-programming (a little thing Mr. Larson presumably picked up at WWDC) and a heavy slate of film programs, plus a 120-event schedule of sports attractions from Madison Square Garden, WPIX doubtless is making a buck here and there.

That was his "baptismal vow" as he took over the reins of the New York independent: "Programs with a strong local appeal will be developed . . . It became increasingly apparent in television that

the good local show should not be overlooked because it offers both viewer and advertiser an opportunity to get together on the most intimate basis . . ."

Mr. Larson is married to the former Doris Dunn. They live in Lawrence Farms, East Chappaqua, N. Y., with their two sons, G. Bennett Jr., 10, and Eric Chase, 9. His hobbies include "television, theatre, gardening, travel"—the indulgence of which, needless to say, not just anybody can do "without money." He is a member of the University Club of Washington, D. C.

AD INSTITUTE

To Attract 200 Delegates

FRANK GAITHER, advertising manager, WSB-AM-TV Atlanta, is among listed speakers at Emory U.'s second annual Advertising Institute scheduled March 16-17 at Atlanta. Expected to attract more than 200 advertising personnel, the meeting will discuss problems which face advertising in a national emergency.

Other scheduled speakers include Dr. George Gallup, director of the American Institute of Public Opinion; E. B. Weiss, director of merchandising, Grey Adv. Agency; Elon G. Borton, president, Advertising Federation of America; Howard P. Abrahams, director of sales promotion, National Retail Dry Goods Assn., and Wilbur Smart, vice president, D'Arcy Adv. Co.

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Tintair

AGENCY:

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CAMPAIGN:

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WLOW

**NORFOLK
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RESULTS?

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CHNS

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Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

FCC General Counsel—Granted extension to Feb. 28 to file exceptions to initial decision issued on applications of Lakeland Bcstg. Corp., Wausau, and John R. Tomek, Wausau, Wis.

By Examiner Fanny N. Litvin

Nashville Bcstg. Co., Nashville, Tenn.—Granted extension to March 9 to file proposed findings on its application and that of Southern Bcstg. Co., Nashville. **Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.**—Granted request that transcript of testimony on its application and that of Caddo Bcstg. Co., Anadarko, Okla., be corrected.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz.—Granted continuance of hearing on its application from March 5 to June 5 in Washington.

Christian County Bcstg. Co., Taylorville, Ill.—Granted continuance of the hearing on its application from March 12 to May 14 in Washington.

By Examiner J. D. Bond

Circle Bcstg. Corp., Hollywood, Fla.—Granted continuance of the hearing on its application from March 1 to April 3 at Washington

March 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYUM Yuma, Ariz.—Mod. CP change frequency etc. for extension of completion date.

License for CP

KFIR North Bend, Ore.—License to cover CP new AM station.

TENDERED FOR FILING

SSA-1030 kc

KWBU Corpus Christi, Tex.—Extension of SSA 1030 kc 50 kw, using non-DA from local sunrise Boston to local sunset Corpus Christi, for 12 mo. beginning March 15.

APPLICATION RETURNED

KXRN Renton, Wash.—RETURNED

fcc actions



MARCH 2 TO MARCH 8

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

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

application for acquisition of control by Velva Dickinson Fuller through purchase of 1 sh from Cecil Pattee.

APPLICATION DISMISSED

Tuskegee Bcstg. Co., Inc., Tuskegee, Ala.—DISMISSED application for CP new AM station on 580 kc 500 w D.

March 6 Decisions . . .

BY THE SECRETARY

American Bcstg. Corp., Lexington, Ky.—Granted request to cancel license and delete remote pickup KA-8370.

WQXR-FM New York—Granted license for aux. trans.

WBAT Marion, Ind.—Granted mod. CP change type trans. and for approval of ant. and trans. location.

Actions taken March 1

Racine Bcstg. Corp., Racine, Wis.—Granted request to cancel licenses KA-5552, KSA-945 (extended temp. basis to 3-1-51); dismiss pending renewal application and delete remote pickups.

WFSS (FM) Coram, L. I.—Granted mod. CP for extension of completion date to 9-13-51.

WTBO-FM Cumberland, Md.—Same to 6-1-51; cond.

Granted following renewal of licenses on regular basis: KA-3891, Turlock Bcstg. Corp., Turlock, Calif.; KA-6974, Nueces Bcstg. Co., Corpus Christi, Tex.; KIA-609, 610, Roanoke Bcstg. Corp., Roanoke, Va. Granted following renewal of licenses on regular basis subject to change in frequency which may result from proceedings in Doc. 6651: KA-7839, KMB-535, The Voice of the Orange Empire Inc., Santa Ana, Calif.; KA-2130, Modern Bcstg. Co. of Baton Rouge, Inc., Baton Rouge, La.; KA-2244, Lou Poller, Chester, Pa.; KA-7264, Community Bcstg. Co., Corpus Christi, Tex.; KA-2025, Central Bcstg. Co., San Marcos, Tex.; Extended following licenses on temp. basis to June 1: KA-5234-5236, KTTV Inc., Los Angeles; KA-7154, KPIX Inc., San Francisco; KA-4039, Allen B. DuMont Lab, New York; KA-4621-4623, General Electric Co., Schenectady, N. Y.; KA-8149, Tribune Pub. Co., Tacoma, Wash. Extended following licenses on temp. basis to June 1, subject to change in frequency which may result from proceedings in Doc. 6651: KA-7152, KA-7153, KA-7155, KA-7156, KPIX Inc., San Francisco; KA-3416, Albuquerque Bcstg. Co., Albuquerque, N. M.; KA-4620, General Electric Co., Schenectady, N. Y.; KA-6975, Mario Acosta, Mayaguez, P. R.; KA-3625, Station WNEL Corp., San Juan, P. R. Granted following renewal of licenses on regular basis, subject to change in frequency which may result from proceedings in Doc. 6651: KA-3596, KKA-851, McKinney Air Enterprises Inc., McKinney, Tex.

WNEW New York—Granted license install new trans.

WJLB Detroit—Granted license install aux. trans.

KGGF Coffeyville, Kan.—Granted license increase power etc. (690 kc 5 kw-N 10 kw-LS DA-2 unl.).

KWBG Boone, Iowa—Granted license change power, etc. (1590 kc 500 w DA-N 1 kw-LS unl.).

WNCC Barnesboro, Pa.—Granted license new standard station and change of studio location (same city); 950 kc 500 w D.

Paramount Television Productions Inc., Hollywood—Granted CP new remote pickups KA-8436-7.

WORK York, Pa.—Granted CP install old main trans. as aux. trans.

Following were granted mod. CPs for extension of completion dates as shown: WBND Belleville, Ill., to 8-22-51, cond.; KOOK Billings, Mont., to 5-1-51, cond.; WLEU-FM Erie, Pa., to 9-19-51; WELI-FM New Haven, Conn., to 10-10-51.

Extended following NBC remote pickup licenses on temp. basis to June 1, subject to cond. that action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of stations licensed to grantee: KA-4815, 4816, KA-5189-5192, Hollywood; KA-4814, 4818, 5148-5150, KA-5163, San Francisco; KA-4683, 4685, 4686, 5193-5196, Denver; KA-5174-5177, 5469-5472, KGA-844, Washington, D. C.; KA-4676, 4680, 5145, 5146, 5147, 5162, KSA-720, Chicago; KA-4687, 4690, 4691, 4693, 5169-5172, New York. Extended following remote pickup station licenses on temp. basis to June 1: KA-2965, KA-6678, 6679, Mercantile Bcstg. Co., Miami Beach, Fla.; KA-2313, 4606-4608, KQA-755, WJR, Detroit; KA-2775, 7065, KQA-795, WGAR Cleveland.

Granted following renewal of licenses on regular basis: KA-5319, KGA-447-448, White Rose Bcstg. Co., York, Pa.

Extended following NBC remote pickup licenses on temp. basis to June 1, subject to condition that action is without prejudice to any action Commission may take with respect to any pending applications for renewal of licenses of broadcast stations licensed to grantee. Frequency assignment subject to change resulting from proceedings in Doc. 6651: KA-4823, 5130, 5131, KMA-676, Hollywood; KA-4822, 5071, 5072, KMA-675, San Francisco; KA-4675, KA-5073, Denver; KA-5004, 6514, 6515, Washington; KA-4673, 4999, 5000, Chicago; KA-4669, 4670, 5001, 5002, KEA-650, New York.

Extended following remote pickup licenses on temp. basis to June 1, subject to change in frequency which may result from proceedings in Doc. No. 6651: KA-4552, 4553, KMPC Los Angeles; KA-4605, WJR Detroit; KA-3407, WGAR Cleveland, Ohio.

Granted following renewal of licenses of STL on a regular basis: KEA-53, Auburn Pub. Co., Auburn, N. Y.; KEB-76, General Electric Co., Schenectady, N. Y.; KGA-99, White Rose Bcstg. Co., York, Pa.; KIB-79, WDOO Bcstg. Corp., Chattanooga, Tenn.; KQA-55, Joe I. Smith Jr. Inc., Beckley, W. Va. Extended following license on temp. basis to June 1: KQB-47, NBC Cleveland. Extended license of FM STL on temp. basis to June 1: KEA-46, Edwin E. Armstrong, New York.

Vir N. James, Salida, Col.—Granted licenses for new remote pickups, KA-4364, KA-3127, KA-3126, KA-3154.

Portsmouth Radio Corp., Portsmouth, Va.—Granted mod. CP specify frequency of 26.39 mc in addition to 26.1 mc and license to cover same for KA-3520.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Western Union Telegraph Co.—Granted further extension of time for filing exceptions to initial decision in Doc. 9539 (intercity video transmission service); time extended to March 30.

Booth Radio and Television Station Inc., Lansing, Mich.—Granted continuance of hearing from March 22 to May 14, on its application.

KWBR Oakland, Calif.—Granted continuance of hearing from March 16 to June 18 at Washington on its application.

FCC General Counsel—Granted extension to Feb. 28 to file exceptions to initial decision issued on application of Lubbock County Bcstg. Co. et al.

Central City-Greenville Bcstg. Co., Central City, Ky.—Granted dismissal petition to accept late appearance filed on Feb. 20 in proceeding on application; and that of Muhlenberg County Bcstg. Co., Central City, Ky.

David M. Baltimore, Scranton, Pa.—Granted dismissal without prejudice of application.

KULP El Campo, Tex.—Dismissed petition requesting reconsideration and rehearing of its application; hearing scheduled April 20 at Washington.

New Tex Bcstg., Clovis, N. M.—Granted withdrawal of petition for severance, reconsideration and grant of application filed Feb. 6.

By Examiner Leo Resnick

Vermilion Bcstg. Corp., Danville, Ill.—Granted request that transcript of record on its application be corrected.

WSIX Nashville, Tenn.—Granted request that time for filing proposed findings of fact and conclusions up application of Vermilion Bcstg. Corp., Danville, Ill. be extended from March to March 16.

WOOF Dothan, Ala.—Granted continuance of hearing from March 7 to May 7 in Washington on application.

By Examiner Elizabeth C. Smith

WORD Spartanburg, S. C.—By memorandum opinion and order granted leave to amend application to specify new trans. location; and to retain such application, as amended, on hearing docket without change in scheduled hearing date of Feb. 28 (Action Feb. 28).

By Examiner H. B. Hutchison

Lawrence County Bcstg. Co., Lawrenceburg Tenn.—Granted continuance of hearing from March 2 to May 2 in Washington in proceeding on application.

Spa Bcstrs. Inc. and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Pursuant to Commission's memorandum opinion and order of Feb. 7, denying petition

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New Rochelle 6-1620



KSMN Mason City, Iowa; KWHK Hutchinson, Kan.; KFBI Wichita, Kan.; WFUR Grand Rapids, Mich.; WNEW New York; KWJJ Portland, Ore.; KSOO Sioux Falls, S. D.

Modification of CP

WARM Scranton, Pa.—Mod. CP change frequency etc. for extension of completion date.

Following FM stations filed applications for extension of completion dates: KRNT-FM Des Moines; KWBW-FM Hutchinson, Kan.; WNBC-FM New York; WFMY Greensboro, N. C.

CP for Changes

WOOK-FM Silver Spring, Md.—CP change frequency from Channel 240 (Class A, 95.9 mc) to Channel 262 (Class B, 100.3 mc), ERP from 0.59 kw to 18.4 kw, studio from Silver Spring to Washington, D. C.

March 7 Decisions . . .

BY COMMISSION EN BANC

Special Authority

WRFL (FM) Winchester, Va.—Granted special experimental authority to operate WRFL by remote control from studios without licensed operator in attendance at trans.; for period ending Sept. 7.

Modification of CP

WRSR Warsaw, Ind.—Granted mod. CP to change DA-D; engineering cond.

March 7 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following stations: WCRA Effingham, Ill.; KJAN Atlantic, Iowa; KCHI Chillicothe, Mo.; KGBC Galveston, Tex.; KGRI Henderson, Tex.; KFVD Los Angeles; WIVY Jacksonville, Fla.; KHMO Hannibal, Mo.; WRJM Newport, R. I.; WKRT-FM Cortland, N. Y.

AM—590 kc

KCSJ Pueblo, Col.—CP change from DA-N to DA-DN.

SSA—1250 kc

KTW Seattle, Wash.—SSA operate additional hours 7:30-8:30 p.m. DST Thurs. from last Sun. in April to first Sun. in Sept.

License for CP

KBIS Bakersfield, Calif.—License to cover CP new AM station.

WBRC-TV Birmingham, Ala.—License to cover CP new TV station.

WAVE-TV Louisville, Ky.—Same.

Modification of CP

Following stations request extension of completion dates: KHAD Delano, Calif.; WHO-FM Des Moines; KFUD-FM Clayton, Mo.; WWOL-FM Buffalo, N. Y.; KIBA-FM Madison, Wis.

TENDERED FOR FILING

AM—1420 kc

WWHG Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

APPLICATION DISMISSED

WDLF Panama City, Fla.—DISMISSED application for CP change trans. and studio sites, mount FM ant. on AM tower.

APPLICATIONS RETURNED

KPQ Wenatchee, Wash.—RETURNED application for license to cover CP increase power etc.

KSDO San Diego, Calif.—RETURNED application for license renewal.

WKRS Waukegan, Ill.—Same.

WZIP Covington, Ky.—Same.

KSTV Stephenville, Tex.—Same.

WMCR (FM) Kalamazoo, Mich.—RETURNED application for license to cover CP new educational station.

Birney Imes Jr., Kosciusko, Miss.—

(Continued on page 88)

of Spa Bestrs. Inc. to reconsider and set aside Commission's memorandum opinion and order of Aug. 17, 1950, in which Commission ordered record be reopened to permit Saratoga Bestg. Co. to present evidence in support of its application, ordered that further hearing be scheduled in Washington April 4.

March 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KPAT Pampa, Tex.—License to cover CP new AM station.

KFDX Wichita Falls, Tex.—License to cover CP increase power.

License Renewals

Applications for license renewal filed by following AM stations: KJBS San Francisco; KGYW Vallejo, Calif.; WEAS Decatur, Ga.; WDW Decatur, Ill.;

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—\$1.00 minimum • Help Wanted, 20¢ per word—\$2.00 minimum
All other classifications 25¢ per word—\$4.00 minimum • Display ads. \$12.00 per inch

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

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

Help Wanted

Managerial

If you think sales, breath sales, sell sales, then you are the man for us. Write Texas ABC station. Box 441, BROADCASTING.

Wanted—Manager auxiliary studio. Good announcer-salesman with previous experience as manager auxiliary studio to assume full charge town 12,000. Unusual opportunity. Box 49J, 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.

Salesman for 5 kw independent station in one of the most beautiful cities in the east. Major market—unlimited opportunity. Pleasant working conditions, congenial staff. Salary and commission. Family man preferred. Write Box 71, BROADCASTING.

Experienced salesman-copywriter. Guarantee \$75.00 minimum right man. Old established ABC affiliate single station market. Midwest. Box 341, BROADCASTING.

Not satisfied with \$100 a week? Potential sales manager? Good. There's a future here in New England for a real producer. Good salary and liberal bonus. Box 381, 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.

Announcers

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

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

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

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

Announcer needed April 1st for AM-TV station in midwest city of 125,000. Must have at least two years commercial experience. Send letter with references and disc to Box 31H, BROADCASTING.

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

Network station in one of nation's most attractive northern resort sections desires combination announcer-engineer. Emphasis on good straight announcing. Good pay. Box 18J, BROADCASTING.

Progressive southwestern kilowatt has immediate opening for combination man, emphasis on announcing. Good salary, and opportunity for right man. Send audition, qualifications and snapshot to Box 23J, BROADCASTING.

Help Wanted (Cont'd)

Announcer with first class license for small market network station deep south. Character and announcing ability more important than experience. Box 27J, BROADCASTING.

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

Rush disc, photo and particulars to KVOC, Casper, Wyoming, if you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Must have first class ticket.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Staff announcer with play-by-play experience. 1000 watt daytime Liberty, newspaper affiliate. T. V. A. locality, 30,000 population. None considered without audition disc, photo, present employer reference. Berney Burleson, WETB, Johnson City, Tennessee.

Disc jockey. Must be good and different. Contact Don Lilly, Program Director, WHHM, Memphis, Tenn.

Staff opening in the immediate future. We will be glad to talk to any announcer with first class ticket who wants excellent working conditions in new studio building with heavy starting wage, and opportunity for program directorship. Call collect, Bevo Middleton or Kermit Edney, WHKP, Hendersonville, N. C. Phone 9061.

Wanted: First class announcer, or combination announcer-engineer. Radio Station WKEU, Griffin, Ga.

Wanted—Combination announcer-engineer by 1000 watt NBC affiliate. Send details of experience, business and character references. Must be experienced in announcing and hold first class license. Southern man preferred. WLAK, Lakeland, Florida.

Immediately—Combination man for network station. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahline, Jr., WPIC, Sharon, Pa.

We're looking for an announcer who knows control room operation and can do a good MC job on disc shows. If you have made a name for yourself as a DJ at a good local station, here's an opportunity to move on up. Send complete details and audition disc to Merit Milligan, Program Director, WTAD, Quincy, Illinois.

New kilowatt daytime metropolitan independent needs morning man with proven record. Also needs news man with deejay experience. Send tape or platter, salary expected and full details. WVKO, Columbus, Ohio.

Announcer with ticket for south Georgia station, pays \$57.50 for 40 hours to start expanded operations. Contact Manager, WVOP, Vidalia, telephone 327.

Technical

Need transmitter operator, first phone. \$50 per week. Box 999H, BROADCASTING.

Immediate opening chief engineer who can announce. State salary, experience, first letter. Box 61, BROADCASTING.

Immediate opening for small station engineer, well experienced, sober and reliable on midwest 50,000 watter. Write or wire qualifications. Box 13J, BROADCASTING.

Help Wanted (Cont'd)

Engineer—Experienced in equipment maintenance and directional arrays for 5 kw midwest station. We need a man of ability and a desire to do a good job. Salary, insurance, vacations and hours are good, but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 171, BROADCASTING.

Engineer-announcer needed at once. New 1 kw daytimer, southeast, near metropolitan market. Experience preferred but not essential. Box 551, BROADCASTING.

Chief engineer for new radio station in metropolitan area. Must have had previous experience as chief engineer small town. Fulltime operation. A fine opportunity for advancement. Box 50J, BROADCASTING.

Operator for Texas station. Give full details. Box 54J, BROADCASTING.

Immediate opening for first class engineer in network affiliate. Experience not necessary. Quarters furnished for single man. KBKI, Alice, Texas.

Wanted: Chief engineer with technical knowhow. 250 watt Mutual affiliate, Western Electric equipment. \$65.00 forty hour week. Little announcing. Contact Paul Singer, KDWT, Stamford, Texas.

Immediate opening: Engineer for Mutual affiliate in Kearney, Nebraska. Excellent working conditions. Write, wire or phone KGFW, Kearney, Nebraska.

Wanted: Engineer. Experience not necessary. Send details immediately. Stu Sanders, KWBG, Boone, Iowa.

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.

Wanted: First class engineer-announcer. Fulltime Mutual located beautiful Virginia mountain area. Experience not necessary. Starting salary \$215, per month. Rush disc and photo to WCFV, Clifton Forge, Va.

Immediate opening transmitter engineer. \$50 for forty hours. Write or wire Chief Engineer, WCOJ, Coatesville, Pa.

Chief engineer for dual net station. Excellent working conditions. Details first letter. WDYK, Cumberland, Maryland.

Immediate position for engineer with good voice to develop as combo man. No experience necessary. Start at \$50 with steady increases. Only limit on salary is your ability to learn. Ideal conditions to grow with Michigan's pioneer FM station. Send disc of voice and information to Robert Epstein, WFRS, Murray Building, Grand Rapids, Michigan. Car necessary.

Engineer first class license from south. Experience not absolutely essential. Best working conditions. Car necessary. AM-FM. Draft exempt. Write, phone, wire Yancey Cecil, WHPE, High Point, N. C.

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

Southern Ohio 250 watt daytime wants engineer with first or second class phone ticket. Good opportunity for man to get experience if he is willing to work. WJEH, Gallipolis, Ohio.

Help Wanted (Cont'd)

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

First class operator for WQUA, Moline, Illinois, CBS for the quad-cities. Include all information in first letter. Write to Larry Lynch, Chief Engineer.

Engineer-announcer. With license. Excellent salary, good future in prosperous small operation. Will train. Contact Hal King, WPKE, Pikeville, Kentucky.

Production-Programming, others

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

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

Continuity writer wanted for AM-TV station in midwest city of 125,000. Must have experience. Send letter with copy samples and references to Box 301, BROADCASTING.

Woman reporter-writer wanted for AM TV station in midwest city of 125,000. Must be experienced. Send disc and copy samples to Box 321, BROADCASTING.

Continuity director. Preferably female. Disc, photo, samples of copy. Box 691, BROADCASTING.

Wanted: Experienced woman in traffic and continuity for 250 watt Mutual affiliate, located in southwest Texas market. \$50.00 for 48 hour week, raise in three months. Qualifications and photo first letter. Box 24J, BROADCASTING.

Wanted: Experienced bookkeeper, college graduate, with best business and character references, regional west coast independent station. Excellent working conditions, top salary for qualified person. Send full information first letter. Write Box 31J, BROADCASTING.

Wanted: Copywriter or copywriter-announcer, progressive network station. Midwest. Working, living conditions tops. Salary right. Rush details Box 34J, BROADCASTING.

Continuity writer, must be experienced, imaginative, sales and program minded, willing to work for advance in aggressive organization. Start \$50.00, 45 hour week. Apply immediately WORZ, Orlando, Florida.

Wanted at once: Continuity writer, call Mr. Shepherd or Mr. Graham at 921, WWGS, Tifton, Ga.

Situations Wanted

Managerial

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 20 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

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

Manager-salesmanager, 43, married, family. 18 years background radio, newspaper, department store advertising. College graduate, personable, mature judgment, seasoned campaigner. Now employed sales manager network station, desires challenging connection single station market under 30,000. Host workable ideas, abundance initiative, experience pioneering three stations. Good record, go anywhere, salary commission basis. Available reasonable notice. Box 251, BROADCASTING.

Commercial manager desires change. \$75.00 weekly minimum start. Southeast only. Box 861, BROADCASTING.

Situations Wanted (Cont'd)

Manager-sales manager, now employed, long on sales and promotion. Can now a profit for station now in the red. In bring additional sales help. Prefer north or southwest. Box 90I, BROADCASTING.

Network executive offers highest caliber station management ability. Experience: Radio station sales manager; network promotion manager; sales development head, leading national representative. Consultant to management 50,000 watt stations. Also impressive television record. Box 9J, BROADCASTING.

Major market experience, staff, sports, managerial. Permanent. Married vet. Available. Box 12J, BROADCASTING.

University degree in radio; extensive practical experience all phases radio. Want management opportunity small market station, midwest or southwest. Box 17J, BROADCASTING.

Manager, present employer references. Successful small market background with excellent sales record. Experienced all phases. Available April 1st. On reservist, draft exempt veteran. Complete history and references on request. Box 26J, BROADCASTING.

Manager, 12 years experience, mature, sober, successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 47J, BROADCASTING.

Salesman

Salesman-newsman. Now in Missouri. Personal interview desired. \$100 minimum. Box 40I, BROADCASTING.

Salesman, 25, married, draft exempt. Three years radio experience. Prefer midwest. Box 2J, BROADCASTING.

Salesman-announcer, experienced salesman. Recent Radio City trainee graduate. Knowledge all phases radio. Aggressive, willing. Seeks opportunity with a future. Veteran, 32. Box 5J, BROADCASTING.

Need services of capable, reliable, knowhow salesman? 30. College grad. Draft exempt. Announcing-programming talent. Available anywhere. Box 2J, BROADCASTING.

Salesman-announcer, heavy on sports-casting. Draft exempt. Some experience. Also write continuity, operate control board. Box 55J, BROADCASTING.

Announcers

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

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

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

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

Sportscaster, 5 years experience. Draft exempt. Employed 5 kw in 250,000 city, station dropping baseball. All sports. Air check tapes. \$90 week plus talent. Box 20I, BROADCASTING.

Announcer-newsman. Friendly, mature, draft proof man with voice of quality and mike mannerism that is pleasingly persuasive wants long haul job with southeastern station. Disc sent upon request. Box 33I, BROADCASTING.

Situations Wanted (Cont'd)

Sports director of progressive station desires to move to larger market where abilities can be better exploited. Looking for permanent position. Play-by-play all major and minor sports. Major league references. Draft exempt. Box 70I, BROADCASTING.

Florida stations: Key DJ, announcer-producer in major eastern market looking for change of climate. Box 87I, BROADCASTING.

Announcer. Limited experience but thoroughly trained. Excellent references to substantiate capabilities. Not worried about long hours. Disc on request. Box 88I, BROADCASTING.

Experienced announcer with first phone seeking employment western New York, northwestern Pennsylvania area. Versatile staff man, news, commercial, jockey network affiliate experience. Presently employed kilowatt independent but desire return near Buffalo, New York. Vet. Minimum \$65.00. Disc, references, photo on request. Box 89I, BROADCASTING.

California or southwest. Young talented DJ returning to radio after short singing career. 2½ years experience on mike. Draft deferred. Box 9II, BROADCASTING.

Announcer. Strong on commercials, good on disc shows, news, will travel. Age 23, single. Box 3J, BROADCASTING.

Baseball play-by-play man. Experienced live or recreation, all sports plus staff. Married, draft exempt. Best references. Prefer southwest. Box 4J, BROADCASTING.

Sportscaster, all sports, plus disc jockey. Board experience. Will travel anywhere. Age 27, single. Veteran. Draft status. 5A. Graduate leading N. Y. radio television announcing school. Box 6J, BROADCASTING.

Announcer-engineer wishes to relocate. Presently employed at 250 watt independent. One year experience, strong on announcing. 1st class ticket. Veteran, married. Box 7J, BROADCASTING.

Morning man, 8 years success large city. Witty, dependable. Ticket, combination, married, exempt, employed. \$100. Box 10J, BROADCASTING.

Topflight play-by-play announcer. All major sports. Available for coming baseball season. Will accept staff work with play-by-play, anywhere in country. Married, veteran, draft exempt. Box 11J, BROADCASTING.

Experienced announcer-engineer or either. 1st phone, console operation, knowledge classical music, 100-mile radius N. Y. C. Box 14J, BROADCASTING.

Experienced announcer, good newscaster, disc jockey, board operator, veteran, draft exempt. East only. Box 21J, BROADCASTING.

Morning man, disc jockey, newscaster. Three years experience staff announcing, console operation, sportscasting. 29 years old. Draft exempt. Send for further details, disc and photo. Box 22J, BROADCASTING.

Announcer, experienced, news, DJ, console, draft exempt, married, employed, will travel, disc, details. Box 25J, BROADCASTING.

All night disc jockey available. Eight years experience. Proof of successful shows. Announcer for network shows. Married and children. Box 28J, BROADCASTING.

Announcer, 3 years experience, employed, desires coastal city station with congenial atmosphere. Draft exempt. Disc and excellent references available. Box 29J, BROADCASTING.

Baseball sports broadcaster, busy in banquet league, national newspaper recognition, best of references. Married, veteran, college education, civic leader, desires bigger market, expanding AM or TV station and higher classification baseball league. Further details upon request. Box 30J, BROADCASTING.

Here's the pitch. Sports coverage that will sell. 11 years background on play-by-play and studio analysis of all sports. Will set up highly salable sports package with accent on local coverage for progressive outlet in large market, AM-TV or both. Vet. married, 3 outfielders, a dugout full of recommendations with pictorial brochure and E.T. \$100 week plus talent. Box 35J, BROADCASTING.

Situations Wanted (Cont'd)

Inexpensive! My complete knowledge and slight experience in radio. Announcing, console operator. Salesman. Married veteran. Consider all offers. References. Box 37J, BROADCASTING.

High cost of hiring? Young veteran, some experience announcing, control board, seeks opportunity. Fully familiar all phases radio. Available reasonable salary. Box 38J, BROADCASTING.

Announcer, professional quality. Strong on commercials, news, DJ. Write copy, operate board. Limited experience. N.Y. indie. Married, 28, vet, draft exempt. Box 39J, BROADCASTING.

Announcer, good voice. Can write copy. Limited experience. B.S. Degree in speech. 26, vet, draft exempt. Control board. Box 40J, BROADCASTING.

Two announcers, salesmen, control board operator arriving Texas April 1st. Some experience. Request personal auditions. Discs on request. Box 41J, BROADCASTING.

Staff announcer, 24, two college degrees, extensive training all phases announcing and newscasting at Radio City. Pleasing voice, fine DJ, exempt. Will travel. Disc available. Box 42J, BROADCASTING.

AA baseball broadcaster completely experienced live, recreation, regional network broadcasts. Also broadcaster for one of country's major colleges in football. Currently employed, but station will not carry '51 baseball. Desire AA or AAA affiliation. Draft free. Top references. Personal interview. Box 44J, BROADCASTING.

Staff and sportsman, first class license. 3 years experience, married, veteran, 24. Midwest, upper midwest preferred. Box 48J, BROADCASTING.

Draft exempt college student, two years non-commercial experience, good announcer and DJ man, desires full-time position east of Mississippi. \$35-\$50 week. Box 53J, BROADCASTING.

Native southerner: Announcer and control board operator, also continuity. Some experience. Draft exempt. Box 56J, BROADCASTING.

Announcer (colored). Very personable voice. Practical knowledge of radio and control board operation. Some experience. Vet. draft exempt. Box 57J, BROADCASTING.

Negro announcer, 29. Graduate, copywriter, experienced, very fine clear voice. Proven results. Montana born, college educated, musician, DJ, operate board. News, special events, ad lib, restricted license, excellent references. Married. 2617 7th Avenue South, Billings, Montana.

Announcer, 32, single. Experienced. Deep, resonant voice. Can handle board. Will travel. John Gary, 2111 S. Central Park, Chicago 23, Illinois, Rockwell 2-1950.

What are you looking for in a sports announcer? A man who directed and broadcast all sports for No. 1 sports station in state? Whose every sports broadcast was sold? That's me. Ready to deliver experienced broadcast of professional baseball for right station. Hathorn, 42-27 81st Street, Elmhurst, N. Y.

Situations Wanted (Cont'd)

Sports announcer, 26. Veteran, four years experience class A baseball, live, recreated, football, basketball. Excellent staff man. Minimum \$60. Available two weeks. Johnny Special, 1285 S. Barrington Ave., West Los Angeles 25, Calif.

Announcer, Pathfinder graduate, good on news and commercials, draft exempt, anywhere except southeast. Thieme, 1222-A Oak Street, Kansas City, Missouri.

Sports-staff announcer looking for play-by-play baseball. Am presently employed in Logan, W. Va. where there is no baseball during season. Contact Mike Wynn, Box 696, Logan, W. Va.

Technical

Engineer, seven years experience at 250 watt network station. Last 4 years as chief. 30 years of age, married, one child, sober, references. Good technical background, draft exempt, have car, available on two weeks notice. Want position with progressive station. Now employed with Tennessee station. Make offer. Box 8J, BROADCASTING.

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

Will build your new station completely. Tower construction, licensed engineer, 4 years above average announcing. Presently employed. Best references. Prompt answer to all offers. Southeast preferred. Box 19J, BROADCASTING.

Transmitter engineer, three years experience transmitter, recording, remotes. State details, salary, working conditions. Travel, best offer. Draft exempt, car. Bill Donelson, 1421 Sycamore St., Kingsport, Tenn.

Production-Programming, others

Seventeen years in radio. Now employed. Program and production work. Air work requested. Personal interview my expense. Box 995H, BROADCASTING.

Program director now employed desires same work in small town. Interested in sales also. Box 996H, BROADCASTING.

Publicity sales promotion director available immediately for radio or TV. Unfulfilled financial promises cause of present freedom. Radio, TV, publicity, newspaper experience. College degree, TV training, veteran, draft exempt. Qualifications, recommendations furnished. Box 27I, BROADCASTING.

Two man news sports team can add punch to local programming. Combined 18 years experience in management, production, publicity, promotion. Draft exempt. Box 28I, BROADCASTING.

Newsman and continuity writer. Two years experience with college-owned station. Some commercial experience. Thoroughly trained in sports and special events, news gathering, and rewrite. B. A. Degree. Single veteran, draft exempt. Prefer west coast or Rocky Mountains. Box 60I, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play, metropolitan area. University graduate. Box 71I, BROADCASTING.

Need woman's touch? Seven years writing, announcing, programming. Want change to challenging spot in progressive station. Box 85I, BROADCASTING.

We'll buy your radio station all or part. Now operating a successful radio station in a major market, we are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don't commit yourself to a price until we contact you. You'll hear from us if you answer this invitation to sell.

BOX 947H, BROADCASTING

Situations Wanted (Cont'd)

Girl Friday, young alert, proficient, experience in proofreading, continuity and music library. College graduate. Box 36J, BROADCASTING.

6 years experience for sale: Network announcer, time salesman, program director, production team and free lance packaging. If offer good, will travel anywhere. Draft status: Exempt, World War II veteran. Age 28. Single. Box 43J, 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 45J, BROADCASTING.

Got the sales-curve blues? Try the most saleable, entertaining record show you've ever heard. West coast disc jockey wants change of scene. Background of fourteen years in radio. Require \$8,000 on yearly contract for two or three hour show. Available April. For the saleable facts, write Box 51J, BROADCASTING.

Television

Salesman

University grad. Now in radio, successful, but think TV, watch TV, dream TV. Doctor says "change to TV sales." Can you fulfill prescription? P. S. Can sell like L! East. Box 20J, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

General Electric FM 3 kw transmitter. General Electric monitor. Box 74I, BROADCASTING.

Western Electric 9A playback head. Brand new. In original case. Price \$40.00. Box 33J, BROADCASTING.

For sale, in whole or in part, 50 kw transmitter 40-50 mc, excluding final amplifier power supply; 4 GL 880 tubes, complete water cooling system. General Radio 775 frequency monitor. WEFM, 135 S. LaSalle St., Chicago.

For sale: Approximately five hundred feet brand new 70 ohm coax seven-eighths inch copper conduit, 20 foot lengths. Best offer cash, F.O.B. Radio Station WHKP, Hendersonville, N. C.

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.

For Sale (Cont'd)

Auto-dryaire, model 46 coaxial line pressurizer—\$100.00. 100 feet 3/8" rigid coaxial line with connectors \$50.00. Jordan College of Music, 1204 North Delaware Street, Indianapolis 2, Ind.

Wanted to Buy

Stations

Low priced single market station in south, suitable for combination operation. Will appreciate full details. Box 37I, BROADCASTING.

Equipment, etc.

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

Wanted: Complete used studio and transmitter equipment for 250 watt installation. Cy Bahakel, WABG, Greenwood, Miss.

Help Wanted

Managerial

STATION MANAGER WANTED

— also disc jockey —

Expect to need station manager April first. Single station city population 35,000. Tough selling job involved, radio sales experience required. Also want disc jockey who sells on air and on street. Send complete details, or call Poughkeepsie (NY) 8707.

H. W. DUTCH CASSILL
P. O. Box 305, Poughkeepsie, N. Y.

Announcers

Network station in city over a million, needs

topflight newscaster, commentator.

Must be experienced in gathering and preparing own material and have had good commercial history. Splendid opportunity for right man. Substantial base salary, plus high talent. Only qualified applicants will be considered. Send all information plus transcription to

Box 15J, BROADCASTING

Help Wanted (Cont'd)

Production-Programming, others

Net affiliate in major market needs

competent director of women's programs.

Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women's activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send all information, photo, plus disc or tape to

Box 16J,
BROADCASTING

Situations Wanted



NOW AVAILABLE

for RADIO

and/or TV

I'm looking for the right radio or television station in a good market area, preferably metropolitan, to settle permanently as announcer-deejay-emcee. Jobs here offer no future. I do quality work and want a quality station. Please don't get the impression that I'm a typical "know-it-all" or "prima donna"—because really—I'm not—just honest and ambitious. Five years experience in two Midwest stations—I'm not the "rovin' kind"! Worked all phases except sales. Production and record library work (hundreds of trade contacts). Air specialties—pop music and show tune deejay (I don't collect and play rare, old jazz sides), morning clock, authoritative news, quiz-talent emcee, toastmaster, fresh, smooth ad-lib and new ideas. Friendly, good natured, homey, sincere air personality. Considerable stage emcee experience—ready for television. Married, 29 years old, no drink, veteran, no reserve. Have non-radio job now, so can afford to wait for the right position. Please don't reply unless you honestly believe yours is a worthwhile offer. Will consider either radio or television. We both know that "rehearsed" audition discs aren't a true criterion of a performer's abilities. That's why I'll travel anywhere by car to audition for interested stations—no obligation. Pictures, full details available. No opening now? Save my name and address for future vacancies. Phone, write, wire NOW.

TOMMY EDWARDS

1708 West Walnut St.
Milwaukee, Wisconsin
Call Division 4-6264 any day till 5 P.M.

Free to all radio people! Send name and address for membership card in WONDERFUL CLUB OF AMERICA!

For Sale

Stations

FOR SALE

1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.

Principals only.

\$100,000

Box 32J, BROADCASTING

Equipment, etc.

Immediate delivery. Ampex tape recorders, model 400, five available. Used less than ten hours each, price \$800. F.O.B. New York.

Box 46J, BROADCASTING.

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

For sale: 1 GE 250 watt FM transmitter, 1 GE FM frequency and modulation monitor, 1 Collins 250 watt AM transmitter, 1 Collins 2Y antenna matching unit, 1 Lehigh 189 ft. self supporting tower insulated, 340 ft. 3/4" hard drawn coax, 340 ft. 3/4" soft drawn coax, 72 ohm, 340 ft. 2-12 lead covered cable, 340 ft. 2-8 Parkway cable, 1 GR crystal for GR 475C-681B, 1339 kc in GR holder. Contact Theodore Kalin, Chief Engineer, Radio Station WEIM, Fitchburg, Mass.

(Continued on next page)

DOES YOUR RADIO STATION NEED A DOCTOR?

Are your gross sales anywhere near those of outstanding stations of your category in comparable markets?

Is your overall-expense percentage flirting with Radio's too-high, yet ever-increasing, national average?

Do unimpressive listener-ratings enable the competition to hijack thousands of dollars of revenue you might have had?

If you plausibly can expect more from your operation, why don't you do something about remedying the situation?

Candidly, this advertisement bears upon the availability of a currently-unhappy, directing executive with 18 years of widely-varied, successful experience in management, sales, programming and promotion at networks, 100-50,000 watt chain-affiliated and independent stations in metropolitan markets.

Rather than proclaim here the extent of accomplishments, soberness and income, it is suggested that a meeting be arranged in New York, Chicago or Washington . . . to prove to you how greater net profits and a more efficient station-property can be managed with the right prescription.

Prudence advises the anonymity of Box 1J, BROADCASTING.

Southern California Radio Station

\$75,000.00

This kilowatt independent station went on the air about three years ago. During the first year did an excellent volume of business . . . in excess of \$130,000.00. The management problem has always been prevalent with no ownership presently directing the property. Plant and equipment was new throughout—RCA all the way. Fixed assets cost \$110,000.00. Now for sale at \$75,000.00 free and clear. Station doing slightly less than break-even, but with owner-on-the-job, a sales staff—property is a real value.

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

SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of
Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

**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

Wanted to Buy

Equipment etc.

WILL BUY FM TRANSMITTER

NEED 10kw RF IN FM BAND

WANT

10KW TRANSMITTER COMPLETE

3KW TRANSMITTER/DRIVER

10KW AMPLIFIER

ANY MAKE. NEW OR USED. WILL
DISMANTLE EXISTING INSTALLA-
TION EAST OF MISSISSIPPI RIVER.

PHONE, WIRE OR WRITE

WALTER WIDLAR
BIRD ELECTRONIC CORP.
1800 E. 38TH STREET
CLEVELAND 14, OHIO

EXpress 1-3535

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 ship-
ping instructions by air mail.
J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

NAB Dilemma

(Continued from page 34)

BMI board chairman. The meeting was described as entirely amicable.

Convention plans began to take shape last week as the timing of three meetings—management, engineering and television—was charted at NAB headquarters.

After usual pre-convention events at the Stevens Hotel, Chicago, Sunday, April 15, opening ceremonies will start Monday at 10 a.m. instead of in the afternoon as originally proposed. Mr. Thomas will preside, introducing Judge Miller who will give his annual message. A speaker from the advertising field may be scheduled. If a new president has been elected, he will be introduced at the opening session.

No luncheon meeting has been arranged. In the afternoon a defense mobilization panel will be held, with FCC and NAB staff directors taking part. Topics will include manpower, materials and programming. This panel replaces the annual FCC roundtable held by the engineering section of the convention.

A reception will be held at 5-6 p.m. in Exposition Hall, where heavy equipment will be on display.

The Tuesday agenda includes a two-hour BAB program, starting at 10 a.m. The luncheon program has not been arranged, but it is believed the Tuesday and Wednesday luncheons will include FCC Chairman Coy's annual address to the industry and an outstanding radio entertainer.

Labor-management and sports panels are planned Tuesday afternoon. Richard P. Doherty, employee-employer relations director, will conduct the labor-management panel. Mr. Richards and Oscar Elder, assistant director of public affairs, will be in charge of the sports panel. At least one prominent figure in the sports field likely will take part. Tuesday evening will be featured by the annual Radio Pioneers Dinner.

An FM panel will open the Wednesday program, continuing until lunch. Research and tax panels are planned Wednesday afternoon. Dr. Kenneth H. Baker, NAB

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

research director, will direct discussion along that line. Ralph W. Hardy, NAB government relations director, and Vincent Wasilewski, attorney, will direct the tax-legislation panel.

First membership meeting of the new NARTB will be held Wednesday afternoon, to be followed by the annual banquet.

Thursday will be television day. It will be programmed by the TV section of the association. Details of the agenda have not been decided, but the day will close with a TV business session.

Engineering Conference is scheduled Tuesday and Wednesday but it is expected many of the technical delegates will want to take part in the Monday defense roundtable.

WOAI SALES

AM, TV Now Separated

A SPLITTING of the radio and TV sales operations at WOAI-AM-TV San Antonio was announced last week by Arden X. Pangborn, general manager of Southland Industries, owner-operator of the stations. Effective last Friday, Jerry Lee, former WOAI program and production manager, took over the



Mr. Dickey



Mr. Lee

TV sales operation, succeeding Jack Keasler, AM-TV sales head, who resigned to join Thomas F. Conroy Adv. Inc., San Antonio. A radio sales manager will be announced later.

Also effective March 9 was the combining of radio and television programming under a single program manager, Perry Dickey, formerly TV production manager. Ed Hyman, talent and production staff, has been named program and production director for TV.

RADIO'S COST

Denny Cites Advantages

POINTING out advantages of radio over other media, Charles R. Denny, NBC executive vice president, presiding over a two-day district meeting of NBC western affiliates at the Beverly Hills (Calif.) Hotel, last week told affiliates that "no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as network radio.

"Radio's advantages," he continued, "grow even larger in the present period of war mobilization. The medium gives advertisers the only assurance of keeping their channels of communications wide open to the whole population."

The meeting was the first of a series of four being held during the next two weeks in key U. S. cities to demonstrate the network's new radio sales presentation [BROADCASTING • TELECASTING, Feb. 19]. Approximately 60 representatives from the network's western affiliates attended. Accompanying Mr. Denny from New York were Carleton D. Smith, vice president in charge of station relations; Norman E. Cash, director of radio station relations.

Next district meeting is scheduled for Houston, March 13.

New Agency Formed

FORMATION of William Spitz & Co., advertising agency, at 114 S. Warren St., Syracuse, N. Y., has been announced by William Spitz, active in agency work since 1934. The new agency will initially provide complete national and regional advertising service for 14 firms in the upstate area, for radio, television, newspapers, and other media. Eleanor Bellinger is production manager.

Miles Labs Renews

MILES LABS, Elkhart, Ind., for Alka-Seltzer and vitamins, renews *One Man's Family* on the full NBC radio network for 52 weeks through Wade Adv., Chicago. The program is aired five times weekly, 6:45-7 p.m. CST, with a West Coast repeat.



EXCLUSIVE!

Shell Oil placed "Shell's Dinner Edition of the News" on KJR—their only radio in Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNOEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Docket Actions . . .

INITIAL DECISION

El Dia Bestg. Co., Avalon; Angeles Bestg. Co., Temple City, and Newport Harbor Bestg. Co., Newport Beach, Calif.—Initial decision issued by Hearing Examiner Jack P. Blume to grant application of El Dia Bestg. Co. for new AM station on 740 kc with 10 kw day and to deny bids of Angeles Bestg. Co. for 250 w day on 760 kc and Newport Harbor Bestg. Co. for 1 kw day on 740 kc, directional. See story this issue. Decision March 6.

Non-Docket Actions . . .

AM GRANTS

Lancaster, S. C.—Royal Bestg. Co. Granted 1 kw daytime on 1360 kc. Grantee is owned by Arthur Wilson Davis, local laundry and dry cleaning businesses. Granted March 7.

Cheyenne, Wyo.—Great West Co. Granted 1 kw daytime on 1370 kc. Principals: William T. Kemp, 50% owner KVER Albuquerque, president and 49% owner; W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., vice president 49%; Arthur Kline, attorney, secretary-treasurer 2%. Granted March 7.

Northport, Ala.—West Alabama Bestg. Co. Granted 1 kw daytime on 1280 kc. Equal owners: W. P. Thielsens, W. M. Jordan and T. H. Gaillard Jr., all owners WXAL Demopolis and WPBB Jackson, Ala. Granted March 7.

Sturgeon Bay, Wis.—Door County Bestg. Co. Granted 500 w daytime on 910 kc; conditions. Granted March 7.

(Temporary Authority)

WIOD Miami—Extended temporary

FCC Actions

(Continued from page 83)

Applications Cont.:

RETURNED application for CP new AM station 860 kc 1 kw D.

March 8 Decisions . . .

BY COMMISSION EN BANC

License Extension

WKID-FM Urbana, Ill.—Granted temp. extension of license for 10 days pending receipt of renewal application.

fcc roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

SUMMARY TO MARCH 8

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,223	134		271	124
FM Stations	664	517	167	*1	10	4
TV Stations	107	60	49		388	171

* On the air.

authority for 6 mo. from March 5 to operate with power reduced to 2 kw. Granted March 1.

WMGM New York—Extended temporary authority for 90 days from March 8 to operate with reduced power of 5 kw. Granted March 7.

FM GRANTS

Clingman's Peak, Yancey County, N. C.—Mount Mitchell Broadcasters Inc. Granted new FM station on Channel 295 (106.9 mc, Class B) with ERP 300 kw and antenna height above average terrain 3,300 ft. Allocation plan is modified to switch Channel 295 from Hickory, N. C., to Yancey County. See story this issue. Granted March 7.

West Plains, Mo.—Robert F. Neathery. Granted Channel 247 (97.3 mc, Class B), ERP 1.15 kw, antenna 130 ft. Estimated cost \$4,700. Grantee is owner KWPM West Plains. Granted March 7.

TRANSFER GRANT

WHOB Gardner, Mass.—Granted transfer of control of Gardner Bestg. Co., licensee, through sale of 100% interest by D. M. Richman, Rose S. Richman, Owen A. Hoban, M. A. Moore and Rex Reynolds to William F. Rust Jr., H. S. Kilgore, W. J. Barkley and Ralph Gottlieb for \$15,000 plus assumption of obligations totaling \$13,000. Transferees Rust and Kilgore, who will own 40% and 20% respectively, are part owners WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H., and WTSA Brattleboro, Vt. Mr. Barkley, 28.1%, also is part owner of stations. Mr. Gottlieb, 11.9%, is commercial manager of stations. Granted March 8.

New Applications . . .

AM APPLICATIONS

Kalamazoo, Mich.—W. A. Pomeroy, 1470 kc, directional, 1 kw day; estimated cost \$18,290, first year operating cost \$51,890, revenue \$85,500. Applicant is owner Wellam Adv. Co., Lansing, and 27% owner WILS Lansing. Filed March 6.

Kansas City, Mo.—David M. Segal, 1380 kc, 1 kw daytime; estimated cost \$18,500, first year operating cost \$42,000, revenue \$60,000. Applicant is chief owner KDMS El Dorado, Ark., KTFS Texarkana, Tex., and WGVM Greenville, Miss. Filed March 7.

Menominee, Mich.—Green Bay Bestg. Co., 250 w fulltime on 1490 kc; estimated cost \$12,550, first year operating cost \$54,000, revenue \$70,000. Applicant is licensee WDUZ Green Bay, Wis. Filed March 1.

Davenport, Iowa—KFMA Bestg. Co., 1580 kc, 250 w daytime; estimated cost \$13,556, first year operating cost \$45,983, revenue \$55,952. Applicant is 100% owned by A. D. Peirce. Permit for KFMA, held by L. W. Andrews Inc. for same facilities, has been returned to FCC. Comr. George E. Sterling also has issued initial ruling to affirm FCC order to revoke KFMA permit. See story this issue. KFMA Bestg. Co. application filed March 2.

TV APPLICATIONS

Charleston, S. C.—Southern Bestg. Co., Channel 7 (174-180 mc), ERP 24 kw visual, 12 kw aural, antenna 354 ft.; estimated cost \$162,500, first year operating cost \$125,000, revenue unknown. Applicant is licensee WUSN there.

Charleston, S. C.—Atlantic Coast Bestg. Co., Channel 2 (54-60 mc), ERP 13.4 kw visual, 6.7 kw aural, antenna 381 ft.; estimated cost \$197,738, first year operating cost \$100,000, revenue \$80,000. Applicant is licensee WTMA there. Filed March 6.

Syracuse, N. Y.—Onondaga Radio Bestg. Co., Channel 10 (192-198 mc), ERP 30.36 kw visual, 15.18 kw aural, antenna 731 ft.; estimated cost \$176,000, first year operating cost \$145,000, rev-

enue unknown. Application is licensee WFBL there. Filed March 6.

TRANSFER REQUESTS

WABY Albany, N. Y.—Assignment of license from Adirondack Bestg. Co. to Eastern New York Bestg. Corp. for \$22,500. Adirondack is owned by The Press Co. Inc., in turn subsidiary of Gannett Co. Inc., Rochester, which controls WDAN Danville, Ill., WHCC Rochester, N. Y., WENY Elmira, N. Y., and WHTT Hartford, Conn., and owns 49% Olean Times-Herald Corp., parent firm of WHLD Olean, N. Y. WABY balance sheet of Dec. 31, 1950, showed deficit of \$65,700. Eastern New York Bestg. principals: Neldon L. Kidd, 12% owner WINR Binghamton and 20% owner WNDR Syracuse, N. Y., director; Hyman E. Mintz, New York State assemblyman, vice president; David A. Kyle, Columbia U. student, president; George Field, RCA recording division, director; Arthur L. Cooper, with WDLA Walton, N. Y., secretary, and Martin A. Karig, vice president-general manager and 25% owner WWSC Glens Falls, N. Y., treasurer. Each holds 18.46% interest except Mr. Karig who holds 7.6% interest. Filed March 7.

WKAX Birmingham, Ala.—Assignment of license from Courier Bestg. Service Inc. to WLBS Inc., for \$35,000. WLBS Inc. principals: E. D. Rivers Sr., licensee WGOV Valdosta, Ga., and chief owner WOBBS Jacksonville, Fla., chairman of board and 78.5% interest; Tom Carr, regional director-vice president Liberty Bestg. System, president 9%; Ralph M. Dennis, WGOV chief engineer, vice president 5%; B. P. J. Timm, part owner WDMG Douglas, Ga., and chief owner Timm Co., proposed purchaser of WGAA Cedartown, Ga., secretary-treasurer 7.5%. Mr. Rivers also has part interest in Timm Co. Filed March 7.

WJEJ-AM-FM Hagerstown, Md.—Transfer of 268 sh. in Hagerstown Bestg. Co., licensee, from Bertha M. Blessing to Grover C. Crilley for \$6,700. Mr. Crilley is president-general manager and 29.71% owner. His daughter, Bernice Crilley Paulgrove, owns 20%. With new stock family holding would total 68.85%. Filed March 7.

KOY Phoenix and KYMA Yuma, Ariz.—Assignment of licenses from Salt River Valley Bestg. Co. to new firm under same ownership, KOY Bestg. Co. Reorganization separates radio from other business interests. Filed March 7.

WLBK DeKalb, Ill.—Resubmitted application for relinquishment of control by Theodore A. Lanes through sale of stock to other stockholders [BROAD-

CASTING • TELECASTING, Feb. 8. Re-filed March 7.

KALT Atlanta, Tex.—Resubmitted application for assignment of license new partnership adding new partner [BROADCASTING • TELECASTING, Feb. 26]. Re-filed March 7.

KCMJ Palm Springs, Calif.—Resubmitted application for transfer of stock in Palm Springs Bestg. Co., licensee, to Joseph E. and Theodore Gamble for \$61,500 [BROADCASTING • TELECASTING, Feb. 12]. Re-filed March 6.

KSPA Santa Paula, Calif.—Transfer of 700 sh. (33 1/3%) from Benjamin Brown, who retires from radio, in equity to Donald W. Kemp and James C. Kemp, each 16 2/3% owner. C. H. Vevey Haas retains 33 1/3% interest. Consideration for stock transfer not given. Filed March 2.

KOAM Pittsburg, Kan.—Transfer of 5 sh. (1%) for \$1,500 from Mrs. E. Baxter to Lester L. Cox. After transfer Mr. & Mrs. E. V. Cox would jointly own 50% and Lester E. Cox and so Lester L., would jointly own 50%. Filed March 2.

WHBY Green Bay, Wis.—Assignment of license from WHBY Inc. to Norbette Fathers. Both assignor and assignee are non-profit organizations under Order of The Premonstratensian Fathers of Roman Catholic Church. Change for tax and administrative purposes. Filed March 2.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 8, FM 21, TV 0. New deletion effective dates and reasons:

WMCA-FM New York—WMCA Inc. license, Feb. 28. Facilities assigned to WALK (FM) which changed call to WHOM-FM New York [BROADCASTING • TELECASTING, Feb. 13]. KBIX-FM Muskogee, Okla.—OKlahoma Press Pub. Co., licensee, Feb. 2. License allowed to expire at request licensee. No reason given.

OPERATIONS SUSPENDED

WSKB McComb, Miss.—Granted authority to remain silent for 90 days pending financial reorganization. Action March 7.

WMRA Myrtle Beach, S. C.—San KSFH (FM) San Francisco—Grant authority to remain silent for 60 days from Jan. 17 on condition this action not to be considered as passing on application to reinstate permit. Under plan for refinancing is filed by end period, permittee will be expected turn in permit for cancellation. Action March 8.

Fred Elswit

FUNERAL SERVICES were held in Los Angeles last week for Fred Elswit, 37, William Morris Agency Inc., Beverly Hills theatrical agent and his wife, Dorothy, 34, who were killed March 2 when the light plane in which they were returning from Las Vegas to their home in Santa Monica crashed into Clare Mt. during a snowstorm. Mr. Elswit first joined the talent agency in New York 15 years ago, going to the Beverly Hills office in 1944. The couple survived by two sons.

BILL ANSON
"Hollywood
BANDSTAND"

A Daily
3 HOUR FEATURE
on
KFWB

Bill Anson's success stories for such sponsors as Surf, Kaiser-Frazer, Cavalier Cigarettes and others are outstanding. His ready made audience makes him a good radio buy. Some participations available.

Nationally Represented by
William G. Rambeau Co.

KFWB

IN HOLLYWOOD

980 on the dial

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

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

Super FCC?

(Continued from page 23)

communications expert.

The name of E. K. Jett, vice president of the Baltimore *Sunpapers* and director of its TV operations (WMAR), repeatedly has arisen in connection with government allocations. He is a retired naval communications officer and is now devoting part-time to a Pentagon assignment on international allocations on a loan basis. He is regarded as one of the world's foremost allocations experts, with a background of 30 years in communications in the Navy, with the former Radio Commission, and successively as assistant chief engineer, chief engineer, and member of the FCC. He resigned in 1947 to accept the Baltimore position.

FCC Attitude Uncertain

How the FCC majority would stand on the creation of such an agency, which could impinge upon some of its authority, is conjectural. Individual Commissioners are known to guard zealously the sanctity of their authority and it's believed several present members would take a dim view of any agency which would do more than absorb the President's communications-allocation functions now largely vested in IRAC.

But the FCC, almost to a man, probably would oppose a "super FCC" which would take over all allocations functions, leaving to the existing agency only the regulatory and licensing and rule-making functions. In due course this would degrade the FCC into a secondary administrative body—an empty shell.

There has been consistent complaint—from the FCC and from private users—about IRAC operations over the years. The military, which has largely dominated IRAC, has been effective in "pre-empting" large blocks of the spectrum for future use, it has been argued, denying private applicants of opportunities for public service. It was largely because of this condition that the President named the Temporary Policy Board in February 1950. It has held sessions

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of February 28 follows:

	AM	FM	TV
Total authorized	2,353	683	109
Total on the air	2,237	665	107
Licensed (All on air)	2,222	517	60
Construction permits	131	165	49
Conditional grants		1*	
Total applications pending	947	197	451
Total applications in hearing	282	8	180
Requests for new stations	273	12	385
New station requests in hearing	124	4	171
Requests to change existing facilities	248	22	26
Deletion of licensed stations in February	2	7	
Deletion of construction permits	1	1	
* On the air			

behind closed doors during the past year, and completed its report last month.

What if the President approves the project and proceeds to name Chairman Coy and Mr. Webster to the new board?

There would be two FCC vacancies to be filled. Comr. Frieda B. Hennock is an avid, though unannounced, candidate for the chairmanship. She probably would have the solid backing of the women's division of the Democratic National Committee headed by India Edwards. And she has rallied considerable support among educators in her crusade for allocation of a fixed percentage of facilities for educational-TV.

It is felt that Chairman Coy would not support Miss Hennock's candidacy. They have not seen eye-to-eye on many policy issues. Vice Chairman Paul A. Walker, now 70, probably would not want the rigors of that office. There are no other Democrats on the FCC.

It isn't beyond the realm of reason that Mr. Coy would be disposed to recommend Comr. Rosel H. Hyde—an Idaho Republican—for the chairmanship. He served as interim chairman two years ago and won acclaim for speeding up the internal processes. There is ample precedent. The chairman of the Securities & Exchange Commission, Harry McDonald of Detroit, is a Republican.

Another name heard for any upcoming Commission vacancy is Neville Miller, Washington attorney, former NAB president and former mayor of Louisville. Vice President Alben W. Barkley, a fellow Kentuckian, most certainly would get behind him.

Robert B. Bartley, executive assistant to House Speaker Sam Rayburn (his uncle), who served as director of the Telegraph Division of the FCC in 1934, also is believed to have potent support for a commissionership.

Benedict P. Cottone, FCC general counsel, presumably would be in line for a promotion. He is highly regarded by Chairman Coy. He most assuredly would be a candidate if more than one vacancy occurs. Both Comrs. George Sterling and Hyde, of the present membership, came up through the ranks from chief engineer and general counsel, respectively.

The President's Communications

Policy Board, headed by Irvin Stewart, former FCC Commissioner and now president of U. of West Virginia, was created in February 1950. Other members of the board are: Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co. and wartime director of distribution for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also served on the Condon Committee on color television, and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

The board's assignment covered such matters as policies for the most effective use of radio frequencies by governmental and non-governmental users, and alternate administrative arrangements for sound and execution of such policies, and policies relating to international radio and wire communications.

Gave Report in February

The committee submitted its report last month—about a year after its creation—to President Truman. That the board would be disposed to recommend a permanent agency was indicated by the fact that it met with representatives of the Budget Bureau and also conferred with Chmn. Coy. Mr. Jett likewise had been called in several weeks ago as an expert.

Creation of such a board also might obviate the necessity of a return to the World War II structure. Then, a Defense Communica-

tions Board, which became the Board of War Communications, was established by presidential mandate. The five members of this board, however, were the communications heads of the various governmental agencies identified with the defense or war efforts, with the FCC chairman (James Lawrence Fly) sitting as its directing head. FCC itself handled all of the administrative functions.

While the temporary board concerned itself principally with telecommunications problems, shying away from broadcasting and telecasting questions, it was felt that any permanent agency inevitably would deal with broad policy matters affecting allocations for all media. A case in point, for example, would be the quest of educational institutions for a fixed percentage of TV allocations to be reserved for future use.

The Stewart board retained the New York management engineering firm of Ford, Bacon & Davis to make a survey of the economics of the communications industry. To assist in the drafting of its report, it also retained two "writing specialists"—Charles Schwarz, former information director of the National Security Resources Board, and Frederick Fassett, of Carnegie Institute.

Senate Majority Leader Ernest W. McFarland (D-Ariz.) and chairman of the Interstate and Foreign Commerce subcommittee on radio, had urged the temporary board to recommend appointment of an Assistant Secretary of State for Communications. It is believed, however, that the board rejected this recommendation in favor of the three-man permanent commission.

Herbert Erpelding

FUNERAL SERVICES were conducted Thursday in Los Angeles for Herbert Erpelding, 43, former Chicago radio actor, who died Monday at his home in Van Nuys, Calif. Mr. Erpelding, whose radio name was Wilms Herbert, has been appearing in character parts on network shows originating in Hollywood.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

**\$99,796,000 in
Automotive Sales***

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

* Sales Management's Figure for Hartford Metropolitan Area.

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

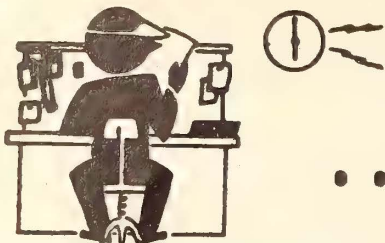
Another BMI "Pin Up" Hit—Published by Lockrae

OH WHAT A FACE

On Records: Phil Harris — Vic. 20-4070; Henry Jerome-Ray Smith—Lon. 977; Brownie & Stick Magee—Lon. 978; Guy Lombardo—Dec. 27487.

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

BMI



...at deadline

COMR. WEBSTER CRITICIZES STATION DERELICTIONS

FCC policy of "condoning" mistakes of erring broadcasters who plead "innocence of the law" assailed by Comr. E. M. Webster in dissenting on order announced last Friday. Order removed from hearing docket and granted renewal applications of KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, all Arkansas.

Stations were alleged to have engaged in transfers of negative control; said to have failed to advise Commission promptly of setting up service company which took over "for considerable period" responsibilities of all four licensees; and alleged to have filed "seriously inaccurate reports" with FCC.

Comr. Webster scored "rapidly growing tendency of many broadcasters to practically ignore the Communications Act and the Commission's Rules and Regulations, while at the same time going to great lengths to familiarize themselves with the laws, rules and policies which govern other business enterprises in which they have a monetary interest." Comr. Frieda B. Henneck also dissented and voted for hearing. Chairman Wayne Coy did not participate.

JUDGE MILLER STARTS 'VOICE' INSPECTION TOUR

NAB President Justin Miller flew from New York Friday en route to Mexico and Latin America on inspection tour for State Dept. As member of U. S. Advisory Commission on Information, Judge Miller will inspect facilities and service of Voice of America.

En route to Mexico City Judge Miller stopped at Havana as guest of Goar Mestre, owner of CMQ Havana, taking part in dedication of new TV outlet (see story page 60). He was to leave Havana Sunday by plane for Mexico City to start inspection tour. His itinerary takes him to Sao Paulo, Brazil, where he will be principal speaker at opening session of Inter-American Assn. of Broadcasters March 19.

Gilmore N. Nunn, WLAP Lexington, Ky., NAB District 7 director, will represent United States at IAAB meeting. He is member of IAAB board of directors.

Judge Miller will go to Rio de Janeiro, returning to Washington March 24.

MULTI-MARKET RATINGS STARTED BY PULSE

PULSE on Friday unveiled ratings of top programs on first multi-market Radio Pulse, based on combined network ratings in 14 major markets. New report, furnished gratis to Pulse subscribers, measures radio listening of 10,738,780 families.

Reports will be made bi-monthly, available within month of completion of interviewing. First report, covering January-February 1951, shows Jack Benny as top rated program, with 15.1, Arthur Godfrey as top daytime show with 9.3, *Theatre of Today* as top weekend daytime show, with 6.6. As all 14 cities have TV service, ratings are lower than national ratings including non-TV areas, Pulse pointed out.

TVA, CHICAGO STATIONS REACH AGREEMENT

TELEVISION Authority and Chicago TV stations came to terms after four months dickering as union pickets were ready to carry out membership orders to strike. Contracts are effective as of last Thursday and expire Nov. 30, 1952, although they have not been signed and won't be until 30-day period for settlement of jurisdiction over singers and musicians on TV shows. Both TVA and American Federation of Musicians claim authority. AFM claims that its members appearing on TV need not hold TVA card.

Management of the four Chicago TV stations will "cooperate fully" with leaders of both unions in settling matter during month. Performers' pay agreed upon at 52½% of network commercial rate.

NAB EXHIBITOR LIST MAY SURPASS 1950 SHOW

FIRST response of NAB associate members to notice of light equipment and service exposition to be held on fifth floor of Stevens Hotel, Chicago, during April 15-19 convention indicates show will equal and perhaps surpass 1950, according to Arthur C. Stringer, retained by NAB to manage annual displays. Heavy equipment to be shown in basement Exposition Hall [BROADCASTING • TELECASTING, March 5]. Already signed for fifth floor section are:

Capitol Records Inc. (Broadcast Div.); Collins Radio Co.; Federal Telephone & Radio Corp.; General Precision Lab.; Harry S. Goodman Productions; Keystone Broadcasting System; Lang-Worth Feature Programs; Magnecord Inc.; McIntosh Engineering Lab.; Musicolor Inc.; SESAC Inc.; RCA Engineering Products Dept.; RCA Recorded Program Service; Standard Radio & Transcription Service; Standard Rate & Data Service; Wincharger Corp.; World Broadcasting System; Frederic W. Ziv Co.

RTMA SELENIUM STUDY

SPECIAL committee to study shortage of selenium, used in TV receiver rectifiers, named Friday by Robert C. Sprague, president of Radio-Television Mfrs. Assn. Group will meet Thursday in Washington. Chairman is Darwin C. Brown, RCA Victor Division.

FCC Answers Editorial

(Continued from page 4)

TELECASTING, Feb. 26].

In his letter, Comr. Walker is said to have expressed desire "to set the record straight." He reportedly stated flatly that FCC had "no objection" to testimony (which included submission of "model bill") being made public. Comr. Walker was said to have emphasized that he "personally telephoned" House committee to that effect but he was told by committee staff executive sessions are traditionally closed and therefore committee could not change Congressional policy.

Comr. Walker was understood to have declared everything which transpired at session had been said before by FCC, and Commission would always continue to make its views "freely" known to Senate or to House whenever requested. A point raised by Comr. Walker was that meeting was not held at FCC's request but at express wish of House committee.

Closed Circuit

(Continued from page 4)

investigation into other U. S. agencies.

NAB directors to take bigger role at April convention, with board committees assigned to appear on platform during every session.

FEAR that set manufacturers might be drawn into FCC jurisdiction under NAB proposal to amend Communications Act (radio-TV control bill) will bring opposition from Radio Television Mfrs. Assn. to Senate Commerce Committee amendment (see story page 29).

SHORT-TERM TV PACT EXPLAINED BY ASCAP

END-OF-THIS-YEAR expiration date of new ASCAP per program TV licenses, which perplexed some recipients, explained by Herman Finkelstein, ASCAP general attorney, as designed to permit early changes, if needed (earliest story page 55).

"We don't know what the formula will produce," he said. "It may be too high or too low. We should know better by the end of the year." At that time, he said, terms can be re-examined. Meanwhile, neither ASCAP nor telecasters will be tied to long-term contract. Asked about TV network per program licenses, he said none had been asked for but if any TV network wanted one, ASCAP would provide it.

NABET SIT-DOWN STRIKE

SURPRISE sit-down strike of NABET engineers, resulting from dispute with IATSE stagehands union, as to jurisdiction over electrical switchboard operation in TV studios forced NBC's WNBT (TV) New York off air from 11:32 to 12:38 p.m. last Thursday and caused 10-second silence on WNBC. NLRB considered dispute last May and resolved it by plan involving alternating control by two unions. But friction developed from plan in operation. NBC's operations in Chicago WMAQ (AM) and WNBQ (TV) were off air 20 minutes because of trouble in New York.

FTC DIVISIONAL SHIFT

RADIO and Periodical Advertising section will be integrated with Investigation Division of Federal Trade Commission, Chairman James M. Mead has announced. Donald B. Gatling, radio-periodical chief, will be acting director of Division. Mr. Mead also announced creation of Defense Survey Division within FTC to study raw material order enforcement.

May Lift TV Freeze

(Continued from page 4)

number of applicants did not exceed number of channels.

Twenty-day period for exceptions likely would be allowed after new allocation is made public.

It also appeared likely that hundreds of UHF station permits could be granted, though acquisition of equipment might be barrier. Manufacturers might be able to build converters adapting present TV receivers to UHF. Later building VHF-UHF models. Much developmental work has been done on transmitters.

UHF allocations would receive higher power than VHF because of band characteristics.

When Commission takes final vote there might be delay in announcing reallocations in case separate or dissenting opinions are to be prepared.

Educational and program policies may cause delay in final action.

Belief expressed necessary materials for transmitter construction will receive favorable government action.

WLW — TELEVISION

LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television — Cincinnati, Dayton and Columbus — are among the highest in the nation —

	Average Sets In Use*
CINCINNATI	13.9%
DAYTON	12.2%
COLUMBUS	11.1%


In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience*	
	WLW-TV Station	Leading Competitor
WLW-T, Cincinnati	47.5%	37.4%
WLW-D, Dayton	63.1%	26.2%
WLW-C, Columbus	57.7%	24.3%

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.



*Videodex, December, 1950, 6:00 a.m. - 6:00 p.m.



more than

400,000

sets now in the multi-billion dollar

WWJ-TV MARKET

They're multiplying rapidly . . . and so are the sales of advertisers who use the visual selling power of WWJ-TV to push their products in Detroit.

When you're on WWJ-TV, you're on Detroit's NBC station . . . the station that TV's Detroit Tigers' ballgames, Red Wings' hockey games, big-time boxing . . . the station that's 2 years ahead of the others in age, in programming know-how, in production experience . . . the station that commands the prestige that naturally goes with leadership in public service.

It's as clear to advertisers as WWJ-TV's picture is to Detroiters, that WWJ-TV is the Number One buy in a market that is headed for its twelfth consecutive year of capacity production.

FIRST IN MICHIGAN

• Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

