

TELECASTING

A Service of BROADCASTING Newsweekly

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Little Man: "Tell me, Officer, what do you know about WOR-tv's 'Merry Mailman' on channel 9?"

Officer: "Well, me lad, all I know is that it's one of New York's fastest-growing kid shows. I know that in a little over 4 months, its rating jumped from 1.4 to 3.9* and during the past 4 weeks it pulled about 12,000 pieces of mail."



Little Man: "I guess that's big stuff on tv?"

Officer: "Big stuff's no name for it, man. It's just a sample of the power of WOR-tv, in New York. It's the best local, early-evening, kid show buy on TV today."

**WOR-tv,
channel 9**

*Telepulse

television's economy packages

Television too expensive ?

Let's see. Suppose your budget is under \$1000 per week. Suppose you want to reach people in eight of the largest television markets . . . like New York, Chicago, Philadelphia, Los Angeles. Impossible ? Not at all.

For \$817.50 per week you can participate in *all*—that's right, *all*—of the eight top-ranking TV programs pictured above.

The potential circulation for your advertising message is over 6,000,000 TV sets. Economy ? Definitely.

Your NBC Spot Salesman has all the details on television's leading daytime spot buys in the nation's major markets.

Interested ?

Then dial **NBC** Spot Sales :

Circle 7-8300 in New York
Superior 7-8300 in Chicago
Cherry 1-0942 in Cleveland
Hollywood 9-6161 in Hollywood
Greystone 4-8700 in San Francisco

pwc

VARIETY

- 1 **Date in Manhattan**
11 AM-12 Noon, Mon.-Fri.
WNBT, New York
- 2 **Norman Ross Varieties**
11:30-12 Noon, Mon.-Fri.
WNBQ, Chicago
- 3 **Whirligig**
2:30-3:00 PM, Mon.-Fri.
WPTZ, Philadelphia
- 4 **Notes and Keynotes**
12:30-1:00 PM, Mon.-Fri.
KNBH, Hollywood
- 5 **Easy Aires**
1:15-1:30 PM, Mon.-Fri.
WNBK, Cleveland
- 6 **Herson in Person**
2:00-3:00 PM, Mon.-Fri.
WNBW, Washington
- 7 **Tucker Talk**
2:00-2:25 PM, Mon.-Fri.
WBZ-TV, Boston
- 8 **Rollin' with Stone**
1:45-2:45 PM, Mon.-Fri.
WRGB, Schenectady-Albany-Troy



TRANSMITTER DEMAND UP

Makers Ready for Freeze Lift

WHEN FCC opens its doors once more to the processing of television applications — perhaps within a week, according to latest indications—the manufacturing industry will be ready to start producing the transmitters and receivers needed to carry TV to its potential heights.

A quick pickup in transmitter orders occurred last week following disclosure in BROADCASTING • TELECASTING that the FCC was poised to issue a proposed new VHF-UHF station allocation. TV granting has been frozen since September 1948.

Manufacturers Interested

At least 10 manufacturers are interested in getting transmitter orders. Plant activity is at a low point, aside from developmental work. Two or three companies are understood to have built up small floor stocks against the end of the freeze.

One factory has just disposed of its stock to those with contingent TV transmitter orders, selling the gear on the basis of priority of contract signing. It had more bona fide orders than transmitters. Earlier the company had sold a few transmitters to TV applicants who had decided to take a chance on getting a VHF grant.

Allen B. DuMont Labs announced

VHF CHANNELS

Canada Considers Plan

ALLOCATION of four VHF channels above the present Channel 13 for stations along the United States border is being considered by the Canadian Dept. of Transport.

The plan was recommended by the Canadian Radio Technical Planning Board. It is based on provision of similar facilities in the United States by the FCC.

Suggested channels would start at 216 mc, top of the present U. S. VHF band, with each channel 6 mc wide. Military services have reserved this piece of the spectrum and the Canadian board said its recommendation hinges on relinquishing of the four-channel segment.

Addition of four channels in the international border area would open room for a number of VHF stations in the Channel 2-13 portion of the band.

last week that WMBD Peoria, Ill., had contracted for a complete DuMont installation, including 5 kw "Oak" transmitter and five-bay antenna.

As to UHF transmitters, manufacturers are not quite in agreement. One leading experimenter reportedly could turn out models of its present field test transmitter, if 10 or 12 were ordered, but these would not be of commercial design.

Estimates of cost of a 1 kw UHF TV transmitter range from \$150,000 upward. Some factory officials contend they can easily build UHF transmitters, based on new types of tubes which four companies are said to have developed. They contend there is no problem developing adequate power.

In all discussions of transmitter production the factory specialists add a qualification based on availability of materials. One person familiar with production figured manufacturers could build 100 TV

transmitters this year without difficulty, assuming materials are available and plants are not swamped by government orders.

A possible holdup in transmitter production, should orders be placed, could center around the undecided color TV situation. A source close to manufacturers indicated no plant is now building transmitter equipment for CBS color. If the Supreme Court decides for the CBS system, it was said, present transmitter equipment cannot be used. This source claimed the lack of compatibility is as serious in transmitters as it is in the case of TV receivers, requiring all existing equipment to be converted.

Receivers No Problem

Receiving sets to pick up stations in the UHF band can be built quickly, it was indicated. Major manufacturers want to know what incentive there would be if

they went into the UHF problem seriously. They want to see an imminent market for UHF receivers before tooling up, publicizing and promoting such sets.

Some plants, it was indicated, would quickly market receivers with UHF converter attachments, to be followed by sets specially designed for the new video band and sets picking up both UHF and VHF. The point is raised that some converter-equipped receivers would set up interference in the neighborhood.

An anonymous press release was issued last week in which it was stated that the TV transmitting equipment business is "booming" despite the FCC's freeze. The release said investors were buying and storing transmitters. It concluded, "Thus many new areas are assured of telecasting service in the not distant future, thanks to the foresight of American enterprise."

RIFKIND NAMED

Industry Music Group Counsel

FORMER Federal Judge Simon H. Rifkind has been retained as special counsel for the All Industry Television Per Program Committee, Dwight W. Martin, WLWT (TV) Cincinnati, committee chairman, and Stuart Sprague, committee counsel, have announced. Judge Rifkind, whose appointment was proposed to the committee by Mr. Sprague, is currently representing Emerson Radio & Phonograph Corp. in the color TV case, now before the U. S. Supreme Court.

Concurrently, Mr. Martin sent to all 107 TV stations now on the air in the United States a report of the committee's last ditch negotiations with ASCAP and the per program license proposed by ASCAP following failure of the negotiations to achieve license terms which the committee felt it could recommend to the industry [BROADCASTING • TELECASTING, March 12, 5].

With his report, Mr. Martin made an appeal for funds to "meet the contingencies which have arisen as a result of the present stalemate." He asked stations to pledge payment to the committee of a sum equal to four times their highest one-hour card rate, payable one-quarter now, one-quarter in three months, one-quarter in six

months and the balance in nine months. "A full accounting will be made to all subscribers and any funds remaining . . . will be returned, pro rata," he said.

Appointment of Judge Rifkind as special counsel and the fund-raising activity of the committee should not be interpreted as a battle call, but rather as a necessary precaution against a crisis that is threatened but may never develop, Mr. Sprague explained. Mr. Martin in his letter to stations also made it clear that the move does not mean that hope for an amicable settlement has been abandoned.

Position Outlined

"ASCAP's action," he stated, "has compelled us to employ additional legal counsel to try this case and to plan its preparation in collaboration with Mr. Sprague. . . . Whenever the opportunity presents itself, negotiations, whether by the committee or by counsel, will be continued in an effort to obtain a fair and reasonable license."

Mr. Sprague's letter to Mr. Martin pointed out that for many months he had been advocating retention of special counsel "of the standing of former Federal Judge

Robert P. Patterson, who will doubtless plan and present ASCAP's court case, should matters reach court action stage. The committee has asked for my recommendations and my selection was former Federal Judge Rifkind . . ."

Referring to ASCAP's announced per program rates, Mr. Martin told the nation's TV station operators: "Your committee cannot endorse this proposal and regretfully must take the view that any hope for fair terms with ASCAP will require a great deal more time and/or court action."

Hope that satisfactory per program license terms may still be secured from ASCAP without litigation stems from the provision of the consent decree, which ASCAP a decade ago accepted from the Dept. of Justice as a condition to continued existence, that broadcasters who find terms of ASCAP licenses unacceptable may negotiate individually with the society. The decree further provides that terms agreed on between ASCAP and any broadcaster must be made available to all broadcasters.

This opens up the possibility that a TV station operator, dissatisfied

(Continued on page 66)

Telefile: WLAV-TV

Pioneers in Film Use For Local Programming



TAKE DUTCH thrift and conservatism, add a dash of electronic development, strengthen with Americana—the Mid-West variety—and you have the meat of WLAV-TV's success in serving the Grand Rapids-Kalamazoo areas of Western Michigan the past 19 months.

This three-part formula works in synchronization for the television sister of WLAV-AM-FM that is licensed to Leonard A. Versluis, sole-owner of the tripartite operation.

Set ownership, which has climbed from a token 500 sets when WLAV-TV was being built, to a total of more than 110,000 receivers, speaks loudly for the Hollander strain that has begotten the area's high rank in home ownership.

Electronic development in the

form of video swept the traditional American curiosity of Western Michiganans for the new and the progressive in no less a force than it had in other parts of the United States.

WLAV-TV was born Aug. 15, 1949, on Channel 7 (174-180 mc) with 10 kw aural and 20 kw visual power, serving the Grand Rapids, Muskegon, Kalamazoo, Battle Creek and Holland heretofore TV-isolated regions.

When only authority for construction had been obtained by Mr. Versluis, the fertile field for set sales was already being explored. Radio sales groups were invited to WLAV's radio auditorium for meetings, thus sparking the station's pioneering.

Mr. Versluis' original plan was to operate a kinescope station until

a cable spur from the main telephone line 100 miles south of Grand Rapids was laid.

But set distributors, taking their cue from past experiences in established TV markets, urged a "live" operation as basic to a larger volume of receiver sales. Mr. Versluis, recognizing the argument's strength, went along and planned to give West Michigan live network shows on the opening day.

Build Three-Tower Relay System

In order to expedite this, Mr. Versluis financed an unusual three-tower relay system, of which he is the sole owner. This relay links the main RCA transmitter, located 13 miles south of Grand Rapids (for which equipment was installed and on the air 20 days after towers and equipment were delivered) with Chicago in an off-the-air-pickup operation.

Originally, the system consisted of a two-tower set up, transmitting both audio and video from any Chicago TV outlet. Signals were picked up from the other side of Lake Michigan at Stevensville, a distance of 55 miles. From that site, programs were beamed 37 miles north to Cedar Bluff and thence to the main transmitter, another 37 mile hop. The relay was utilized from the opening date of the station until April 1950, when a third tower was built near Michigan City, Ind., eliminating the long 55 mile relay and most of the over-water transmission.

Station executives thank network advertisers "who placed the nation's finest programs in this one-station market," starting a "television boom," by lighting the initial fuse that August day.

They also praise the cooperation of WXYZ-TV Detroit. James Riddell, WXYZ-TV general manager, loaned technicians, production men and extra equipment for WLAV-TV's opening program at the Grand Rapids' Midtown Theatre. Local

and state civic leaders made their TV debut, joining representatives from the major networks in aiding WLAV-TV's arrival on the video scene. A stage show, telecast for 1½ hours, drew an audience of 1,500 guests. TV "parties" were held throughout the area.

WLAV-TV recalls that at a \$180 hourly rate, the station's nighttime availabilities soon bowed to the SRO sign. And with the station's finger on the set pulse (Grand Rapids Distributors clears all sets for purchase in the West Michigan area), it was rewarded with an increasing count that quickly showed a doubling of the television audience within its 40 mile radius.

Executives who operate this non-live (on local level) camera station, since WLAV-TV makes use of network, film and kinescope only include:

Hy M. Steed, formerly with radio, is general manager. He was associated with WLAV's AM operation since its opening in September 1940.

Hal Kaufman, formerly of KDYL-TV Salt Lake City, is program director, joining with the ad

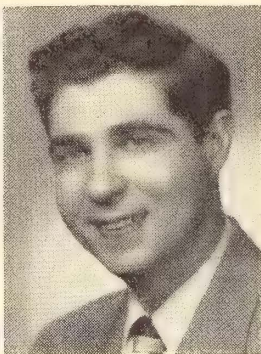
* * *



Mr. Steed



Mr. Hoyle



Mr. Kaufman



Mr. Versluis Jr.



Mr. Stevens



Mr. Kirby



Mr. VERSLUIS

dition of the television facility.

Another former radio executive, David Hoyle of WDUK Durham, assumed supervision of production, the position he held in North Carolina.

Bob Kirby, chief announcer; Leonard A. Versluis Jr., chief of the photographic department, and Lee G. Stevens, chief engineer, began their duties from the TV facility's beginning.

Mr. Versluis Sr., who has spent his lifetime in photography and portrait work, has concentrated on the happy combination of television and picture taking.

Both silent and sound films are made in the WLAV-TV studio. When WLAV-AM was constructed, housing space was fortunately spacious enough to add television departments. Thus, both programs and filmed announcements are "shot" right at home at a modest cost to the local advertiser. Style shows, sport events and various performances are filmed on sound. WLAV-TV's movie studio is equipped with essential lighting for live camera telecasts, thereby assuring few problems when local live telecasting begins. To date, however, the station feels its film procedure is satisfactory and economical to station and advertiser. Opaque and transparent slides are made in a matter of a few hours at the Versluis photograph studios, located a block away. Artists and card-writers are on the payroll.

Radio Studios House TV Staff

One-half of the large radio studio now houses the film editing department, television programming and traffic, announcers' studio and audition projection room. Sales and publicity units of both radio and television have been integrated although extra technicians, continuity writers, film editors, traffic people and photographers were added.

Additions to the full photographic resources of the Versluis Studios include some \$5,000 worth of lighting, settings and movie equipment. Advertisers are charged on a per-hour and film footage basis for announcements and programs. One-minute commercials range in cost from \$50-\$350.

Breakdown of weekly programs shows 50¼ hours network live commercial; 9½ hours network kinescope commercial; 12¾ hours local film commercial; 5 hours network live sustaining, and 1 hour film sustaining. Total is 78½ hours of weekly programming. Station's rate, effective last Jan. 1, is \$375 basic hour for network and spot advertising. Representative is John E. Pearson Co.

Dating back to its first telecast, WLAV-TV reports it has received a constant stream of mail. When 1,800 housewives wrote in requests for afternoon film features, the station started such a show, *Reel Relaxation*. This program is sched-

DuMONT OWNERSHIP Question Is 'Hardship'

A QUESTION—raised by the FCC as to who controls ownership of Allen B. DuMont Labs—has been cited as a "critical hardship" for the latter in conduct of its business.

Point was raised last week by DuMont in a motion to dismiss a July 20, 1950, application for "involuntary transfer of control" of DuMont's WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh to Paramount Pictures Corp. [BROADCASTING • TELECASTING, July 31, 1950]. Application was an aftermath of a court consent decree for dissolution of Paramount Pictures Inc., whereby certain holdings were to be divided between Paramount Pictures Corp. and United Paramount Theatres.

Paramount, along with DuMont, has denied that the 29% interest in DuMont held by Paramount Pictures Corp. has affected control over affairs of DuMont apart from the fact it is the biggest minority stockholder in DuMont. The transfer application of last year was filed under protest. Paul A. Porter of Arnold, Fortas and Porter, Paramount counsel, declared at the time that the action was with the "clear understanding that such application is in no-wise an admission of control and that all statements made there relating to control must be considered in light of this protest."

Last week's motion for dismissal was filed by William A. Roberts, Roberts & McInnis, DuMont counsel, who traced the history of the entire proceedings since a U. S.

uled on a participating basis Mon.-Fri., 1-2:30 p.m.

Local advertisers have quickly assumed sponsorship of a number of network cooperative programs. This, in addition to the segment of local shows purchased.

Last summer, WLAV-TV carried live telecasts of both the Chicago Cubs and White Sox baseball games. Television dealers in the area sponsored the Cubs' telecasts while Fox Alpine Beer paid the check for White Sox coverage.

WLAV-TV's afternoon and night schedule is usually close to being sold out with program time and announcements offerings at a premium. Schedule of programming extends from 1 p.m. to 12:25 a.m. Mon.-Fri. and 10:30 a.m. to midnight on Saturday; 12:30 p.m. to midnight, Sunday. WLAV-TV is affiliated with all four television networks.

Plans for the future fit in with the station's pioneering in film: Constant improvement and development of WLAV-TV's motion picture technique and filming of commercial production on still a larger scale. A project under way is the filming of a religious program for national distribution in the coming months.

District Court on June 25, 1948, made a mandate and decree of the Supreme Court its order and judgment as the result of anti-trust action against Paramount Pictures Inc. The consent judgment issued then contemplated complete divorcement of the domestic exhibition business, and the ownership and control of theatre assets of Paramount Pictures Inc. from the production and distribution business and the ownership of all other assets (among which were DuMont stock) of the Paramount defendants. As a result the two new corporations — United Paramount Theatres Inc. and Paramount Pictures Corp.—were formed.

The current DuMont motion pointed out that on Jan. 26, 1949, the FCC had placed stations licensed to DuMont Labs on temporary license pending examination of the qualifications of the licensee in view of the Supreme Court decision "notwithstanding the fact that DuMont had never been a party to or affected by the matters there involved."

Stock Control

The DuMont motion advises that holders of Class A stock in DuMont, of which Paramount Pictures owns only 2.9%, elect the president, vice president and five of eight directors; whereas the Class B stock, owned 100% by Paramount, elects the secretary, treasurer, assistant treasurer and three of the eight directors. DuMont counsel further offers explanation that control is not vested with Paramount.

Conceding that Paramount, as owner of the Class B stock, can block amendments affecting stockholders' rights, the motion points out that "the business of the corporation, particularly the acts and affairs with which the Commission would be concerned, is conducted by the board of directors (of DuMont)." Also, it was added, the holders of Class A stock have the same negative powers.

The petitioner maintained that it desired dismissal of the transfer application "since its consideration and grant by the Commission would appear to establish, at least in the minds of the public, the existence of control of . . . DuMont . . . by Paramount."

The issue regarding control of DuMont Labs by Paramount first arose, the motion relates, in connection with Sec. 3.640 of the Commission's rules which limits the number of TV stations under common control to five outlets. In a proposed decision of Dec. 16, 1948, the FCC concluded that Paramount exercised control over DuMont and, as a result, proposed to sever from the proceeding DuMont applications for TV stations in Cleveland and Cincinnati and applications of Paramount Television Productions Inc., United Detroit Theatres Inc. and New England Thea-

tres Inc., also said to be controlled by Paramount Pictures, and to deny these applications.

The ensuing freeze on television for more than two years and the fact that the proposed control issue has been in abeyance during that time created an "uncertain and undetermined" status for DuMont with resulting hardship, according to DuMont counsel.

Plans for development of the DuMont Network have been "handicapped" by the continuing "uncertainty," as well as "doubts raised by the Commission" as to control of company policies, the motion alleges. Counsel also points to "serious concern" of DuMont, as a manufacturer of electronic equipment, with respect to contractual relationships with the government in development and fabrication of equipment in the present international emergency.

Among other issues raised in the motion was the withholding of FCC action on DuMont's application to operate its New York WABD from the Empire State Bldg., an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

FCC has not yet acted on application to transfer control of KTLA Los Angeles of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles to Paramount Pictures Corp., as well as transfer requests of WHKB (TV) and WBKI (FM) Chicago, and WSMB AM-TV to United Paramount Theatres.

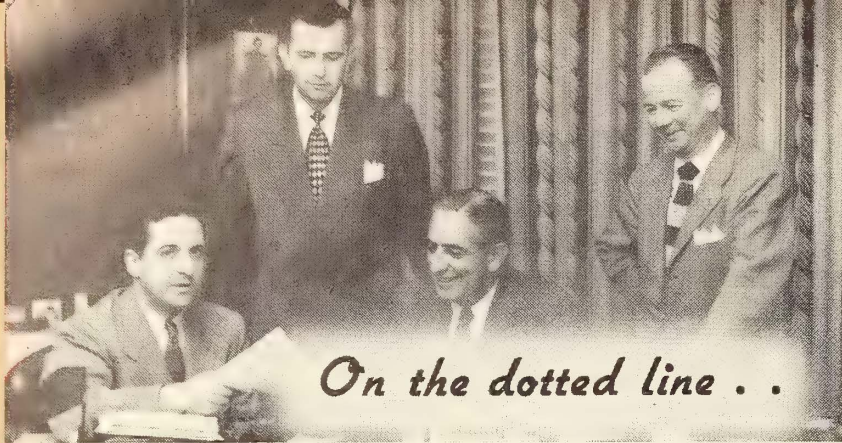
DTN STATIONS

Loewi Denies Sale Report

MORTIMER W. LOEWI, director of the DuMont Television Network, last week flatly denied a report that DuMont is considering, or has considered, selling its three owned TV stations to Paramount, which owns about 29% of Allen B. DuMont Labs, owner of the network.

In fact, Mr. Loewi said, "DuMont has sought to purchase the Paramount interest in the DuMont Corp. To sell the DuMont stations 'to Paramount or anybody else,' he said, 'would be completely inconsistent with our policy of constantly improving the facilities of our stations and our programming to our 62 affiliates.'"

His statement was issued in reply to a published report that arrangements for acquisition of the three DuMont stations — WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—had been virtually completed several months ago but was upset by a reversal of stock prices.

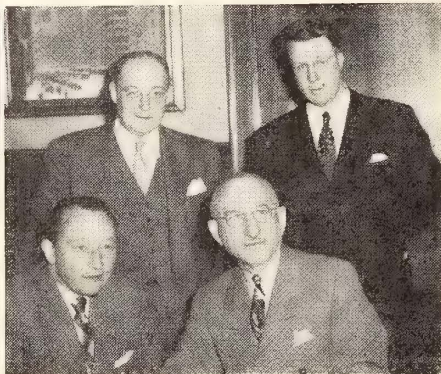


On the dotted line . .

SEARS, ROEBUCK Co. completes plans for 52-week sponsorship of *Hopalong Cassidy* on WDSU-TV New Orleans, Sat. Arrangements are set by (l to r): Louis Read, WDSU-TV coml. mgr.; Ralph Batchelor, Sears sls. pmm. mgr.; Maurice Kramer, mgr., and W. Z. MacDonald, WDSU-TV sls. rep.



MARTIN L. STRAUS II (center), president and board chairman, By-mart Inc. (Tintair), visits stars of his latest participation-show, *Cavalcade of Stars*, Dancer Marilyn Taylor and Comic Jackie Gleason. Show seen weekly on DuMont TV network.



FRED F. FLORENCE (seated, r), pres., Republic Natl. Bank, sets sponsorship of *March of Time* on KRLD-TV Dallas. Others are J. B. Taylor (seated), J. B. Taylor Inc., agency; standing, Lewell Lafferty (l), Republic, and W. A. Roberts, KLRD-AM-TV.



SPONSORSHIP of *Cisco Kid* on WSAZ-TV Huntington each Sunday is assured as Lawrence H. Rogers (seated, l), station mgr., hands pen to Harold Frankel, gen. mgr. of Frankel's. Standing is Jack Gary, acct. salesman at WSAZ-TV.



SERIES of late film releases will be telecast by WSB-TV Atlanta under sponsorship of McClean Trucking Co. Discussing details are W. A. McClean, company pres., and Frank Gaither, WSB-TV coml. mgr. Series is titled *Armchair Playhouse*.

PEPSI-COLA hopes to hit the spot with contract for TV *Hi-Life Hilarities*, WLWT (TV) Cincinnati teen-age revue which started March 10. Participants at signing of 13-week pact are, seated (l to r): James Arnn, sls. mgr., local Pepsi-Cola Co.; Walter Gross, firm's pres.; Walter Haenle, pres., Haenle Adv. Agency, which handles account; standing, William McCluskey, WLWT sales manager, and Herb Flaig, station salesman.



GRIDCASTS—BY LAW

Clemente Bill Demands Army, Navy Telecasts

ARMY AND NAVY football schedules would be telecast under law, according to legislation introduced in the House last Wednesday by Rep. L. Gary Clemente (D-N. Y.), who was quoted as saying:

"TV hasn't hurt anybody and everyone should get a chance to see these teams play." Although Navy has not made any television commitments for 1951, thus acknowledging the Eastern Collegiate Athletic Conference's December stand that none of its members telecast games next season, Capt. Howard Caldwell, U. S. Naval Academy athletic director, said: "Of course, the Army-Navy game will be televised, as usual."

Navy telecast only two of its home gridiron contests last season, Southern California and Tulane, but several of its away games were on TV. Capt. Caldwell added that Navy has not planned to "tele-vise any of our games this season," but that "we can't say what the

teams we play away are going to do."

Rep. Clemente's bill (HR 3234) referred to the House Armed Services Committee, would direct the superintendents of both the Military and Naval academies "to arrange for the televising of all regularly scheduled football game played by the teams of these schools."

NCAA BAN

Video Ruling Favorec

EASTERN College Athletic Conference members, meeting in New York, went on record last week favoring the NCAA ban on "live telecasting of college football games for 1951."

Fran Murray, U. of Pennsylvania athletic director, spoke in favor of telecasting the games. Mr. Murray said that "live television offers a boost to our public relations." In closed sessions at the Hotel Biltmore, however, representatives of 91 institutions passed a resolution endorsing the action taken by NCAA at Dallas [BROADCASTING TELECASTING, Jan. 15].

JOINT FACILITY

Video To Be Added

SENATORS and Congressmen will soon have the opportunity to add filmed reports for television stations to their regular radio recordings sent back home to radio outlets.

Ralph R. Roberts, House Clerk, told BROADCASTING • TELECASTING last week that both the Senate and the House have approved the setting up of television facilities as an addition to the radio services now offered by the Joint Recording Facility, operated by Robert Coar.

Procurement Bids

A meeting will be held soon by Mr. Roberts and Leslie Biffle, Senate Secretary, on the method of advertising bids for necessary television equipment, it was learned.

All equipment will be installed at present quarters of the Joint Recording Facility on the fifth floor of the Old House Office Bldg. Funds for television will come from past profits obtained through the regular operation of the radio recording service.

It is expected that the regular, nominal charge for TV filming—as is now done for radio recordings—will go toward dissipating the cost of adding television to the Facility.

Kellogg Sets Show

KELLOGG Co., Battle Creek, Mich., for its new product, Corn Pops, will spot the half-hour, once-a-week film, *Wild Bill Hickok*, in TV markets starting April 15. The schedule will start on the West Coast and expand into additional markets during the rest of the year. Leo Burnett, Chicago, is the agency.

GRID TELECASTS

Okla. Bill Would Defy Ba

A BILL to force state-supported universities to permit telecasts of their gridiron games was before the Oklahoma state legislature last week.

Co-authored by 24 of the state senators, more than enough to pass it, the bill was referred over protest to the senate's education committee for a public hearing. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, was to appear before the committee last Thursday. A similar bill in Texas received much the same treatment and emerged from the committee as only a "suggestion" rather than as a directive [BROADCASTING TELECASTING, March 5].

ALEXANDER CO.

TV Sales Up 400%

ANNUAL sales volume increased last year of more than 400% in the television division has been reported by the Alexander Film Co. Colorado Springs.

Announced also was the reelection of the following officials at the annual stockholders' meeting: J. Don Alexander, president; Don M. Alexander, vice president in charge of production; Don Alexander Jr., vice president; M. McInaney, vice president in charge of sales, and E. B. Foster, secretary-treasurer. Elected directors were J. Don Alexander, Don M. Alexander, Don Alexander Jr., E. B. Foster and Thomas Burgess.

CHICAGO PACT

TVA Signs With 4 Stations

WRINKLES in the Television Authority-American Federation of Musicians dispute in Chicago regarding jurisdiction over actor-musicians [BROADCASTING • TELECASTING, March 12] were being smoothed out at informal discussions "on a national" level last week.

In the meantime, video performers were working under terms of the newly-signed contract with the four stations there, WNBQ (NBC) WENR-TV (ABC) WGN-TV (DuMont) and WBKB (CBS).

Rates and rehearsal hours were settled after extended debate on two categories, models and sportscasters. The final contract provides that play-by-play men on Class A sports events—major league baseball, college and professional football and major boxing—will receive \$135 per event. The rate is \$100 for all other sports. The assistant sportscaster, handling color, is to receive \$100 per event for Class A, \$89.25 for Class B.

Model Rates

One model working an hour show, with three hours rehearsal free, gets \$39.38. The scale moves downward as the number of models goes up, so that seven or more models for the same one-hour show make \$27.38 each.

Other points agreed on:

TVA members agreed to an extra hour of rehearsal for quarter-hour shows. One-a-week 15-minute shows give the performer \$36.75, with three hours rehearsal included; two weekly, \$68.25, five hours; three, \$94.50, seven hours; four, \$115.50, nine hours, and five, \$131.25, 11 hours.

These figures and the following tables apply to performers on camera handling more than five lines:

	1 perf. weekly	2
half-hour (rehearsal)	\$65.63 (6 hrs.)	\$115.50 (12 hrs.)
hour (rehearsal)	89.25 (9 hrs.)	120.75 (18 hrs.)

	3 perf. weekly	4	5
half-hour (rehearsal)	\$131.25 (18 hrs.)	\$144.38 (24 hrs.)	\$157.50 (30 hrs.)
hour (rehearsal)	152.25 (27 hrs.)	181.13 (36 hrs.)	210.00 (40 hrs.)

On-camera performers speaking less than five lines receive \$19.68 for five minutes or less (with one hour of rehearsal); \$22.96, 6 to 10 minutes, (one hour); \$26.25, 11 to 15 minutes, (one hour); \$32.81, 16 to 30 minutes, (three hours); \$37.09, 31 to 45 minutes, (four hours) and \$39.38, 46 to 60 minutes (five hours). Extra rehearsal is \$4 per hour.

Off-camera rates, which do not apply to specialty acts, sportscasters or group singers and dancers, follow:

5 min. or less	\$13.00 half-hour
6-10 min.	17.50 half-hour
11-15 min.	21.75 one hour
16-30 min.	26.25 one hour
31-45 min.	29.10 one, one-half hours
46-60 min.	30.50 two hours

Performers receive \$20 each on live signatures, for any length program. Actors on cut-ins, hitch-hikes and cow-catchers on camera earn \$27.50, including dress and one-hour rehearsals; off-camera, \$15.00. Walk-ons and extras get \$15 for a half-hour show or less, \$20 for more than 30 minutes.

Local commercial rates equal 52 1/2% of the network commercial rate. Sustaining shows produced locally have pay scales equal to 66 2/3% of the local commercial rate.



Initial demonstration of food products on color television drew enthusiastic comments from advertisers and CBS executives. Viewing the demonstration (l to r): John Hancock, director of the Kroger Co. and a partner in Lehman Bros.; Adrian Murphy, CBS vice president and general executive; J. B. Hall, Kroger president; William Sanning, advertising director of the firm, and C. M. Robertson Jr., president of the Ralph H. Jones Adv. Agency.

* * *

LAUD COLOR

Advertisers Enthusiastic After CBS Showings

CBS DEMONSTRATIONS in New York for a score of leading national advertisers of what their products looked like on CBS color television last week left guests and CBS officials enthusiastic.

The closed-circuit demonstrations were presented Monday through Friday at CBS headquarters, where top executives of the advertisers watched their products on the television screen. The special showings are slated for completion today (Monday).

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, was quoted by CBS following Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network quoted Janette Kelly, director of the home service department of General Mills, as predicting that TV color would markedly increase audience appetites. "Color television makes the food look so appetizing," she said. Another viewer the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northam Warren Corp., maker of Cutex nail polish and lipstick, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetic advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewer would put on 20 pounds was attributed to Glenn Gundell, advertising director of National Dairy Products Co.'s Seal-test Division, who saw the demonstration of his company's products Wednesday.

"I was tremendously impressed," was the comment of George Boyer, advertising manager of Cannon

Mills, after seeing his company's multi-colored towels and sheets demonstrated later Wednesday.

Another executive, James E. Hanna, vice president in charge of radio and television for N. W. Ayer & Son, said the best compliment he could pay CBS color was to point out that "the real thing—the strawberry eclair, the chocolate milk—came through the best, better even than the pictures on the displays."

"Wait 'til those baseball fans watching a ball game on their receiver see beer being poured on color television—they're sure to work up a thirst," was the remark of James McDermott, assistant advertising manager of P. Ballantine & Sons. Following a demonstration Thursday of products of the Manhattan Soap Co. and the Hudson Pulp and Paper Co., Gerry Martin, director of television of Duane Jones Co., New York, was said to have described the results as "perfect."

"I could almost smell the Sweet-heart soap," was the reaction of Archie Tarr, advertising director of Manhattan Soap Co.

Raymond Warren, vice president and advertising director for the Bulova Watch Co., saw his company's watches appear in color on the screen and was said to have observed: "This definitely will be our No. 1 advertising medium. The watches showed up beautifully, and also the different colored watch bands and straps."

Martin Straus, board chairman of Bymart Inc. (Tintair), was quoted as saying that "in my humble opinion, when color television comes and the freeze is over, color television will become a much more important medium than black-and-

KTTV-DuMONT

Affiliation Planned April 17

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, Los Angeles Times station, the affiliate in that city of DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chandler, president of KTTV Inc.

"It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate programming from the KTTV studios in Hollywood for release nationally over the microwave," Dr. DuMont said. "Plans are presently under way to produce in Hollywood motion pictures especially made for television."

Mr. Chandler said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the Times, now holding 100% of the station.

CLASSROOM MUSIC

WNBW Sets Test Series

EXPERIMENTAL series in classroom "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNBW (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District of Columbia Board of Education. Titled *Music Time*, the eight-week series will teach music to students at various elementary schools, with WNBW furnishing TV facilities and technical "know-how."

The series is the result of a year's planning by WNBW.

Full control of program content is under the assigned staff of teachers, assistants and students. Instruction is given to a studio class and students in schools watching in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project underway in other TV markets [BROADCASTING • TELECASTING, March 12]. Results will be measured in tests given to TV and non-TV classes. Records, pictures, films and textbooks will be used as visual aids during the programs, with each telecast lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor *Captain Video Mon.-Fri., 7-7:30 p.m.* over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

white and by far the most important medium of all."

Reaction of Phil Kalech, Bymart vice president and director of sales and merchandising, was described as: "It's perfect for our product. . . ."

Radio Silence?

(Continued from page 25)

stay on the air." He said it may prove "costly" to the industry but is necessary to accomplish the objectives. He declined to discuss the nature of the modifications.

It was further revealed that this phase of the plan will be placed squarely before industry and other representatives at the emergency session. Another phase, unrevealed, is still being retained by the Air Defense Command, an organization which exercises complete control over hemispheric air operations.

Some engineering authorities expressed belief, however, that the cost of modifying existing station equipment would be small in relation to the original investment. In transmitters, for example, crystals could be altered where the method calls a change in frequency transmission to obviate possibility of "homing" enemy craft. It was held that, where frequency shifts were not of a radical nature, the cost would not be exorbitant.

On the other hand, if wholesale shifts are in order, a complete change in directional array would be necessary, thus involving an expensive changeover.

Initially there was speculation that the proposed "modification" might imply the addition of simple devices which would permit air command centers to pipe in on coded frequencies for the information of civil defense personnel stationed at broadcast receivers.

Cost Seen Slight

Some engineering authorities felt the addition would not entail great expense and pointed out, additionally, that it would serve as an alerting means—not as a method of silencing stations *per se*.

Experiments embracing utilization of sub-audible frequencies have been conducted by FCC and defense officials over a period of months, with participation of strategic ground and air services. Likewise, FCC has held a meeting with a limited number of industry engineers on this and other phases [BROADCASTING • TELECASTING, Jan. 15].

Moreover, the Commission had put licensees on notice that defense-emergency authorizations will be made "from time to time" as part of its current study of radio's war uses.

Apparently taking cognizance of the possible frequency shift issue and alluding to so-called "classified grants for existing stations," FCC has noted that such procedure would fall under Sec. 2.407 of its Rules and Regulations. The Commission may authorize:

... The licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies, with such power and points of communication, and in such a manner beyond that specified by the station license as may be requested by the Army, Navy or Air Force.

One of the methods now under

TV HELP WANTED ADS

WXEL's Answer to Manpower Shortage

INTENSE BIDDING of industrial firms for defense workers provided WXEL (TV) Cleveland with an idea which has strong appeal to sponsors and potential sponsors.



Mr. March

employment needs are met.

Events in Korea inspired Jack March of the WXEL sales staff, former tennis professional star and tournament director, to approach Franklin Snyder, WXEL station manager, with the suggestion.

Used As Commercials

The "help wanted ads" are interjected into the programs as commercials. Job availabilities are shown on the screen and are described by a commentator. Then the plant's address and phone number is flashed onto the screen.

Queries from prospective employees usually begin immediately by phone, while many interested viewers report to the personnel offices for further information.

Audience response has been so great it is reported that the volume has justified firms setting up their

* * *

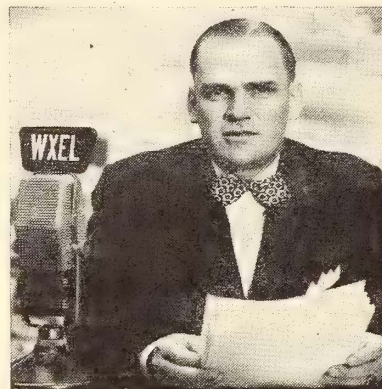
Talent behind the drive to recruit workers: Top, WXEL News Director Bob Rowley who does news show for Cadillac; middle, Sportscasters Gail Egan (l) and Clay Dopp who handle the Sports Desk for National Screw; bottom, Newscaster John Fitzgerald of Manpower Headlines sponsored by Cleveland Pneumatic Tool Co.

consideration (which would enable some stations to remain on the air) is that dealing with so-called synchronized or "locked" frequencies. This technique reportedly enjoyed popular favor in Great Britain during World War II, and entails a synchronization of stations on a single frequency, which would destroy their homing value.

Some authorities view the FCC "critique"—a two-pronged proposal detailing the alerting and operating phases of defense [BROADCASTING • TELECASTING, Jan. 15, Feb. 12, et seq.]—as a compromise between the military's apparent predilection for radio-TV station control in all situations and the Civil Defense Administration's advocacy of keeping some stations on the air at all times in pursuance of its role as the "nerve system of civil defense."

To its own ends, the Defense

own phone answering service on nights their programs appear.



Dept. last December requested legislation, introduced by Sen. Ed C. Johnson (D-Col.) and Rep. Carl Vinson (D-Ga.), which would empower the President to control radio-TV broadcasting and other electromagnetic radiations capable of serving as navigational aids.

At week's end the Air Force, which represents the Defense Dept. in this phase, had not yet replied to a proposed staff amendment offered by the Senate Interstate and Foreign Commerce Committee, headed by Sen. Johnson, which seeks to include certain radiation devices but eliminate the broadcast applications already set forth in Sec. 606 (c) of the Communications Act.

There has been speculation that the military has been awaiting comments from the Air Defense Command before approving the committee plan, though its repre-

sentatives unofficially have indicated they would go along with it.

In any event, industry representatives will receive a classified briefing on their emergency role, while Air Force, Civil Defense and other department officials sit in as observers, it was learned. There was some disfavor at week's end on the March 26 date chosen by FCC. Aside from the holiday aspect, it was pointed out, too, that hotel reservations may present a problem.

The fate of the military's express design to control broadcasting, not only in times of imminent or actual attack but also during a period of "strained international relationship," still hung in the balance on Capitol Hill last week.

Meanwhile, Radio-Television Mfrs. Assn. offered its own suggestions for radiation control, outlining them in two alternative amendments. RTMA stressed again its feeling that no further legislation is needed over radio-TV stations, but held that, if other radiation devices are to be controlled, proper limitations should be afforded within any amendments to Sec. 606 (c) of the Communications Act.

Reply Withheld

While contents of the replay were withheld by the committee, it was understood that RTMA would (1) eliminate from control any devices which are incidental radiators except when such device is used, or intended for use, as a navigational aid; and (2) provide that so-called incidental radiation devices, if included, be limited to those capable of transmitting radiations beyond a five-mile distance.

Industry authorities have expressed concern lest legislation be enacted which would bring radio-TV receivers and other instruments under complete FCC jurisdiction [CLOSED CIRCUIT, March 12]. In this instance, RTMA's position differs from NAB's proposal to include devices radiating between 10 kc and 100,000 mc but not specifying any limitation on area coverage.

RTMA summed up the substance of previous engineering testimony offered during hearings on the radiation bill before the Senate Commerce Committee [BROADCASTING • TELECASTING, Feb. 26].

Dr. W. R. G. Baker, General Electric Co., member of the RTMA Engineering Dept., told the committee that radio receivers are "incidental radiators" and are worthless as homing devices because they cannot be located geographically, signal source is diffused, and the radiated power is low. David Smith, Philco Corp., had suggested limiting application of devices to those radiating over, say, half a mile.

The second proposal offered by RTMA was designed to fit into the framework created by the Senate Commerce Committee, which also is studying the possibility of limit-

ing types of devices to be covered.

Committee spokesmen said late last week that no action would be taken on the staff plan, which would amend sections of the Communications Act rather than entail new legislation, until comments are filed by the Dept. of Defense.

FCC already has tendered its general approval of the committee amendment, with certain reservations [BROADCASTING • TELECASTING, March 12]. These include Commission preference for a clearer definition of criminal sanctions; questions on licensees' rights of appeal on cessation of operation in times of dire emergency; and other phases.

TVA IN L. A.

Five Stations Near Signing

AGREEMENT between the Western Section of Television Authority and five Los Angeles TV stations on a contract covering performers was expected over last weekend, but there was prospect of a TVA strike against a sixth station, KFI-TV, which has refused to recognize TVA.

KTTV (TV) which formerly sat in on contract negotiations as an observer, last week joined KNBH, KTSL, KLAC-TV and KECA-TV in active participation in negotiations.

Two main problems still to be worked out were that of the adjustment of present performer contracts with stations to bring them into conformity with basic wages and working conditions stipulated in the TVA code, and definition as to what constitutes a sustaining program.

Refusal of KFI-TV to recognize Television Authority may lead to a strike against the station by that union, following passing of a strike resolution by TVA at a meeting last Monday. Meetings between station management and union executives were continued through last week, however, in an effort to come to a peaceful solution of the problem.

Reasons for Action

The TVA resolution, which followed earlier authorization of a strike against the station, declared that action was taken because of the station's refusal to recognize the union; to bargain with it in good faith; and "discriminatory discharge" of three members of the union.

A few weeks ago KFI, separating its AM and TV operations, fired three union announcers from the AM staff and hired three non-union men for the TV announcing staff. With that move the station announced its intention of maintaining an open shop.

TO INTRODUCE dealers of Hoffman Sales Corp. (TV sets), L. A., to new "pivot plan" of selling, manufacturer has started sales clinic for all dealers selling on retail level.

CD CAMPAIGNS

GOVERNMENT planners last week were marshalling blueprints designed to implement public enlightenment and education in civil defense on the local community level through broadcasting facilities.

Industry-wide mobilization, already launched by numerous radio and TV stations in connection with local defense officials [BROADCASTING • TELECASTING, March 12], has drawn the enthusiastic support of the Federal Civil Defense Administration and military authorities.

Current local campaigns promise to give much-needed muscle to planning now well underway within the CDA's Audio-Visual Division and among state and community groups, as well as through the Advertising Council which is working with White House officials on projected campaign themes.

Especially active in civil defense program demonstrations to date, aside from CDA Administrator Millard F. Caldwell Jr., are Jesse Butcher, director of the CDA Audio-Visual Division, and Col. Edward Kirby, chief, Radio-TV Branch, Dept. of the Army. Both attended a recent demonstration held at WWJ-TV Detroit under sponsorship of the Detroit Television Council [BROADCASTING • TELECASTING, March 5].

Mr. Butcher asserted last week in Washington that television can play its biggest role in placing defense information effectively and dramatically before viewers. He also noted that his division's motion picture section is preparing a series of 11 films which will be telecast by stations. Similar plans are being mapped for radio stations.

Requests Received

Col. Kirby revealed that numerous stations have deluged Washington officials with requests on how television can best push defense programming. Both he and Mr. Butcher paid unstinting tribute to the industry for offering facilities without request to do so.

Broadcasters convening in Washington March 26 for a special emergency session called by FCC (see separate story) will be given a briefing on radio-TV's instructional role, it was learned.

Radio stations are geared to play a prime role in the civil defense program. Generally, aside from local station and network forum participation, the government's program will be reflected in a two-pronged plan: (1) a forthcoming allocation through The Advertising Council enlisting network and station aid; and (2) Audio-Visual's own production of radio kits, to be sent to state civil defense directors for distribution to stations.

The Advertising Council allocation is expected to be announced shortly. White House officials and executives of the council have discussed the plan, giving civil defense equal prominence with other drives, and have approved the campaign, it was learned. The

Plan Public Education Via Radio-TV

program will stress the importance of carrying CDA's air raid warning cards.

The radio kits will take the form of scripts adaptable for local use on various topics to be aired by broadcast stations. The kits will be distributed by the federal agency on the basis of the number of stations in each state.

Current activity along this line—and also in television—has been limited pending appointment of radio and TV section chiefs for the Audio-Visual Division. They are expected to be named shortly.

Heading up motion pictures is Howard Johnson, who will work closely with the television section when it materializes on distribution of films, which also will go to theatres, civic, educational and other groups. First of the 11 prints, "Survival Under Atomic Attack," is being issued shortly. It originally was to be ready March 1.

Cost Problem Cited

Complicating the problem now is the question of cost—what portion will be borne by CDA, state civil defense offices and stations. In any event, two companies—United World Films and Teletran—are producing the series at the request of the defense agency for renting through local dealers. Films will be 16mm and 8mm and prices range from \$17.50 for 16mm sound to \$9.75 for silent. A 48 frame film strip is priced at \$3.

Another factor concerns the chain of distribution which will assure the largest possible audience in each state, including provision for TV stations. A third source of concern is overall CD funds which will make these enterprises possible.

President Truman already has sent Congress a proposed \$403 million budget for the Federal Civil Defense Administration—part of

it to tide the agency over for the remainder of this fiscal year ending June 30 and \$119,323,000 to be held for the following 12 months. Some of these funds are intended for matching against state outlays and to finance Audio-Visual and other activities [BROADCASTING • TELECASTING, March 5]. A House Appropriations Emergency subcommittee held closed hearings on the proposal last week.

KLAC-TV PACT

Gets AFM Kinescope Rights

IN DEAL worked out between KLAC-TV Hollywood and American Federation of Musicians, the station has been given the right to use musicians on programs kinescoped for distribution to other outlets nationally.

The contract was signed several weeks ago but held under cover, according to Don Feddersen, vice president and general manager of KLAC-TV. It calls for KLAC-TV to pay AFM 5% of each market's TV station card rate for programs telecast. Station, it was said, is the first to sign such an agreement. Kinescoped programs will be distributed as an open-end offering.

In addition to syndicating its own programs, plans are in the making for KLAC-TV to distribute feature films to video stations. This also would be done by paying a percentage of the station card rate to AFM. Although no deal has been completed with James C. Petrillo, AFM president, or the union, it is expected that negotiations will be concluded shortly, it was said.

Distributing Shows

KLAC-TV has started distribution of kinescoped versions of Leo Carrillo's *Dude Ranch Varieties*, sponsored by American Vitamin Co., to stations in six other markets. *American Diary*, starring Mr. Carrillo and containing no music, and sponsored by General Controls Co., also is being released via kinescope in markets outside the Los Angeles area.

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

Clair R. McCollough, Pres. A STEINMAN STATION

NBC
TV AFFILIATE

YESTERDAY and TODAY

in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday

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

Today there are

132,000

Sets in use
in WFBM-TV's
coverage area

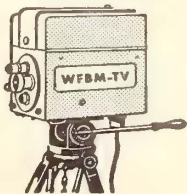
In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel

6



"First in Indiana"

telestatus



January Rorabaugh Report

(Report 155)

LATEST Rorabaugh Report on Television Advertising, for January 1951, showed that 4,466 firms were using TV to promote their wares. This figure represents a 9.4% retrogression compared with 4,928 different companies reported for December 1950.

Via networks, 164 firms placed 214 accounts. (The sponsor of any given program is considered an "account." An advertiser sponsoring more than one show is tallied as a separate "account" for each show sponsored.)

Of the 214 network accounts, NBC led the three other networks with 79. Others were, CBS, 75; ABC, 42, and DTN, 18.

A total of 894 different companies placed 962 accounts during January, while 3,408 local retailers used spot schedules, Rorabaugh reports.

In the number of network stations used, three firms were tied for top honors with 61 each. The three were, De Soto Div. of Chrysler (*You Bet Your Life*), Manhattan Soap (*One Man's Family*) and the Texas Co. (*Texaco Star Theatre*).

Network figures in the Rorabaugh report cover the entire month and are reported by the networks' headquarters. Spot and local figures are furnished by the various station and cover the week Jan. 7-13. Eight of the 107 TV stations are not included in the spot and local figures.

In Rorabaugh's breakdown by

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Total
1. Agricultural & Pet Foods	1	17	18
2. Automotive (cars, tires, access.)	16	24	40
3. Beer & Wine	8	126	134
4. Beverages (non-alkoholic)	10	56	66
5. Clothing & Accessories	9	30	39
6. Confections	7	38	45
7. Dairy & Margarine Products	7	38	45
8. Drugs	9	36	45
9. Financial	3	10	13
10. Foods & Food Chain Stores	39	279	318
11. Gasoline & Oils	5	16	21
12. Household (appliances, furnishings, supplies)	20	66	86
13. Jewelry & Access., Cameras, etc.	9	12	21
14. Laundry Soaps, Cleaners, Polishers	15	50	65
15. Miscellaneous	10	47	57
16. Publications	11	11	22
17. Public Utilities	5	5	10
18. Radios, TV Sets, Phonographs & Accessories	11	14	25
19. Tobacco, Cigarettes & Accessories	20	28	48
20. Toilet Requisites	26	47	73
21. Transportation	15	15	30

product classifications, Food and Chain Stores were far out in front. This group reportedly patronized networks for 39 shows and placed 279 spot accounts for a combined total in January of 318 (see table).

Classification with the second-greatest usage was that of Beer and Wine which bought time for 10 network shows, and placed 56 spot schedules for a total of 66 time purchases.

* * *

Video Response Tops Magazines in Test

RESPONSE to an offer of a free home decorating booklet, made concurrently in four national magazines and on TV stations in four cities, indicate that cost per inquiry on television may be considerably less than in national maga-

zines, according to a study released by Dynamic Films Inc., New York.

The offer was made by Hathaway Mfg. Co. (curtain fabrics), through its agency, Abbott Kimball Co., in ads in three "home" publications and one women's service magazine and in film spots made by Dynamic and telecast on stations in Boston, Providence, Detroit and Cleveland, Nat Zucker, chairman of the film company, said in presenting the data.

The magazine ads drew a combined total of 13,431 replies, at a cost of \$1.46 per response, based on total space costs of \$19,615, Mr. Zucker reported. From the telecasts, he said, the company received 3,145 requests for its booklet, averaging \$1.11 per response

(Continued on page 70)

Weekly Television Summary—MARCH 19, 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	82,858
Ames	WOI-TV	47,625	Memphis	WMCT	79,277
Atlanta	WAGA-TV, WSB-TV	104,000	Miami	WTVJ	55,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353	Milwaukee	WTMJ-TV	224,721
Binghamton	WNBF-TV	34,410	Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Birmingham	WAFB-TV, WBRC-TV	36,000	Nashville	WSM-TV	24,781
Bloomington	WTTV	14,900	New Haven	WNHC-TV	143,800
Boston	WBZ-TV, WNAC-TV	674,373	New Orleans	WDSU-TV	52,150
Buffalo	WBBN-TV	190,911	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,150,000
Charlotte	WBTV	65,003	Newark	WOR-TV, WPIX	2,150,000
Chicago	WKBK, WENR-TV, WGN-TV, WNBO	854,436	Norfolk	WATV	61,459
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000	Oklahoma City	WTAR-TV	61,459
Cleveland	WEWS, WBNK, WXEL	453,575	Omaha	WKY-TV	79,495
Columbus	WBNS-TV, WLWC, WTVN	132,000	Philadelphia	KMTV, WOW-TV	70,166
Dallas			Phoenix	WCAU-TV, WFIL-TV, WPTZ	814,000
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264	Pittsburgh	KPHO-TV	37,400
Davenport	WOC-TV	49,581	Providence	WDTV	212,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	170,000	Richmond	WJAR-TV	105,355
Detroit	WHIO-TV, WLWD	419,449	Rochester	WTVR	68,754
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	50,000	Rock Island	WHAM-TV	77,219
Fr. Worth	WICU	50,000	Rock Island	WHBF-TV	49,581
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	170,000
Grand Rapids			Salt Lake City	KDYL-TV, KSL-TV	39,000
Kalamazoo	WLAV-TV	111,929	San Antonio	KEYL, WOAI-TV	41,542
Greensboro	WFMV-TV	57,455	San Diego	KFMB-TV	83,500
Houston	KPRC-TV	69,498	San Francisco	KGO-TV, KPAX, KRON-TV	159,173
Huntington			Schenectady-Albany-Troy	WRGB	147,000
Charleston	WSAZ-TV	38,000	Seattle	KING-TV	75,800
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	75,100	Toledo	WSPD-TV	120,000
Kalamazoo			Tulsa	KOTV	68,950
Grand Rapids	WKZO-TV	120,269	Utica-Rome	WKTV	38,500
Kansas City	WDAF-TV	107,919	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,260
Lancaster	WGAL-TV	84,606	Wilmington	WDEL-TV	59,901
Lansing	WJIM-TV	46,000			
Los Angeles	KECA-TV, KFI-TV, KLCB-TV, KNBH, KTLA, KTVL, KTTV	877,421			

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,313,000

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.

WMAR-TV

Baltimore
has a

**LONG TIME
RECORD FOR
LEADERSHIP!**

1st on the network!

1st on the local scene!

The network show with the highest rating in Baltimore according to the American Research Bureau is none other than "Arthur Godfrey and his Talent Scouts." Top rated local show is Tuesday night wrestling from the Coliseum with Bailey Goss as Master of Ceremonies. Both come through on Channel Two.



284,985

sets in Baltimore (Baltimore set
Circulation figures as of March 1st).

**IN
MARYLAND
MOST PEOPLE
WATCH**

WMAR-TV

★ **CHANNEL 2** ★

Represented by

THE KATZ AGENCY, INC.

NEW YORK ■ DETROIT ■ KANSAS CITY ■ SAN FRANCISCO
CHICAGO ■ ATLANTA ■ DALLAS ■ LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Rifkind Named

(Continued from page 57)

with ASCAP's per program terms, may be able to negotiate better ones for his station which would then become the model for a general industry per program license.

A number of telecasters, however, believe that the unwillingness of the ASCAP committee, headed by its general attorney, Herman Finkelstein, to compromise in negotiations with the all industry committee is clear proof that the society's management, and presumably the ASCAP board from whom the management receives its instructions, do not want to make a fair deal on their own responsibility but would prefer to have the license terms set by the courts, even though these terms may well be less favorable for ASCAP's membership than those offered by the TV committee.

Rifkind History

Describing the new special counsel in his report to Mr. Martin, Mr. Sprague said:

"Simon H. Rifkind got his law degree from Columbia Law School in 1925. Thereafter he spent a year as a member of the Columbia U. research staff in legal economics and contributed a number of articles to the professional press. Thereupon, he became associated with United States Senator Robert F. Wagner, as a member of the

firm of Wagner, Quillinan & Rifkind. That association continued until 1941, when he became a judge of the Federal Court in New York. He resigned from the bench in the middle of 1950 and became a member of the firm of Paul, Weiss, Rifkind, Wharton & Garrison."

SWG PACT

Movie Makers Face TV Issue

FOLLOWING the successful conclusion of a contract with major motion picture producers last month [BROADCASTING • TELECASTING, Feb. 19], Screen Writers Guild last Thursday opened negotiations for a new contract with the first group of independent screen producers, The Independent Motion Picture Producers Assn. Negotiations with another independent group, Society of Independent Motion Picture Producers, are scheduled for later this week.

Foremost among things the union seeks are clarification of television issues and separation of rights. The contract with the major producers provides for the latter and reopening of the contract every two years on the question of TV, or any time the producers make an offer concerning the medium to the Screen Actors Guild or Screen Directors Guild.

KTSL (TV) Hollywood joins Southern California Broadcasters' Assn. as 53d member.



film report

THE MARCH OF TIME's success with its TV film adaptation of General Eisenhower's *Crusade in Europe* has led the same group to start work on a follow-up series, tentatively titled *Crusade in the Pacific*. Unlike the first series, this will be based on no single book or record of the campaign, but will draw from records and reports of all the services and from both Allied and Japanese documents. About 300 million feet of film will be examined before the studio decides on the specific scenes to be presented in the series which, with all the background material necessary to make the area comprehensible to American viewers, will amount to "a military and political history of the Pacific-East Asian world from 1931 through 1951." . . . *Crusade in Europe*, Peabody Award winner, is still being shown throughout the country, in some areas for the third time.

UNITED ARTISTS TELEVISION, New York, has been appointed national distributor of the *Great Merlini*, new half-hour TV film series produced by G & W PRODUCTIONS and filmed at FLETCHER SMITH STUDIOS, New York. Ted Post of CBS is director of the show. The program is to be distributed on the basis of local and regional sponsorship, UA's TV Director John Mitchell announced. . . . The firm also reported that *John Kieran's Kaleidoscope* now has a coast-to-coast audience with KRON-TV San Francisco and KING-TV Seattle heading the list of 10 new outlets set to telecast the quarter-hour series.

FIELD RESEARCH DIVISION of the Paper Cup & Container Institute offers help to any producer planning to make training or educational film dealing with emergency feeding under disaster conditions. Farley Manning, division director, at 551 Fifth Ave., New York, will provide technical assistance in such scenes.

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed a series of five TV film shorts featuring the *Hoosier Hot Shots*.

ABBY Inc., New York, has leased rights to 92 first run TV films to KTTV (TV) Los Angeles. Contract gives station two year exclusive rights to films in the Los Angeles and San Diego areas. Forty features and 52 Westerns are included.

PAUL PARRY PRODUCTIONS, Hollywood, has completed the third

in its projected series of 13 thirteen-and-one-half minute TV films, *Calendar Girls*, featuring humorous narration by Ray Foster and well-known New York and Hollywood models.

HOME STAR THEATRE Inc., new TV film producer, has been organized by several Hollywood motion picture industry personalities, including Charles Laughton, film star; Edward and William Nassour, producers; George Bag-nall, former United Artists West Coast executive; and Paul Gregory, talent agent.

DUDLEY TELEVISION Corp., Hollywood, has completed three 20-second animated singing film spots, featuring *Four Hits & a Miss*, for Leslie Salt Co., San Francisco. KNBH (TV) Los Angeles and KTTV (TV) Hollywood head the list of Western stations slated to air the spots. Agency is Long Adv. Service, San Jose, Calif.

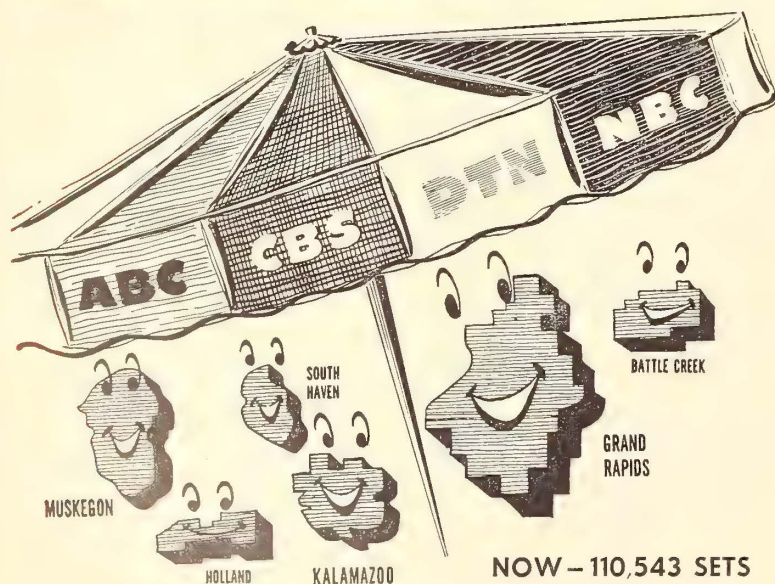
JERRY FAIRBANKS PRODUCTIONS, Hollywood, has completed *The Other Face*, another in its *Front Page Detective* TV film series. Film will be telecast March 23 on KTTV (TV) Hollywood. . . . The firm estimates that 40 million viewers will see its hour-long TV film program, *Hill Number One*. So far, more than 113 showings are scheduled for the public service film dealing with the story of Easter. The four major TV networks and 76 independent stations plan to show the film during Easter week-end.

WILLIAM WILBUR ADV. Inc. has packaged half-hour informal women's program, *At Home With Maria*, starring Maria Riva, noted for her appearance in play, "Foolish Notion." "Homemaking-can-be-fun" is to be theme of the new show, arranged by the agency's Trudy Richmond.

SAG-TVA Hearings

NLRB New York hearings on the jurisdictional dispute between Television Authority and Screen Actors Guild, being transferred to Hollywood [BROADCASTING • TELECASTING, March 12], are expected to get underway in two to three weeks. According to a SAG spokesman, hearings will be concerned with testimony on working conditions and production techniques involved in making CBS *Amos 'n' Andy* films only, rather than those with *Lum and Abner* TV films too as previously announced, inasmuch as only a pilot film was made of the latter.

nothing but smiles
under our umbrella!



WLAV-TV

CHANNEL 7 - GRAND RAPIDS

LIVE - INTERCONNECTED

Represented by John Pearson

You need the
BEST TOOLS
to do the
BEST JOB



for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits.

Whisper-quiet mechanical operation—plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

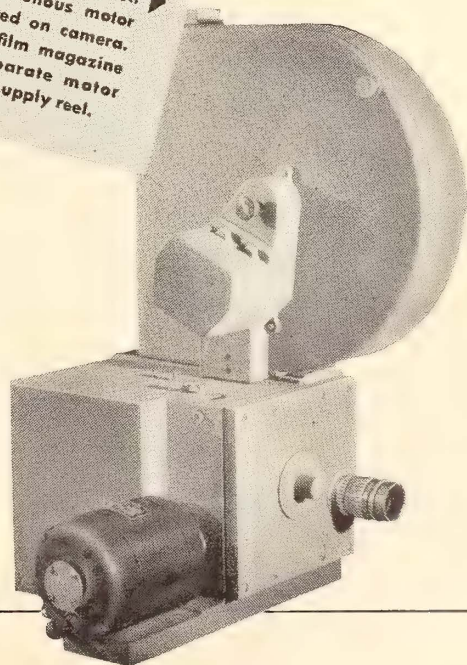
Illustration shows the Eastman 16mm. Television Projector, Model 250, from control panel side. Glass door permits full visibility of film-advance mechanism at all times.

The Eastman Television Recording Camera. Illustration shows synchronous motor drive mounted on camera. Housing on film magazine encloses separate motor drive for film supply reel.

for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market

coverage, and your program department more sales potential.

This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.

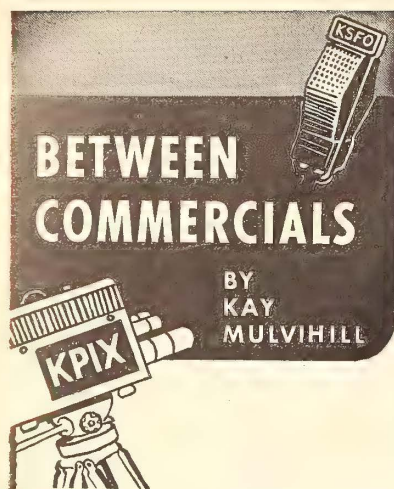


Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



For the first time in Northern California the full dramatic impact of "government-in-action" was brought into the homes of thousands of viewers, when KPIX telecast the hearings of the Kefauver Senate Crime Investigation Committee.

Only through the miracle of television was it possible, by a simple flick of a dial, for viewers to actually witness the complete proceedings direct from the Federal Court Room in San Francisco.

18 HOURS

Nine hours a day, for the full two days of the hearings, on March 2 and 3, the KPIX Remote Crew trained their cameras on the real-life drama of investigators and witnesses in their serious game of questions and answers. Without question this was the most complete on-the-spot news coverage yet achieved in Northern California.

PUBLIC SERVICE AT ITS BEST

In keeping with its traditional policy of serving the public interest, KPIX deleted its commercial schedules and mobilized additional manpower in its unrestricted effort to bring these telecasts, of nationwide significance, to televiewers.

The impact of KPIX's telecasts, in arousing public interest in the crime hearings, was overwhelming. Congratulatory letters from all over Northern California deluged the station, lauding KPIX's outstanding public service; and, a coincidental survey indicated that over 50% of all television sets in this area were in continuous use during the two days.



Allocation Plan

(Continued from page 25)

get the 20-25% of the total it requested.

● Despite some proposals, operating VHF stations are not expected to be switched to UHF channels, but operators can expect a number of VHF channel interchanges.

● VHF and UHF channels will continue to be intermixed in the same metropolitan areas. In the reshuffle, some VHF allocations now unoccupied have been turned into UHF channels. When faced with VHF competition, the UHF allocation will be multiple where possible.

● Offset carrier operation will play a more direct role in allocating the "tight" eastern half of the country. Directional antennas will be possible "shoe horns" in specific cases but will not be part of the allocation policy.

● VHF power will be 100 kw, UHF 200 kw, with antenna height 500 ft. above average terrain (VHF power now is 50 kw). Increasing antenna heights to the top practical limit will be encouraged since the effect of greater coverage is not attended by the corresponding increase in interference which occurs through boosting power.

● Variable station separation standards have resulted, but with average separation about 180 miles seen for co-channel operation. Spacing considerations have been set forth in more complex manner than the former proposed mileage separations of 220 miles for VHF co-channel operation (200 miles for UHF) and 110 miles VHF adjacent channel operation (100 miles UHF). (Co-channel separation for VHF presently is 150 miles).

Station Spacing

● Because of geography, location of population concentrations, station spacings will naturally be wider in West, closer in East.

While the proposed report by late last week was known to be in "good shape" generally, it had suffered a thorough face-lifting over that originally recommended by the staff. Such suggestions as giving a boost to UHF by allocation revisions which would force many operating VHF stations almost immediately into the UHF were not well received and hence revised.

The proposed revision is not expected to be a unanimous report. Some dissenting opinion may issue on technical-policy issues and a vigorous dissent by Comr. Frieda B. Hennock is expected on the educational issue. Her views may be shared at least in part by others.

Admittedly concerned that speculation about TV allocation has gone astray in too many quarters, FCC wants to release the report as quickly as possible. But its desire for haste has been well tempered by realization of the technical complexity of the TV plan as well as the long-range, nation-wide

economic and social impact it contains.

The Commission obviously would like to issue as many grants and enable the construction of as many stations as possible before defense cutbacks would preclude such construction, as well as set production. No one need tell FCC its freeze has been unpopular and generally misunderstood. Correspondence on the subject, bulging the TV docks, is a constant reminder.

FCC also knows TV has been recognized as a potent civil defense medium and it is believed defense authorities also would like to see as broad a TV circulation as soon as practical without impeding the rearmament program.

BANKS' AID URGED In Anti-Inflation Drive

AMERICA'S banks were invited to join with radio-TV in driving home the government's anti-inflation campaign in a speech by Robert N. Pryor, vice president of WCAU-AM-TV Philadelphia, before the Public Relations Conference of the Pennsylvania Bankers Assn.

Mr. Pryor urged bankers to put their positions of trust and dependability in the public mind to work for the country in its efforts to avert major inflation. He said the banks, through public service announcements on radio-TV, could become "a sort of 'Voice of America' at home."

He noted that "in the past, bankers have profitably used radio to sell their services and to educate people about banking. Now you can extend this public acceptance to the field of television to tell the people of your community more about the five anti-inflation steps set up by the American Bankers Assn." He pointed out that "more than 2,000 banks are using radio and television. . . ."

PHILCO OUTPUT TV Remains 'Satisfactory'

PRODUCTION of television receivers has been maintained at a high level and 1951 first-quarter earnings are running at "very satisfactory" levels as a result of a material conservation program, Philco Corp. stockholders were told last Monday in a letter accompanying dividend checks.

William Balderston, Philco president, also cited development of its new television chassis which is claimed to give improved performance while conserving scarce materials. Philco's new TV receiver, demonstrated in Washington last month [BROADCASTING • TELECASTING, Feb. 19] and slated for introduction later this year, eliminates use of cobalt and reduces need of other metals, Mr. Balderston noted. "The fact that it requires a reduced quantity . . . should make it possible to maintain present television output at higher levels than would otherwise be the case," he pointed out, adding that Philco will make its new designs available to the whole industry.

upcoming

- March 19: American Marketing Assn. Meeting on Radio-TV Research Techniques, Hotel Shelton, New York.
- March 19: BMI Program Clinic, Colorado Springs.
- March 19: MBS Regional Affiliate Meeting, Albuquerque, N. M.
- March 19-20: Colorado Broadcasters Assn., Program Clinic and Roundtable Discussion, Broadmoor Hotel, Colorado Springs, Colo.
- March 19-22: IRE National Convention, Waldorf-Astoria, New York. Radio Engineering Show, Grand Central Palace, New York.
- March 19-29: Inter-American Broadcasting Assn., Second Convention, Sao Paulo, Brazil.
- March 20: MBS Regional Affiliate Meeting, Charlotte, N. C.
- March 21: MBS Regional Affiliate Meeting, San Antonio, Texas.
- March 22: MBS Regional Affiliate Meeting, Nashville, Tenn.
- March 24: MBS Regional Affiliate Meeting, Tulsa, Okla.
- March 26: Oral Argument on Civil Television, U. S. Supreme Court, Washington, D. C.
- March 26: FCC-Licensee Civil Defense Conference, Washington, D. C.
- March 26-27: MBS Regional Affiliate Meeting, Minneapolis, Minn.
- March 27: Annual Membership Meeting, ASCAP, Waldorf-Astoria, New York.
- March 27-28: MBS Regional Affiliate Meeting, Jacksonville, Fla.
- March 28: National Television Film Council All-Day Forum, New York.
- March 28-31: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.
- March 29: BMI-N. C. Assn. of Broadcasters Programming Clinic, Selwyn Hotel, Charlotte, N. C.
- March 30: MBS Regional Affiliate Meeting, Detroit, Mich.
- March 31-April 1: Advertising Federation of America, Eastern AFA Intercity Women's Club Conference, Shoreham Hotel, Washington, D. C.
- April 2-5: Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.
- April 3: McFarland Bill (S 658) Hearings Begin. Open. Room to be designated, New House Office Bldg., Washington, D. C.
- April 5-7: Sixth Annual Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.
- April 6-8: AWRT Convention, Hotel Astor, New York.
- April 11: Brand Names Day 1951, Hotel Commodore, New York.
- April 11-13: ATEE Southern District Meeting, Miami Beach, Fla.
- April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.
- April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.
- April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

Give-away PRIZES

"Fastest-growing prize service in the West." We serve more than 50 AM and TV stations, plus network shows.

We use \$2 to \$50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

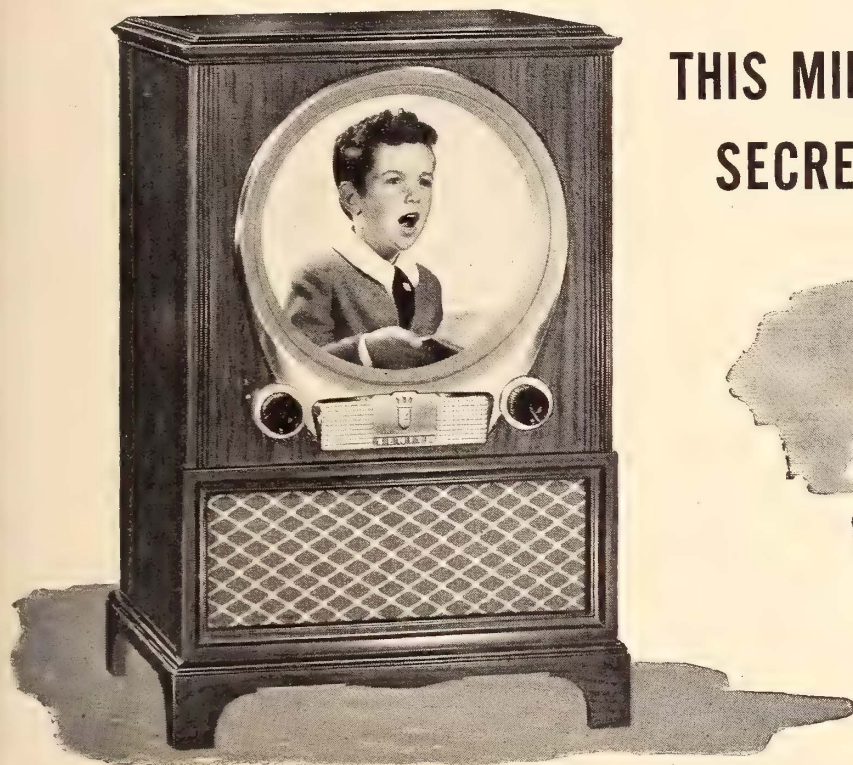
Associate Needed—

For Chicago Office; investment and your services required.

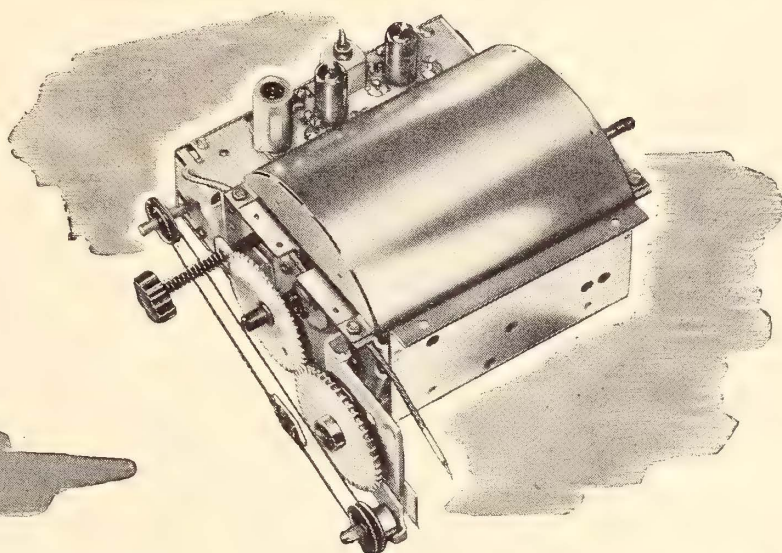
RAY AND BERGER

1471 N. Tamarind Ave.,
Hollywood 28; Telephone:
HUDson 24202

WHY You Can Operate Zenith TV from Your Easy Chair



THIS MIRACLE TURRET TUNER IS THE
SECRET... and only Zenith has it!



You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, *all* the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much *more sensitive* that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is *no other tuner in television* so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—**ONLY ZENITH HAS THIS TURRET TUNER.** So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith *is* different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. **\$369.95.** Includes Federal excise tax. Prices subject to change without notice.



ZENITH
"LONG DISTANCE" RADIO
and TELEVISION



Telestatus

(Continued from page 64)

from the total time costs of \$3,502. Mr. Zucker added that the cost per inquiry for the two TV stations that pulled the largest response averaged only 60 cents, while for the two best magazines the cost per response averaged \$1.19, or twice as much, indicating that further testing may show per-inquiry costs appreciably less in TV than in magazines.

Stating that the help of client and agency enabled Dynamic to produce film spots that "do justice to the delicacy and fine workmanship in Hathaway fabrics," Mr. Zucker said that "because of the success of this test campaign, we have already produced more films for Hathaway which are being utilized in a national campaign."

U. of Ky. Surveys Viewing Habits

THE TELEVIEWING habits of the more than 80,000 TV families in the Louisville, Ky., area have been the subject of a comprehensive survey just completed for WHAS-TV Louisville by the Psychological Services Center of the U. of Kentucky.

Taken during the week of Jan. 8, the survey involved 13,000 telephone calls. The study revealed that from 6 to 10 p.m. an average of 57.8% of area TV sets are in use. Friday was the biggest evening with 64% of the sets turned

on; in second and third positions were Sunday evening, 62.9%, and Saturday, 51%. Of the 13,000 homes phoned, 42% reportedly owned telecasts. Almost 80% of these were reported in the upper middle and lower middle income groups.

Advertest Studies Weekend Audiences

SUNDAY is reported a bigger TV day than Saturday in Advertest's February issue of "The Television Audience of Today," which covered weekend habits in television homes. During the period Feb. 5-13, Advertest interviewers contacted 754 teletest owners throughout the New York reception area.

Peak of televiewing both days was arrived at during the hours 8-10 p.m. The number of telecasts turned on rose sharply at 7 p.m. and continued on a generally high percentage level until 11 p.m.

Videodex Reports Nation's Top 10 Shows

TEXACO Star Theatre is shown as leader of the top 10 TV shows in the latest Videodex National Report covering 63 markets. The variety show, starring Milton Berle, won the attention of 60.5% of TV homes in 61 cities—a total of 6,339,000 TV homes—for the period, Feb. 1-7. The list of leading shows follows:

PERCENTAGE TV HOMES	
1. Texaco Star Theatre (61 Cities)...	60.5
2. Talent Scouts (22 Cities)	45.1

3. Comedy Hour—Martin & Lewis (58 Cities)	44.7
4. Fireside Theatre (38 Cities)	42.6
5. Philco TV Playhouse (56 Cities)...	41.8
6. Kraft TV Theatre (39 Cities)	41.0
7. Show of Shows (58 Cities)	40.8
8. General Eisenhower (44 Cities)	39.4
9. Godfrey & Friends (49 Cities)	37.5
10. Studio One (50 Cities)	35.5

NO. OF TV HOMES IN 000'S

1. Texaco Star Theatre	6,339
2. Comedy Hour—Martin & Lewis	4,517
3. Show of Shows	4,169
4. Philco TV Playhouse	4,059
5. Fireside Theatre	3,906
6. General Eisenhower	3,557
7. Godfrey & Friends	3,519
8. Talent Scouts	3,506
9. Studio One	3,443
10. You Bet Your Life	3,423

Sponsor-Program Identification Surveyed

ABILITY of viewers to correctly link sponsor and products to programs was notably higher than radio listeners, in a survey based on five programs conducted by Trendex Inc., New York. The viewers averaged 78.8% correct identification; the listeners, 56.2% for the five shows. Following are the individual results:

	RADIO		
	Correct	Misidenti-	Don't
Jack Benny	66.2%	0.0%	33.8%
You Bet Your Life	55	5	40
Stop the Music	37.1	8.6	54.3
Truth or Consequences	6.28	0.3	36.9
Lone Ranger	60	4	36

	TELEVISION		
	Correct	Misidenti-	Don't
Jack Benny	88.2%	0.6%	11.2%
You Bet Your Life	78.7	1.6	19.7
Stop the Music	82.4	0.9	16.7
Truth or Consequences	74.4	2.3	23.3
Lone Ranger	70.4	3.7	25.9

(Second quarterly Sponsor Identification Index for Network TV programs will be released March 15 with March Trendex TV Program Report.)

Nielsen Rates 'Star Theatre' Tops

MILTON BERLE's buffoonery on the Texaco Star Theatre still manages to tickle enough ribs to enable the program to maintain its lease on first place in the National Nielsen-Ratings for the top TV programs. Nielsen's latest report, covering the two weeks ending Jan. 27, places the top 10 shows as follows:

Rank	Program	Homes (000)
1.	Texaco Star Theatre	6,414
2.	Colgate Comedy Hour	4,992
3.	Philco TV Playhouse	4,634
4.	Show of Shows (Crosley)	4,576
5.	Show of Shows (Participating)	4,428
6.	Show of Shows (Snowcrop)	4,309
7.	You Bet Your Life	4,260
8.	Martin Kane	3,994
9.	Toast of the Town	3,962
10.	Arthur Godfrey (L. & M.)	3,814

Rank	Program	Homes (%)
1.	Texaco Star Theatre	61.5
2.	Show of Shows (Participating)	50.0
3.	Colgate Comedy Hour	49.7
4.	Show of Shows (Snowcrop)	48.3
5.	Show of Shows (Crosley)	47.9
6.	Philco TV Playhouse	47.8
7.	Fireside Theatre	47.7
8.	Gillette Cavalcade	45.1
9.	Godfrey's Scouts	42.9
10.	Hopalong Cassidy	42.9

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Charles' Bout Tops Trendex Report

CHAMPIONSHIP bout between "Jersey Joe" Walcott and Ezzard Charles beat Milton Berle to the punch by registering a 60.3 Trendex rating during the week of March 1-7.

Following are the top 10 Trendex

TV Outshines 'Star'

TELEVISION set circulation in the Washington, D. C., area has passed that of the Washington *Evening Star's* Sunday edition, it has been reported. The Washington Set Circulation Committee said there were now 244,260 TV receivers in the area. The *Star's* Sunday circulation, according to the Audit Bureau of Circulations, is 237,657.

FREED RADIO

Files Bankruptcy Petition

VOLUNTARY petition in bankruptcy has been filed by Free Radio Corp., New York, manufacturer of television sets and electronic communications equipment under the trade name Freed-Eisenmann, through its attorney, Krause, Hirsch, Levin & Heilper, New York, in the U. S. District Court for the Southern District of New York.

Radio Corp. of America, credited with \$57,353.75, and Sylvania Electric Co., credited with \$8,720.60, were listed among the 10 largest creditors out of a general group of 300.

Cites Reasons

The action, according to papers filed by the company, was "made necessary by reason of the fact that . . . [Freed Corp.] . . . is unable to pay its debts as they mature. The lack in the sale of television sets, which is a matter of common knowledge in the television industry, has resulted in the debtor's present predicament coupled with the fact that it maintains, at the present time, an inventory of approximately \$923,000."

Schedules of the company's liabilities and assets had yet to be compiled, and a period extending to March 27 was granted by the court for that purpose.

The company proposed, among other things, to pay unsecured creditors 100% in 12 monthly installments commencing six months after the court should confirm such arrangement.

Officers of Freed Corp. were listed as Arthur Freed, president and director and 75% stockholder; Irving Freed, secretary and director; G. Leon Freedman, assistant secretary and director, and Joshua Seiger, vice president.

The petition was referred to Referee John E. Joyce.

ratings for sponsored network TV shows, March 1-7:

1. Fight of the Week (Walcott-Charles)	60
2. Star Theatre—Berle	55
3. Comedy Hour	49
4. Godfrey's Talent Scouts	45
5. Your Show of Shows	42
6. Fireside Theatre	39
7. Martin Kane, Private Eye	36
8. Cavalcade of Sports	36
9. Godfrey 'n Friends	36
10. Man Against Crime	34

SPECIAL EVENT

America Applauds—Richard Rodgers .. 35

Broadcast Engineers!

Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show

Tuesday, March 20th has a special group of papers for Broadcast Engineers:

• Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning

General Meeting

- "Master Control Facilities for a Large Studio Center"—R. H. Tanner
- "Cathode-Ray Oscillography in AM, FM, and TV Broadcasting"—P. S. Christaldi
- "Optimum Performance of Sectionalized Broadcasting Towers"—C. E. Smith
- "Increased Economy and Operating Efficiency of Television Broadcast Stations Through Systemic Design"—R. A. Isberg
- "Technical Considerations of Television Broadcasting"—G. E. Hamilton

• Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY" Afternoon

A detailed discussion of the electronic, electrical, architectural, and mechanical constructional features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

• Symposium: COLOR TELEVISION—Evening

A panel of several leading engineers from companies currently engaged in color television research and development will discuss the most recent technical advances which have been achieved in their respective laboratories during the past year.

IRE Member Registration \$1. Non-member \$3.

AS EXHIBITED AT THE-



Radio Engineering Show
Grand Central Palace

Our 1951 Advance

March 19-22 1951

267 Exhibits

Many including Audio, Communication and Broadcast Equipment.

The Institute of Radio Engineers

1 East 79th St., New York, N. Y.



While a camera is put in place, production problems on *Success Story* are discussed by (l to r) Bill Bowers, floor captain; George McMeans, works manager of Kaiser, and Mr. Schlichter.

DAY AT A STEEL MILL

KTTV Takes Viewers on Hour-Long Tour

KTTV (TV) Hollywood's most ambitious program to date, and possibly one of the most complicated television programs yet attempted by any TV station, was undertaken when the station did a remote telecast of the workings of the Kaiser steel mill, Fontana, for its bi-weekly *Success Story* program series.

Integrating the activities of the huge and widely spread-out plant into an hour-long program, the station utilized three remote trucks and four cameras placed at three locations. Two cameras were placed at the open hearth furnaces, the focal point of the telecast, and one camera each at the No. 2 blast furnace and the blooming mill. Microwave links were used by the production crew between the various locations which were a half-mile apart. Transmitting "dishes" mounted atop each of the secondary locations beamed signals to corresponding receiving "dishes" on top of the open hearth building.

Technical Problems

Several technical difficulties arising from the extent of the territory covered as well as those from the nature of the telecast had to be overcome by the station production crew. One of these was that the exceedingly bright light given off by the open hearth furnace prohibited an ordinary TV camera from giving the true picture of the molten metal process as well as background activity. This was overcome by using a special optical filter on the camera lens, cutting down the glare of the light and yet allowing a clear picture of the activity.

Another problem to surmount because of the great distance between pickup points was that of installing a dependable communications system for audio signals to enable split second timing of camera movements and cueing.

One of the station's major problems was that the use of so much microwave equipment in the plant itself left none to transmit the signal from the steel mill to the station's transmitter on Mt. Wilson. This was taken care of by an

intricate plan devised by the telephone company involving a special process of double transmission and signal pickup phone lines

sending the picture to nearby Mt. Diablo; then to the phone company building in downtown Los Angeles; thence to the station's master control room, and from there to Mt. Wilson.

Karl Schlichter writes and produces the *Success Story* series under the supervision of Kai Jorgensen, of Hixson & Jorgensen Inc. advertising agency. Richfield Oil Co. sponsors the public service telecasts which aim to portray American business successes.

Balaban Recovering

JOHN BALABAN, president of Balaban & Katz theatre chain, Chicago, which owns WBKB (TV) there, was recovering Friday at La Casita Hospital in Indio, Calif., after undergoing an emergency appendectomy Monday. He and his wife are in California for a vacation.

ENZINGER SUIT

Motion To Dismiss Planned

ATTORNEYS for Ed Sullivan, star of *Toast of the Town* on CBS-TV, will file a motion to dismiss the complaint of Mrs. Irene Castle McLaughlin Enzinger in Chicago Circuit Court April 4. Mrs. Enzinger, a famous dancer before World War I and now a Chicago socialite, charges Mr. Sullivan, Ford Motor Co., which sponsors the show, and CBS with invasion of privacy by the "unauthorized" showing of a dancing film in which she appeared with her (then) husband, Vernon Castle.

The film, which was telecast in March 1950, reportedly was loaned to Mr. Sullivan for use in a 1936 stage show. Arvey, Hodes & Mantynband, Chicago firm representing Mr. Sullivan, will file an answer to the brief if the motion to dismiss is overruled. The case might not be heard for "two or three years," one attorney said.

Put the
"655" thru the
Studio-Test

Test it for lows!
Test it for highs!
Test it for fidelity!
Test it for voice!
Test it for music!
Test it for versatility!
Test it for ruggedness!
Test it for "non-pop"!
Test it for convenience!
Test it indoors, outdoors!



MICROPHONES • SPEAKERS
PHONO PICKUPS • TV BOOSTERS

SEE Why Audio Engineers Switch to this

SLIM-TRIM
TV DYNAMIC

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. \pm 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • $\frac{1}{2}$ " or $\frac{5}{8}$ "-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. Write today for further facts! Model 655. Price...\$200

Send for Catalog No. 110

Electro-Voice

402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th St. New York 16, N.Y., U.S.A. Cables: Arlab

HIGH BMB RATINGS Sold Us on DULUTH-SUPERIOR



Says Walter H. Kniffin
Mgr. of Media,
H. W. Kastor & Sons

"I am pleased to send our contract on the Eddie Arnold Show for the next 52 weeks. The tremendous effectiveness of KDAL helped immeasurably in selling our client on your market. KDAL's greatly increased BMB plus KDAL's unusually high ratings helped swing the decision to the Duluth-Superior market and, of course, KDAL. We are looking forward to the usual KDAL type of merchandising and promotion job."



ANA: Round Two

(Continued from page 23)

expenditures, should wish to keep track of trends in the value of radio time. And in doing so, it is appropriate and possible to demonstrate how television is altering that value."

Explaining its formula—used in the preceding study—it said:

The method suggested to members for measuring relative radio time values is based on the simple arithmetic growth of television homes. It employs standard data that are local and can be kept current. The method is simple and clear-cut.

Unwarranted basic assumptions are eliminated. There is little, if any, area for genuine disagreement. It handles the problem equitably in each city area and thus serves the network advertiser and the spot advertiser equally. It does not affect time values in non-TV cities. For all these reasons, this arithmetic method is suggested to advertisers as a practical way to evaluate radio evening time.

One change in formula is substitution of a 60-mile area for the 40-mile area previously used in counting television homes. The report explains that this revision "corresponds with the change made by NBC . . . in its method of reporting this information."

The ANA committee cited a table based on Nielsen figures as demonstrating that "each new TV installation signifies, for all practical purposes, the virtual elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

Values 'Zero'

It conceded that "there still is, of course, some slight degree of radio listening in TV homes. Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial radio listening in TV homes." The ANA committee valued it at "zero."

In preparing the study, the committee listed each TV city in which CBS or NBC had a radio affiliate. The number of radio homes covered by each of these affiliates was recorded, based on information from the station, from BMB figures, or from estimates based on the station's power and frequency. Then the number of TV homes within a 60-mile area was entered, using April 1 as the mid-point of the first half of 1951.

On the assumption that each TV home formerly was a radio home but had since eliminated evening listening, the relative time value of each station was assumed to be reduced by the ratio of TV homes to claimed homes. These percentage figures were rounded off to the next lowest 5% for simplicity's sake, the report said.

(Where TV coverage areas are greater than AM coverage areas, the committee explained, the base used in calculating the value-declined ratio was increased "to include the entire number of families in the 60-mile area, again using NBC estimates.")

With this formula, the report



Looking over a transmitter at the new WFAA-WBAP-570 installation are (l to r) Paul Barnes, WFAA-WBAP plant supervisor; R. C. Stinson, WBAP technical director; and Ray Collins, assistant manager of WFAA in charge of technical operations.

* * *

WFAA-WBAP

New 570 kc Plant Underway

WFAA Dallas and WBAP Fort Worth are jointly installing a new \$200,000 directional antenna system and transmitter to improve nighttime reception on the 570 kc frequency which the two stations share.

The new WFAA-WBAP-570 facility will be combined with their 820 kc plant at Grapevine, between the two north Texas cities. Under an unusual FCC arrangement, the radio affiliates of the Dallas Morning News and Fort Worth Star-Telegram divide time on the air on the same two frequencies. ABC is heard in the Fort Worth-Dallas area on 570, NBC on 820.

Completion of the new 570 transmitter with 5 kw power is scheduled for mid-June. Three 650-foot towers will be used with the ground system covering 100 acres. The old 570 plant was at Arlington, Tex. Engineers said combining WFAA-WBAP-570 and 820 (50 kw) plant facilities will make for a more efficient operation.

gave the following "relative radio time values of two networks based on television displacement as of April 1, 1951":

	NBC	CBS
1. Current gross night hour cost in TV cities	\$18,295	\$17,945
2. Relative values in TV cities	12,965	12,156
3. Reduction in relative value in TV cities (1 minus 2)	5,330	5,789
4. Current full network gross night hour cost	27,785	29,920
5. Relative value of full network (4 minus 3)	22,455	24,131
6. Percent reduction in relative value of full network (5 divided by 4)	19.2%	19.4%

For individual NBC and CBS affiliates in TV markets, the committee estimated reductions in evening radio time rates would be in order as follows:

No reduction—W S M Nashville, NBC affiliate.

5% cut—WHO Des Moines, WOAI San Antonio, WDAF Kansas City, all NBC affiliates; WWL New Orleans, CBS affiliate.

10%—WSB Atlanta, WFAA Dallas, KVOO Tulsa, WOW Omaha and WLW

Cincinnati among NBC affiliates; KSI Salt Lake City, KFAB Omaha, WRVA Richmond and WHAS Louisville among CBS affiliates.

15%—KOMO Seattle, KNBC San Francisco, KTAR Phoenix, KOB Albuquerque, KSD St. Louis among NBC affiliates; WBT Charlotte, WREO Memphis, WLAC Nashville among CBS affiliates.

20%—WSOC Charlotte, WSMB New Orleans, WMC Memphis, WBRC Birmingham, WOC Davenport, KPRC Houston, KDKA Pittsburgh among NBC affiliates; KSO Des Moines, KIRO Seattle, WJR Detroit, KCB San Francisco, KRLD Dallas, KMB Kansas City, KTRH Houston, WAF Birmingham, KGGM Albuquerque and WQUA Moline, Ill., among CBS affiliates.

25%—WJAC Johnstown, WSP Toledo, WJAX Jacksonville, WTA Norfolk, WDEL Wilmington, WK Oklahoma City and KDYL Salt Lake City among NBC affiliates; WCC Minneapolis, WKZO Kalamazoo, WARD Johnstown, WMBR Jacksonville, WBIG Greensboro, KTSA San Antonio among CBS affiliates.

30%—WIRE Indianapolis, WHA Rochester, WBZ Boston, WMAQ Chicago, WGY Schenectady, WAV Louisville and WJAR Providence among NBC affiliates; KOOL Phoenix, WPRO Providence, WFBM Indianapolis, KCBQ San Diego, KMOX St. Louis, WAGA Atlanta, WJAS Pittsburgh, KOMA Oklahoma City, WIB Utica among CBS affiliates.

35%—WIOD Miami, among NBC affiliates; KTUL Tulsa, WHEC Rochester, WGBS Miami, WBBM Chicago among CBS affiliates.

40%—WOOD Grand Rapids, KFS San Diego, WMBG Richmond, WGA Lancaster, WINR Binghamton, WTM Milwaukee among NBC affiliates; WISN Milwaukee, WGR Buffalo, WBNS Columbus, WBNF Binghamton and WJEF Grand Rapids among CBS affiliates.

45%—WWJ Detroit, WTAM Cleveland among NBC affiliates; WTR Troy, WHIO Dayton among CBS affiliates.

50%—KFI Los Angeles, WSY Syracuse, WRC Washington, WEE Erie, KSTP Minneapolis-St. Paul among NBC affiliates; WCBS New York, WKRC Cincinnati, WFBL Syracuse among CBS affiliates.

55%—WNBC New York, WBF Buffalo among NBC affiliates; WGA Cleveland, KNX Los Angeles, WTC Washington among CBS affiliates.

60%—KYW Philadelphia, WB Baltimore among NBC affiliates; WCAU Philadelphia, WCAO Baltimore among CBS affiliates.

KUOA

SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S ADVERTISERS



5000 WATTS
M.B.S. AFFILIATE

Serving 4-State Area
Mo. Ark. Kan. Okla.

Associated With KGER
Long Beach, Calif.

more, WEEI Boston among CBS affiliates.

The study included a table indicating that, for 21 CBS nighttime programs, the cost per thousand homes reached had increased from \$5.62 in October-November 1949 to \$7 in October-November 1950, a gain of 24.6%. For 20 NBC nighttime programs the increase was shown as from \$6.85 per thousand homes to \$8.75, or 27.7%, during the same period. The figures are based on gross nighttime hourly rates, the report explained, "since only the ratio between the two years is important."

Conclusions

Other tables led the committee to these conclusions:

"1. For the hours from 9 a.m. to 1 p.m., radio listening actually is higher in television homes than in non-television homes.

"2. During the hours from 1 p.m. through 7 p.m., the amount of radio listening in television homes becomes progressively less in comparison with that in radio-only homes . . .

(Assuming that listening in radio-only homes equals 100%, the report summarized its findings on radio listening in TV homes as follows: 1-2 p.m., 83%; 2-3 p.m., 81%; 3-4 p.m., 74%; 4-5 p.m., 69%; 5-6 p.m., 55%; 6-7 p.m., 31%.)

"3. During the nighttime hours of 7 to 11 p.m., an average of only 6.3 out of 100 TV homes listened to their radio sets, as compared with 34.8 out of 100 radio-only homes. In other words, there was 82% less radio listening in television homes than in non-television homes in November 1950. This figure compares with 83% as given in the previous report for the month of December 1949."

The report reiterated that "the problem of calculating the relative value of radio time to the advertiser must be approached on a local basis. In the first place, television's adverse effect on radio listening occurs currently in only 60 city or market areas. It is in these cities and their suburbs—not in the hundreds of other station areas without TV—where radio values are being reduced. Furthermore,

Radio Set Production

(Continued from page 23)

000 in January 1950.

The January 1951 output is 29% over 1950 and an estimated 20% over 1949.

1,325,450 radio sets turned out in February 1951, compared to 1,059,200 in February 1950.

The February 1951 output is 25% over 1950 and an estimated 45% over 1949.

These RTMA production figures thus show a spectacular increase in the production of radios in a period that also has witnessed perhaps a four-fold jump in production of television sets. The RTMA data apply to the entire manufacturing industry.

Much of the soaring demand for sets centers around table models, with many manufacturers selling AM-FM combination types instead of FM-only or AM-only. One company has quadrupled its AM-FM output of table models since the first of the year and still is behind schedule. Another major manufacturer will boost AM-FM table model production 50% to 75% over 1950.

The whole set production problem was taken up in detail last Tuesday at a three-way meeting of industry and factory committees. Taking part were the NAB

the user of spot radio must be considered. He is obviously concerned with the relative values of time on individual stations."

The committee cited Hooperatings for the *Jack Benny Show* and *Lux Radio Theatre* in five non-TV cities and in five cities with at least 25% TV audience.

"These two particular examples suggest that outstanding evening radio programs can make some progress where there is no TV competition, but that even the two top programs in radio cannot hold up where TV has developed to any appreciable extent," the report concluded. "It will be noted that the average drop for the three-year period in the five TV cities was 59% for *Lux Radio Theatre* (25.9 to 10.7) and 47% for *Jack Benny* (24.1 to 12.7). Both shows had increases in non-TV cities."

FM Committee, headed by Ben Strouse, WWDC-FM Washington; the Industry FM Committee, headed by Morris Novik, consultant; the FM Committee of Radio-Television Mfrs. Assn., headed by John W. Craig, Crosley Division. Sessions were held at the NAB Washington headquarters.

To some extent the manufacturers conceded there are shortages of FM-AM sets, especially in recent weeks. The NAB committee will send out questionnaires to broadcasters in an effort to obtain data from local distributors on demand for FM sets. The RTMA committee will recommend that RTMA conduct a separate survey. NAB's group will submit its findings to RTMA.

Manufacturers scoffed at any suggestion they were trying to hold back FM or deliberately refusing to produce enough sets.

RTMA was invited to send a representative to the NAB convention in mid-April, to take part in the April 18 FM panel discussion. Suggestion was made that the joint groups meet again in late April to review developments at the NAB convention. Mr. Novik said he understood some Capitol Hill committee members were interested in a proposal to conduct an investigation to find out what is holding back FM.

Josh Horne, WFMA (FM) Rocky Mount, N. C., said the state can't get enough FM receivers and contended his city is 49% FM equipped. General Electric was described as sending 10% of its FM-AM table sets to North Carolina.

Mr. Novik said Germany is gearing for FM production because Russia is using the choice frequencies. He added German manufacturers might be a source of FM sets if U. S. manufacturers don't turn out enough to meet the demand. (See list of those attending three-committee conference in photo, page 23. Elliott Sanger, WQXR-FM New York, was not present at time photo was taken.)

NAB COMMITTEE

To Cover Government News

STAFF coordinating committee has been set up in NAB by President Justin Miller "to assemble, confirm and distribute day-to-day information emanating from governmental sources."

The group is to guide NAB in keeping broadcasters advised concerning wartime problems such as news of personnel, material, taxation and restrictions on broadcast operations. Ralph W. Hardy, government relations director, is committee coordinator.

Data gleaned from government publications will be summarized in the NAB management newsletter. Committee members, besides Mr. Hardy, are Richard P. Doherty, employe-employer relations director; Neal McNaughten, engineering director; Vincent Wasilewski, attorney, and Robert K. Richards, public affairs director.

SPARTANBURG

(county)

1950

U. S. Census

POPULATION

147,888

Within the last ten years Spartanburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888—a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed \$100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD—Spartanburg's BEST RADIO BUY!

WORD

SERVING THE HEART
OF THE PIEDMONT
ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBERRY

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

**LIBEL, SLANDER, INFRINGEMENT OF
COPYRIGHT, INVASION OF PRIVACY**

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

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

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

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

RED PROBE

Hearing Slated Wednesday

CONGRESSIONAL probe of alleged Communist infiltration in the entertainment world, with undertones of possible subversive associations in the radio-TV field, was quiet on Capitol Hill last week.

But behind the scenes the House Un-American Activities Committee was mapping plans for a hearing slated to be held this Wednesday and resume after the Easter recess.

On the western front, however, there were complaints that the committee should not confine itself to Hollywood but should extend its inquiry into radio, television and other industries. The suggestion was offered by Y. Frank Freeman, chairman of the Assn. of Motion Picture Producers.

Mr. Freeman said he does not regard the probe as an attack on the industry, some members of which have been subpoenaed to testify Wednesday, but is an effort to unmask individual Communists and their sympathizers. He suggested, however, that radio, TV and defense industries, as well as newspapers and schools, also be included in the inquiry.

Among celebrities reportedly asked to appear are Abe Burrows, Larry Parks, John Garfield, and a score of others, for whom subpoenas have been either issued or served. The committee has made plain that

it has not identified any one of them as "friendly" or "hostile."

Once again authorities cloaked agenda, identity of witnesses and other details with secrecy. It was held likely that the Wednesday session would be partly open and some of it "executive" or closed. Who would appear was not known at week's end. Another hearing was in prospect for Thursday, after which the committee plans to recess until about April 1.

One of the more interesting possibilities was an unconfirmed report last week that a former network director is being served to testify on infiltration of Communists in the radio industry. Authorities declined comment on the personality phase and said the committee has no plans at present to set aside sessions for that field alone. They emphasized again that the probe will be charted along the course of individual personalities rather than any industry segment.

Reorganization Power

EMERGENCY power of the President to reorganize governmental agencies in the interests of national security was blocked last week by House rejection of legislation (HR 1545) which would have permitted such action. Last year, Senate Commerce Committee Chairman Ed C. Johnson (D-Col.), opposed a Presidential plan to reorganize the FCC, giving additional powers to the FCC Chairman. The Senate then voted down the plan.

NAME DIRECTORS

Ad Council Elects Four

ELECTION of Howard M. Chapin, marketing manager of Birds Eye Division of General Foods, and Kenneth Collins, vice president and merchandising coordinator of several Burlington Mills' sales divisions, as directors of the Advertising Council was announced last week by Chairman Fairfax M. Cone. Both executives represent advertisers on the council board.

Directors-at-large elected included Samuel C. Gale, past chairman of the board and now planning committee chairman; Lee H. Bristol, re-elected vice chairman of the board for a third term. Mr. Gale is vice president and advertising director of General Mills, and Mr. Bristol is president of Bristol-Myers Co.

Council campaigns under way include a special Red Cross defense mobilization drive of which Mr. Collins is volunteer coordinator, and a government reorganization campaign of which Mr. Chapin is volunteer coordinator.

The 'Blatz Song'

THOSE who decry the existence of radio commercials should check with Michael Henry, general manager of WKOW Madison, Wis. WKOW carries a disc jockey show, *You Ask For It*, which, according to Mr. Henry, has listeners calling for a commercial—a singing commercial, no less. The spot carries the message of Blatz Brewing Co., a participating sponsor through Kastor, Farrell, Chesley & Clifford, New York. In a letter to Barry Keit, account executive and recently appointed traffic manager of Headley-Reed Co., New York, WKOW national representative, Mr. Henry submitted more than 100 cards and letters from listeners requesting the playing of the Blatz song, which, he said, has become "one of the most popular tunes on the show."

EMPLOYEE SUES

Asks \$30,000 of WAGA

SUIT against Fort Industry Co. and James E. Bailey, as managing director of WAGA-AM-FM-TV Atlanta, has been filed by Clifford Rogers, WAGA technician. Damages of \$30,000 are asked on the ground the plaintiff was defamed and otherwise injured when WAGA charged three technicians with sabotaging equipment when they walked out Jan. 14 [BROADCASTING • TELECASTING, Jan. 29, 22].

Action was filed in Fulton Superior Court, Georgia. The plaintiff denied he had done anything to injure WAGA property. He contended WAGA's \$10,000 damage suit against the technicians was "done maliciously" to defame the plaintiff, attempt to break his spirit in connection with the strike and to obtain a medium for disseminating slanderous statements.

WFPG STAFF

Union-Station Settle

NEW agreement covering wages and working conditions of IBEW engineers at WFPG Atlantic City was announced last week by the union. Announcer-control operators failed to report for duty March 7, according to Fred Weber, station manager, with WFPG staffing and continuing operation without loss of operating time or program scheduling [BROADCASTING • TELECASTING, March 12]. The walkout ended March 9 when an armistice was established, according to Mr. Weber.

A new agreement was reached March 15, IBEW stated, setting up a wage scale starting at \$50 a week and ranging up to \$75. IBEW said a similar agreement was signed with WBAB Atlantic City, with WMID that city having reached accord several weeks ago.

WMAW LICENSE

FCC Grants Plea Tim

WMAW Milwaukee has been granted further opportunity by FCC to plead for a license to cover its permit.

The Commission March 7 vacated and set aside its final decision to deny the license on ground of alleged misrepresentation of ownership [BROADCASTING • TELECASTING, Dec. 25, 1950; Jan. 1, 1951] and has scheduled the case for oral argument March 30. The action was taken by FCC upon petitions for reconsideration filed by the station which deny the charge.

The Commission's final decision had reversed the earlier recommended decision of Hearing Examiner Basil P. Cooper, whose initial ruling had found no evidence to support charges of ownership concealment [BROADCASTING • TELECASTING April 17, 1950]. Comr. Paul A. Walker had dissented from the Commission's final ruling to reverse the examiner's decision.

WMAW is assigned 5 kw full time on 1250 kc, directional. The station has been on the air since 1948 and is owned by Midwest Broadcasting Co.

CFRN-FM Edmonton is now on the air with 279 w on 100.3 mc.

**BASEBALL
SOUND EFFECT
RECORDS**
5 D/F SPEEDY-Q DISC
COVER ALL REQUIREMENTS
\$10. or \$2. ea.

Order C.O.D. Today While Supply Last
Charles Michelson, Inc.
23 WEST 47th ST., N. Y. 19 PL 7-0695

HOOPER in TULSA

December 1950 — January 1951

	KVOO	"B"	"C"	"D"	"E"	"F"
Mon. thru Fri. 8:00 A.M.—12:00 Noon	25.8	22.5	20.6	16.5	9.2	4.2
12:00 Noon—6:00 P.M.	44.0	20.0	9.9	11.3*	5.5	9.2
Sunday Noon—6:00 P.M.	27.3	19.1	13.0	21.0*	8.9	13.3
6:00 P.M.—10:30 P.M.	40.6	32.9	13.6	*	4.2	5.9

* Sign off at Sunset

Morning, afternoon and night, KVOO continues to lead the parade Hooper-wise and every other way in Tulsa, the heart of Oklahoma's No. 1 market. More than 25 years of great broadcasting history plus topflight programming today make KVOO "listeners choice!" Being "listeners choice" makes it "advertiser's choice" too!

For availabilities call, wire or write KVOO or your nearest Edward Petry & Company office.

KVOO

Oklahoma's Greatest Station

50,000 WATTS

1170 KC

NBC AFFILIATE

(Continued from page 50)

Recalled to Navy

"Radio leaves much for the listener to fill in with his imagination," he points out, "while tele-

New Texas Unit Formed

Harlan Oakes & Assoc., Los Angeles, is national representative for the group. Dallas office is 402 Melba Bldg., phone Sterling 1558.

Married to Cornelia Dickerman of New York in 1940, Mr. Jahncke's family now includes Leila, 10; Ernest Lee III, 7; Carter, 4, and Redington, 1.



REVIEWING promotion plans for the Texas Spanish-Language Broadcasters are, seated (l to r) Robert N. Pinkerton, manager, XEO Matamoros and XEOR Reynosa, Mexico; Joe Harry, assistant manager, and Frank Stewart, manager, KTXN Austin, and William P. Smythe, manager, KCOR San Antonio. Standing, Harlan G. Oakes, Harlan Oakes & Assoc.; Jack Mayberry, manager, KUNO Corpus Christi; Stanton Morris, asst. mgr., KCOR; Mr. Melville.

WBEN-FM Plans 106 kw

Construction will begin April 1 in the nearby town of Golden on a


1,057-foot tower, the top of which will stand 2,699 feet above sea level. Edward H. Butler, president of WBEN Inc., said that one of the most modern antennas in the world will be used. Program transmission is expected to begin during the first quarter of 1952. A new transmitter building will be constructed adjacent to the tower. Equipment will be RCA throughout.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION



CHIEF SAYS:

**"Cleveland heap big hunting ground
Seventh city in the nation
Sales-wise hunters sure have found
It rings the bell to use Chief Station"**



HAPPY (SALES) HUNTING GROUND

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station—to bag sales in the Greater Cleveland market!

CLEVELAND'S *Chief* STATION

WJW
5000 W.
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

1951 'YEARBOOK' ADDENDA

CHANGES and additions received after the 1951 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1951 YEARBOOK.

- Page 32—Radio Corp. of America, RCA Communications Inc. after Samuel M. Thomas, vice president in charge of New York District, add: Frederick P. Guthrie, assistant vice president in charge of Washington District.
- Page 69—WATM Atmore, Ala., Everett McCrary is g & cm; Lillian Miller, pd; C. W. Reddoch, ce.
- Page 71—WGWD Gadsden, Ala., delete Everett E. Porter Jr., news and sports dir.
- Page 93—KECC Pittsburg, Calif., Ted Mermod replaces Harry Osborne as pd; LeSalle Gilman replaces Fred Knop as nd.
- Page 94—KCBS San Francisco, Calif., William Niefeld replaces Grant Holcomb as d of news and special events. Add: Howard Luck Gossage, adv. and sls. pmm.
- Page 102—WCNX Middletown, Conn., Kenneth A. F. Bishop is chief operator of tech. dept.
- Page 126—KTFI Twin Falls, Ida., Richard Bingham is now pd replacing Lenore Parker.
- Page 127—WOKZ Alton, Ill., Ray L. Watton is gm replacing Harold Fitzgerald; John O'Hara, pd replacing John Coughlin and Bill Burch is cm.
- Page 138—WISH Indianapolis, Ind., C. Bruce McConnell is replacing Frank E. McKinney; Robert B. McConnell is vp & gm replacing G. J. Higgins. Add: William H. Spencer, sm.
- Page 140—WJVA South Bend, Ind., correct spelling of ce, Francis J. Bock.

Mr. Al Durante
J. Walter Thompson Co.
New York City

Dear Al:

You fellers'll be glad ter know thet on Monday nights durin' th' period LUX R A D I O THEATRE is on th' air, WCHS has 55.6% of th' audience, an' they's five radio stations in town! Think uv it, Al! With five stations, WCHS has 55.6% uv th' audience on Monday nights! Now ain't thet sumpthin'! Jest goes ter show thet folks 'round here really lissens ter West Virginny's number one station! You fellers aworkin' fer J. Walter orta keep thet in mind when yer alookin' fer radio stations. WCHS really deellivers th' lisseners!

Yrs.
Algy

WCHS
Charleston, W. Va.

- ★
- Page 142—WOC-TV Davenport, Iowa, Don Bohl is d of TV.
- Page 150—WFKY Frankfort, Ky., W. Wallace Robinson is now p replacing B. C. Edwards. Add: R. B. Hensley, vp and Mrs. B. G. Norris, secy-treas.
- Page 154—WNBS Murray, Ky., add: H. T. Waldrop, p; Troy Glidewell, cm & pd; John Latham, ce.
- Page 155—KSYL Alexandria, La., delete Paul H. Goldman, gm.
- Page 156—KNOE Monroe, La., Paul H. Goldman is new gm replacing Robert E. Bausman.
- Page 169—WHMP Northampton, Mass., correct spelling of g & cm, Alexander W. Milne.
- Page 179—WKBZ Muskegon, Mich., change national rep. from Burn-Smith to Forjoe.
- Page 180—WKNX Saginaw, Mich., delete O. J. Kelchner, co-o & gm. Add: William J. Edwards, p & gm; Howard H. Wolfe, secy-treas. & sm; Donald Williams, vp.
- Page 200—KOLN Lincoln, Nebr., Paul R. Fry is p & gm.
- Page 211—WHLI Hempstead, N. Y., add Thesaurus to transcription libraries.
- Page 224—WSKY Asheville, N. C., Hal Edwards is cm; William Clements, ce.
- Page 233—WIAM Williamston, N. C., Robert Best is publ. rel. & prom. d.
- Page 272—WGCN Red Lion, Pa., John M. Norris is p; John H. Norris, sm; Stanley D. Deppen, pd.
- Page 280—WJAY Mullins, S. C., owners are: W. L. Harrelson & Bill Gauss Smith; Forrest Ramsey is sm; George Magera, ce.
- Page 287—WLIL Lenoir City, Tenn., Bob Dickson is prog. & pmm replacing Johnny Redwine; Edward Seward is ce replacing William T. Newton.
- Page 294—KWBU Corpus Christi, Tex., Harry H. Hayes is new gm.
- Page 296—KULP El Campo, Tex., Mrs. Melbadean Wells is now m; Horace Wells, cm.
- Page 302—KMEL Junction, Tex., address is: Flat Rock Lane. Tel.: 824. Affiliated with LBS. James E. Calhoun is p & gm; Mrs. James E. Calhoun, pd; Charles Cunningham, ce. Use Capitol transcription library and AP news service.
- Page 327—WISC Madison, Wis., add: ABC under network affiliation.
- Page 391—Add: Chambers & Wiswell Inc., 250 Park Square Bldg., Boston 16, Mass. Tel.: Liberty 2-7565. George J. Chambers, president; Helen C. Horrigan, media director. Radio Accounts: John E. Cain Co.; S. C. Clayton Co. (Za-Rex); Elm Farm Food Stores; Howard Johnson's; John W. Leavitt Co. (Teddie); National Packing Co.
- Page 393—Add: Dorrance-Waddell Inc., 160 East 56th St., New York, N. Y. Tel.: Plaza 9-5120. Dick Dorrance, radio & television director; Eugene Waddell & John Cashman, account executives; William Bonyun, director of marketing. Radio & TV accounts: Glamour Products Co.; Reed Products Co.; Austin Greene Inc.
- Page 397—Add: Art Gruber Assoc., 5316 South Girard Ave., Minneapolis, Minn. Tel.: Regent 1307. Art Gruber & Sam Levitan.
- Page 402—McCann-Erickson Adv. Agency, radio department should read: Thomas H. Lane, vice president in charge of radio & TV; Alfred J. Scalpone, vice president, director of programs; William C. Dekker, vice president, director of radio & TV service; Mrs. Dorothy B. McCann, vice president, executive producer; Hendrik Boo-

ream, director of program development; Charles H. Wolfe, director of commercials; Donald N. McClure, manager of production; Robert Reuschle, manager of timebuying; Frank Bibas, motion picture director.

- Page 404—Olian Adv. Co. of Chicago, listing should read: 334 Pure Oil Bldg., Chicago 1. Tel.: State 2-3381. Radio Dept.: Irwin A. Olian, president; I. J. Wagner, vice president & radio & TV director; A. C.

CAB DECISIONS

Members Asked to Ratify

MAIL VOTE of membership of the Canadian Assn. of Broadcasters is being taken to ratify a decision of the CAB board of directors at its Quebec meeting [BROADCASTING • TELECASTING, March 5], to appoint a chairman and vice chairman, and have the latter move up automatically each year. Malcolm Neill, CFNB Fredericton, was elected chairman, and F. H. Elphicke, CKWX Vancouver, vice chairman for 1951-52.

A Canadian Radio Week committee of the CAB was appointed to work with Radio Mfrs. Assn. on plans. Serving are Harry Sedgwick, CFRB Toronto; Murray Brown, CFPL London; W. B. C. Burgoyne, CKTB St. Catherines; Phil Lalonde, CKAC Montreal, and Dr. Charles Houde, CHNC New Carlisle, Que.

For the 1952 annual meeting, to be held at Toronto March 24-27, the agenda committee appointed is the same as the Radio Week committee, with addition of Mr. Neill and T. J. Allard, CAB general manager, Ottawa.

Canadian Standards Assn. committee of the CAB consists of E. O. Swan, CKEY Toronto; Clive Eastwood, CFRB Toronto, and George Chandler, CJOR Vancouver, who heads the CAB technical committee. On BMI Canada Ltd., CAB members this year are Phil Lalonde, Harry Sedgwick and Ken Soble, CHML Hamilton. The CAB FM committee consists of J. O. Blick, CJOB Winnipeg.

Kennelly, media director & radio timebuyer.

- Page 409—Milton Weinberg Adv. Co., add to radio accounts: Pep Boys, Manny, Moe & Jack of California.

- Page 414—Columbia Broadcasting System Inc.: Executive & Staff, add: Chicago Office of Network TV Sales, 410 N. Michigan Ave. George J. Arkedis, Western television sales manager.

- Page 546—Under Frequency Measuring Services list: Eidson Electronic Co., 1802 North Third St., Temple, Tex. Tel.: 3901. Merrill Eidson.

THESAURUS UNIT

Sets Research Department

RCA Thesaurus & Syndicated Programs last week announced creation of a commercial research department with Donald D. Axt, sales service supervisor, as manager.

Purpose of the new department, according to Thesaurus, is to correlate and disseminate merchandising information and sponsor success stories for use by Thesaurus station subscribers in selling to and retaining, local advertisers.

OAB MEETING

Set May 3-4, in Columbus

OHIO Assn. of Broadcasters' annual management meeting is scheduled for May 3-4, at the Neil House in Columbus.

Discussion will be devoted to selling, overhead, competing media promotion and civil defense. Car George, vice president and general manager, WGAR Cleveland, said that details, including the name of a nationally known speaker, would be available in a few weeks.

J. Fred Woodruff

FUNERAL services for J. Fred Woodruff, 65, former vice president of Campbell-Ewald Co., were held in the Little Church of the Flowers Forest Lawn Memorial Park, Glendale, Calif., March 10. He died in Huntington Memorial Hospital, Pasadena, March 8, after a brief illness. Mr. Woodruff was the agency's Pacific Coast manager from 1932 until retirement in 1938. Besides his widow, Mrs. Virginia Woodruff of San Marino, Calif., surviving are three sons, daughter and five grandchildren.

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



kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

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

TALENT WAGES

WSB To Examine Separately

SALARY problems peculiar to the talent field will be treated separately by the Wage Stabilization Board, Hollywood producers and guilds have been told. Timing of such a study was not disclosed, however.

According to W. Willard Wirtz, acting executive director of WSB, that in lieu of an "interpretation and ruling" on the request of Hollywood attorneys that talent be specifically exempted from the wage freeze [BROADCASTING • TELECASTING, Feb. 26], actors, directors, writers, etc. are authorized to operate within the framework of General Regulation Nos. 5 and 6.

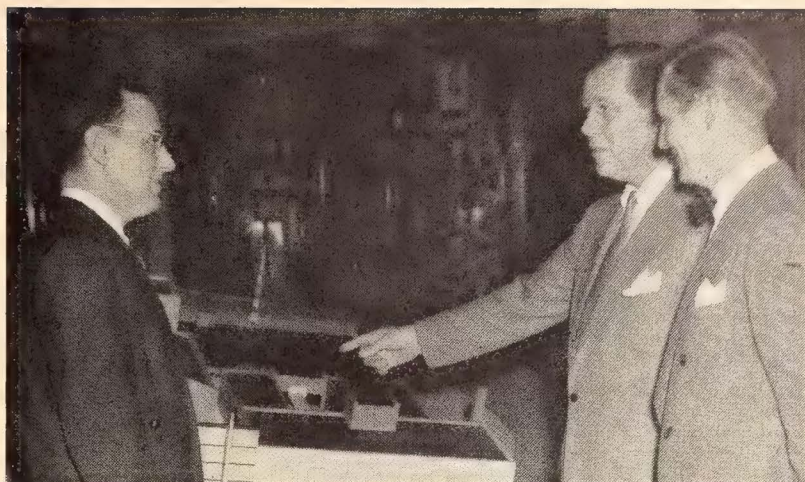
These regulations permit (1) employers to recognize contracts, either by exercise of options or other practice set forth in the contract, in effect last Jan. 25, including periodic increases specified either on merit or length of service; (2) individual contracts already signed or contemplated after last Jan. 25 for "promotion or transfer" or for "new or changed jobs," providing compensation is in accordance with the fixed procedure followed in 1950 and not in excess of the amount paid to comparable talent.

However, Mr. Wirtz explained, the so-called "10% formula" is not applicable to the motion picture industry, under Regulation No. 6, although individual cases can be treated by specific application and upon a case-to-case basis. Each employer must keep records of each adjustment made in order that the board can inspect them.

According to WSB, the talent classification embraces: Actors and actresses; extra talent, including dancers; producers and associate producers; directors and producer directors; assistant directors, including technical directors; dance directors; writers, song writers (music and lyrics); composers; musicians; art directors; wardrobe designers; cameramen; assistant cameramen and operative cameramen; sound engineers (professional), and film editors.

Similarity of these skills to those found in television and also in some radio lines gives rise to speculation that the Hollywood request for exemption may set the precedent for radio-TV entertainers.

A three-day hearing that was to have been held in February on the applicability of the wage freeze to employees in radio, newspapers and related fields was cancelled [BROADCASTING • TELECASTING, Feb. 19].



DURING WHK Cleveland's "Opening Week," [BROADCASTING • TELECASTING, Feb. 5], the Mutual board of directors visited Cleveland to hold its quarterly meeting at the new WHK studios. Looking over a model of the station are (l to r) William Fineshruber Jr., MBS vice president in charge of programs; J. B. Maurer, WHK sales manager, and Robert A. Schmid, MBS vice president in charge of advertising, research, planning, promotion and publicity. Both MBS executives are from New York.

FAX SYSTEM

WU Has High-Speed Unit

HIGH-SPEED Fax, a new facsimile system eliminating processing at the sending and receiving ends, and operating over a carrier frequency of 25 kc on a band width of 30 kc, was unveiled by the Western Union Telegraph Co. in New York last week.

Ten times as fast as the ordinary desk facsimile system, the new method was described as carrying written, printed or picture matter $8\frac{1}{2} \times 14\frac{1}{2}$ inches in size or less, at the rate of one-quarter inch per second. That reportedly equals 180 thousand words per hour, equivalent of a 90-page issue of a magazine per hour.

A motor speed stabilizer, developed by Western Union, permits 1,800 rpm with such minimum of oscillation that the copy does not waver perceptibly.

First installations of the system are to go to the Army, it was announced. Later High-Speed Fax is expected to be operated commercially anywhere the volume of copy traffic is large enough. The system has been tested by the company for over a year between New York and Washington, it was announced.

Oliver S. Warden

OLIVER S. WARDEN, 85, publisher of the *Great Falls* (Mont.) *Tribune* and owner of KMON Great Falls, died at his home last Monday. Mr. Warden, a director of the Associated Press and noted civic leader, had served as a member of the Democratic National Committee in Montana for 17 years prior to his death. A key figure in reclamation and international aviation activities, he also owned the *Montana Farmer Stockman*, the *Great Falls Leader* and a printing and supply business. Mr. Warden became owner of the *Tribune* in 1895. He is survived by four children of his first marriage; his second wife, the former Eleanor G. McCrae, and their son, Jock Finley.

FINAL RULES

Set on Disaster Service

FINAL rules and procedures for the Disaster Communication Service in the 1750-1800 kc band have been announced by FCC, effective March 21. Provisions are substantially as proposed last year [BROADCASTING • TELECASTING, Aug. 7, June 12, 1950].

The service is open to both non-government and government stations, or any person eligible to hold a license under the Communications Act and who is participating in a bona fide disaster communications group. The service is designed "to provide essential communications incident to or in connection with disasters or other incidents which involve loss of communication facilities normally available or which require the temporary establishment of communication facilities beyond those normally available."

The allocation as originally made in 1945 primarily provided for peace-time disaster communication, but as now constituted does not preclude use of the service incidental to war-time emergency, FCC said. Emergency uses cited include floods, earthquakes, hurricanes, explosions, plane and train wrecks, "or the consequences of armed attack." Detailed rules and application forms are available from FCC.

Remote Pickups

FCC has proposed rules changes to allow licensees of AM and TV stations, which have remote transmitter sites and employ microwave studio-transmitter links, to utilize remote pickup stations to provide communication between the studio and transmitter. Rules already allow this for FM stations. Comments are invited by April 2.

Advertising to Advertisers

How the Big 25 Advertised

RADIO advertisers frequently shift media.

That is one of the important facts documented in "How the Big 25 Advertised"—a new and original study recently published by Printers' Ink as a service to the buyers and sellers of advertising.

The Big 25 are those advertisers whose combined investments in the six major media were the greatest during the 14-year period 1936-1949.

In this analysis of how the pacemakers of national advertising shifted their budgets and strategy over the years, significant media buying trends are revealed. For example . . .

Radio cut the *biggest* slice out of the 2½ billion dollars invested by the Big 25.

62% of Radio's slice came from just eight of the Big 25 . . .

Radio received more advertising

dollars from P&G, the #1 advertiser, than any other medium . . .

Radio has been getting an increasing share of the soap, drug and toiletry business; the 7 leaders more than tripled their investments between 1936 and 1949 . . .

"How the Big 25 Advertised" is a good example of why Printers' Ink gets top attention from the top executives who buy advertising—why it stands alone as the magazine for advertisers, and for advertising to advertisers.

And that's one good reason why your advertising in Printers' Ink strengthens your "consumer franchise" with the buyers of advertising and keeps them sold on you when media shifts are considered.

(Copies of the "How the Big 25 Advertised" research report are available at \$5.00 each.)

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR



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

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

Feature of Week

(Continued from page 14)

tributions by Denver radio stations and broadcasters . . . there has been little or no public recognition of these activities. . . ."

The operation includes a three-channel wired system with outlets near each of the 2,800 beds at Fitzsimons, largest Army hospital in the continental United States. Through this system three programs are fed simultaneously, one of hospital origination, the others from Denver stations.

Mr. Connally said that help from Denver broadcasters includes baseball broadcasts, special events, celebrity guests, and many hours of work from the station staffs. He specifically mentioned KFEL KLZ KOA KMYR and KTLN, and added that in many cases stations went to considerable expense to furnish programs.

Manager Connally said that the KFG staff includes three announcer-writers, Gerry Tunnell, formerly with KGGM Albuquerque; Bill Charles, formerly with KID Idaho Falls, and Paul Blue, formerly with KTLN Denver; and a chief engineer, Robert A. Miller, who served three years with the CAA.

PLOUGH Inc., Memphis (WMPS Memphis), will open new plant in Memphis in June. The company will throw open its doors to employees, their families and guests during week long ceremonies.

KSWM
JOPLIN, MO.

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



The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

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

KSWM
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

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 FEB. 4-10, 1951

Current Rank	Previous Rank	Program	Current Rating Homes (%)
EVENING, ONCE-A-WEEK (Average For All Programs)			
1	1	Lux Radio Theatre (CBS)	24.5
2	2	Jack Benny Show (CBS)	19.7
3	5	Charlie McCarthy Show (CBS)	17.6
4	7	My Friend Irma (CBS)	17.1
5	3	Amos 'n' Andy (CBS)	17.1
6	6	Walter Winchell (ABC)	15.6
7	4	Godfrey's Talent Scouts (CBS)	15.5
8	12	Mr. Chameleon (CBS)	15.3
9	8	You Bet Your Life (NBC)	15.0
10	11	Red Skelton (CBS)	14.1
EVENING, MULTI-WEEKLY (Average For All Programs)			
1	1	Beulah (CBS)	11.7
2	2	Tide Show (CBS)	10.6
3	4	Lone Ranger (ABC)	9.0
WEEKDAY (Average For All Programs)			
1	6	Arthur Godfrey (Ligg. & Myers) (CBS)	11.1
2	1	Romance of Helen Trent (CBS)	10.4
3	2	Our Gal, Sunday (CBS)	10.2
4	3	Ma Perkins (CBS)	10.1
5	21	Arthur Godfrey (Nabisco) (CBS)	9.8
6	7	Wendy Warren and the News (CBS)	9.5
7	4	Big Sister (CBS)	9.5
8	10	Aunt Jenny (CBS)	9.4
9	12	Rosemary (CBS)	9.3
10	33	Arthur Godfrey (Pillsbury) (CBS)	9.2
DAY, SUNDAY (Average For All Programs)			
1	1	True Detective Mysteries (MBS)	10.3
2	2	The Shadow (MBS)	9.5
3	3	Martin Kane, Private Eye (MBS)	7.3
DAY, SATURDAY (Average For All Programs)			
1	1	Stars Over Hollywood (CBS)	12.0
2	4	Give and Take (CBS)	10.0
3	2	Armstrong Theatre (CBS)	9.9

EXTRA WEEK JAN. 28—FEB. 3, 1951

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes (%)
1	1	Lux Radio Theatre (CBS)	21.1
2	2	Jack Benny (CBS)	18.9
3	5	Charlie McCarthy (CBS)	16.9
4	3	Amos 'n' Andy (CBS)	16.6
5	10	My Friend Irma (CBS)	16.6
6	8	You Bet Your Life (NBC)	16.3
7	4	Godfrey's Talent Scouts (CBS)	16.2
8	6	Walter Winchell (ABC)	16.0
9	27	Bob Hawk (CBS)	15.8
10	19	Mystery Theater (CBS)	15.2

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.

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SAFETY DRIVE

WMCA Survey Gets Action

AS A RESULT of a WMCA New York six-months survey into the cause and effect of automobile accidents in the city, the station has managed to get the Citizen's Union



Mr. Straus

to introduce a bill in New York State Legislature which aims to alter existing laws. In addition, WMCA will launch a new show on the subject called *The Killers* effective today (Monday).

The new plan will call for a law which will substitute the present system of state liability insurance law, with motor vehicle compensation insurance as a requirement for a driver's license. Drivers would contribute to a state-administered fund, and all benefits available from this fund (without legal wrangling over who caused the accident) would go to automobile victims.

"The recorded evidence accumulated by WMCA," declared Milton M. Bergerman, chairman of the Citizen's Union, convinced us of the necessity of campaigning for

this much needed reform. The chairman also pointed out that Nathan Straus, president of WMCA, was a former administrator of the U. S. Housing Authority, a state senator and had pioneered in this field with his bill for compulsory compensation automobile insurance which he introduced in the New York State Legislature from 1921 to 1926.

Leon Goldstein, WMCA vice president in charge of programs, directed the six-month investigation using mobile recording units.

PARAMOUNT STARS

Set To Air Royal Spots

ARRANGEMENTS for a spot announcement series, in which Paramount Pictures stars will promote Royal Desserts and their movies, have been completed by the film corporation and Standard Brands Inc. and will begin over major radio network stations next Saturday.

One-minute spots will be used on 154 network stations in 105 cities from coast to coast, with each star guaranteed a minimum of 10 spots per week on each station. Paramount said a total of 4,000 national breaks will be used for the one-month promotion. First spots will feature Bob Hope and be timed with the Easter engagement of his *Lemon Drop Kid* at New York's Paramount Theatre.

BRAND NAMES DAY

To Salute Merchants

SEN. JAMES H. DUFF (R-Pa.) is slated to be the principal speaker at the sixth annual Brand Names Day celebration, April 11, in New York.

The dinner, climaxing the event, will be highlighted by presentation of the third annual "Brand Name Retailer of the Year" awards to merchants in 17 separate fields of retailing. Chairman of the Brand Names Day committee is E. Huber Ulrich, assistant to the president of the Curtis Publishing Co.

Armstrong Plans

ARMSTRONG CORK Co., Lancaster, Pa. (floor and wall covering), has announced plans for its 1951 advertising program—"the most extensive in the company's history." Additional outlets are to be added to the 45 NBC TV stations now carrying Armstrong's *Circle Theatre*, Tuesday, 9:30-10 p.m. Stations will be added either for live or kinescope showings, the announcement said. The company also will continue its weekly radio show, *Theatre of Today*, on 178 CBS stations, Saturday 12 noon-12:30 p.m.

THE GEORGIA PURCHASE

the Georgia Trio

ONLY A
COMBINATION OF
STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

WAGA
ATLANTA
5,000w • 590kc

WMAZ
MACON
10,000w • 940kc

WTOG
SAVANNAH
5,000w • 1,290kc

(ALL CBS AFFILIATES)

Represented
individually and as a group by
THE KATZ AGENCY, INC.

DISC JOCKEY CONTEST

WAVE Louisville, *Disc Jockey Contest*, Oertel Brewing Co., agency M. R. Kopmeyer Adv., same city, received over 26,000 pieces of mail in two-day contest for would-be disc jockeys. Winner, Miss Pat Stevens of Louisville, received all-expense-paid vacation in Florida. Station reports previous contest pulled almost 24,000 pieces of mail. Show has backing of local clubs and business organizations which provide loyal following when contestants from their groups enter contest.

RADIO SUCCESS

WPTR Albany, N. Y., has converted one more to radio by showing its ability to reach public. Local insurance man dipped into his own pocket for two spots on local show. Spots panned out so well that insurance man was swamped with leads on prospective business. In fact, it reportedly was too much for him to handle alone, so he used spots to hire help.

RURAL LISTENERS

WRFD Worthington, Ohio, sending brochure to advertisers and trade based on station's ability to reach farm listener. Piece is headed: "Is your product on the shelves of WRFD's General Store." Inside has picture and background of two farm broadcasters. It also has results of survey taken about farm and non-farm listeners made by station. Back outlines different shows station presents along with promotion and publicity material WRFD uses.

TV QUIZ SHOW

KSTP-TV Minneapolis-St. Paul, *Dollars and Sense*, alternate Sundays 9:30-10 p.m., sponsored by First National Bank of Minneapolis. Show uses two studios with contestants from St. Paul in one and the other for Minneapolis contestants. Teams made up by civic organizations are given same test in their separate studios with only the viewer watching both. Each team wins quantity of silver dollars for correct answers, and show is topped off with jackpot question at end.

SPANISH BROADCAST

WIOU Kokomo, *Report From Spain*, taped recorded broadcast direct from Madrid using facilities of Spanish State Radio. Former WIOU staffer, Eric Ericsson, who

programs promotion premiums



attends U. of Madrid, broadcasts about Spain today. Reports last 10 minutes and cover subjects ranging from arrival of the U.S. Ambassador to opening of bullfight season.

FUTURE RELEASES

WWCC Hartford, *Pick A Hit*, March 11, featured 12 unreleased records in cooperation with Columbia Record distributor in Hartford. Listeners were asked to vote for favorite record giving reason they liked it. Prizes included TV set and record players. A tie-in newspaper campaign was used.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



THIS is one of 100 24-sheet billboards placed by WCAO Baltimore throughout that city. The call letters are three feet high in red against white background. They are being used to plug 20 CBS network shows. L. Waters Milbourne, president of station, said, "... we want to ... build and hold big audiences both for our network and our spot clients." An estimated one million people will see posters per day.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DIRECT BROADCAST

WROK Rockford, Ill. recently broadcast directly from Madison Square Garden the Beloit College vs. Seton Hall basketball game during National Invitational Tourney. Humphrey Cadillac & Oldsmobile, and The Kroger Co. (supermarkets), sponsored broadcast. School located in area had large following, so station arranged to air game. Kroger Co. used window displays to promote broadcast in 14 stores in towns located in area. Broadcasts were to continue as long as team remained in tourney, but unfortunately they lost their first game to Seton Hall.

THEATRE DISCUSSION

WNBW (TV) Washington, Sat., March 17, 2:30-3 p.m. Special program, *Curtain Call for '51*, presented under auspices of UNESCO and American National Theatre Academy, discussing subject: "What is international theatre month?", being celebrated during March. Panel included: Robert

Schnitzer, managing director of Ballet Theatre, moderator; Rosamond Gilder, on ANTA board; Blanche Yurka, stage and screen actress; Paul Green, playwright; M. S. Sundaram, cultural attache of Indian Embassy; Rosemary Krill, drama student, Catholic U. of America.

'FAT BOY' PROMOTION

KPRC-TV Houston, cooperating with *Houston Post*, has launched "Fat Boy" promotion, based on Salesman Elmer Wheeler's *The Fat Boy's Book*. Paper is running book in serial form and station is conducting contest to promote interest in series. Two contestants were selected, both weighing over 250 pounds, to compete with station's TV director, Gene Lewis, who weighs 250. Contestants must use Mr. Wheeler's diet for 16 days. The one losing the most weight during period will be awarded prizes.

HIGH AM-TV RATINGS

WSB-AM-TV Atlanta reports that both Bob VanCamp shows on radio and TV have gained high listener ratings in area. On radio *It Pays To Listen*, giveaway show, has doubled its rating during the morning hours. Program switched from popular music to classical tunes. On TV *It Pays To Watch*, patterned after AM show but on film and built around Snader musical series, has followed suit.

TV BROCHURE

WBTV (TV) Charlotte, N. C., sending trade and advertisers revised brochure showing summary of coverage, viewership, promotion, sales effectiveness and production facilities. Brochure has map of coverage, charts and letters from viewers confirming distance covered by station.

LENTEN SERIES

WSPD-TV Toledo, *Town Topics*,

devotes 15 minutes every Wed. during lent to various Christian churches in area for use in presenting to viewer the origin and customs of different churches. Interviews with priests, guest speakers from United Council of Churches, dramatic skits by high school students and scripture interpretations are featured.

FACT BROCHURE

WESTINGHOUSE Radio Stations sending trade eight-page brochure containing facts about stations. Cover is blue with man with sandwich board standing next to lamp-post, sign reads: "Eat at Joe's." Inside tells how "Joe" was smart enough to use radio in advertising. It also has market-area coverage charts for each station (KYW Philadelphia, WOWO Ft. Wayne, KDKA Pittsburgh, WBZ Boston, WBZA Springfield, KEX Portland).

MUSICAL EVENT

CKCW Moncton, N. B., sponsoring for fourth year Moncton Musical Festival, May 7-12. Event designed as public service helping to develop musical talent of city. Competition open to both professional and amateur, trying for music scholarships at many music schools.

PROMOTION SERIES

WJW Cleveland has been using transit ads tying in with newspaper ads and direct mailing pieces to trade and advertisers. Transit layout has roundup of many different promotions used by station.

TRICK GIMMICK

WTRY Troy, N. Y., sending advertisers and trade trick gadget it is using in contest. Station asks trade to send copy that best ties in with gadget and puts across station's point. Station offers case of Scotch as prize. The small gimmick proves that the hand is faster than the eye. Round metal case has picture of bullfighter and bull with small hole where bull's head should be. Head is attached to chain with stem to be inserted in hole. Lever on side operates sword in fighter's hand. Metal sword appears to pass through neck without severing it.

**immediate revenue produced
with regional promotion
campaigns**

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

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

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



Radiatorama

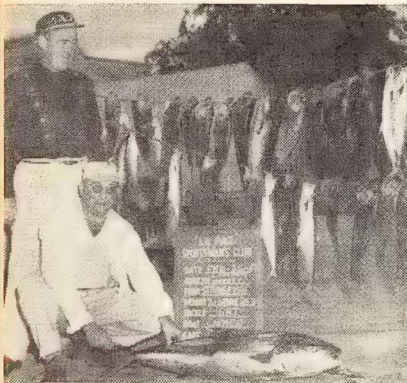
LUNCHEON marking WBUR (FM)'s fifth year as Boston U. operation finds seated (l to r): Harry von Hasseln, student prog. dir.; Dr. Harold C. Case, BU's pres.; Dr. Daniel L. Marsh., ret. pres. and now chancellor; Alan Carter, WNYC New York, representing Nat'l Assn. of Educational Broadcasters; standing, Howard M. LeSourd, dean of BU's school of public relations and communications; Harold E. Fellows, WEEI Boston; Dr. John Desmond, Mass. Comr. of Ed.; Prof. Samuel B. Gold, dir., BU's radio and speech div.



MOVERS are Frank DeRosa (l), who vacates NBC Chicago sales desk for national AM spot sales position, and Ken Nelson, Mr. DeRosa's successor, who transfers from local sales traffic.



NBC's new Phil Regan Armed Services show gets send off at Travis Air Base in California by (l to r) Alfred N. Steele, pres., Pepsi-Cola Co., sponsor; Milton Biow, Biow Co. Inc., P-C's agency; Tom McCray, dir., NBC Western Div. radio operations.

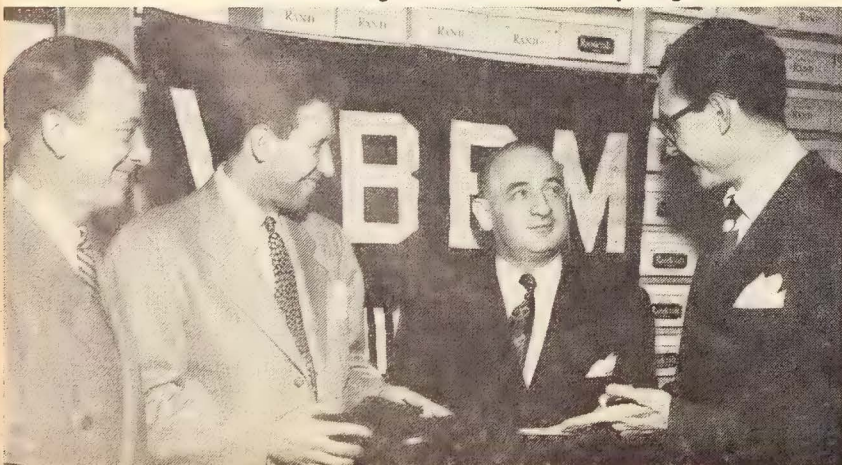


RECORD fish catch is strung by M. M. Lasensky (r), pres., Tower Construction Co., Sioux City, at La Paz, Mex. J. B. Hughey, v. p. in charge of eng., Hughey & Phillips, L. A. (tower lighting equipment), admits his angling didn't fare as well.



J. O. BLICK (l), CJOB Winnipeg pres., holds Gillin Memorial Award made at CAB meeting. William Cranston (center), CKOC Hamilton, award comm. chmn., displays memorial plaque. Beside him is W. H. Stovin, Horace N. Stovin & Co., runner-up.

AT OPENING of Rand Shoe store in Chicago is this quartette (l to r): Ralph Goshen, WBBM Chicago salesman; Ken Sickinger, v. p., Henri, Hurst & McDonald, Chicago, agency; Ben Kastel, Rand Shoe gen. mgr.; Ralf Brent, WBBM sales mgr. WBBM covered opening.



WTNJ CASE

Petition Revocation Order

HEARING on the revocation of the license of WTNJ Trenton, N. J., was postponed indefinitely by FCC last week pending action by the Commission on a petition for reconsideration filed by the station March 9. WTNJ's petition, asking the Commission to rescind its revocation order of Dec. 20 [BROADCASTING • TELECASTING, Dec. 25, 1950], said the order's allegations of false and misleading testimony by the former general manager of the station in a 1949 hearing were "in error and cannot be substantiated by record facts."

The petition claimed FCC's charge of transfer of control without approval could not be substantiated. It said Erling C. Olsen, charged with assuming unauthorized control, "acted in a lawful capacity as agent of Mr. [Charles E.] Loew and Miss [Julie V.] Loew in making an investigation of the unsatisfactory operation of the station under [Franklyn J.] Wolff's management. . . . All of the actions which he had taken have been in his capacity as an officer of the corporation and with the full knowledge, consent and approval of the board of directors including Mr. and Miss Loew."

The Commission's charge of unauthorized transfer reportedly was based on independent investigation and on information obtained from a transfer application in which Mr. Olsen would have become trustee for Mr. and Miss Loew. WTNJ's petition contended that "instead of 'abdicating' control of WTNJ, Mr. and Miss Loew . . . instituted an action in Federal District Court which resulted in the dismissal of Wolff as manager, hired a new manager, retained new counsel, increased the size of the board of directors, elected new directors and officers, and loaned ad-

ditional funds to enable the station to continue its operation."

The petition pointed out the Loews had "done everything within their power to rehabilitate and improve the licensee corporation both from a policy and an operations standpoint. Over a period of years they have spent \$200,000 in this enterprise with little, if any, return."

As a result of the changes initiated by them, the petition stated, WTNJ has been placed on a paying basis "for the first time in many years and the program service has been substantially improved."

The Commission, on its own motion, ordered the hearing originally scheduled March 16 to be continued indefinitely pending action on the petition for reconsideration. WTNJ is assigned 250 w daytime on 1300 kc. WTNJ petition was filed by the Washington law firm of Bingham, Collins, Porter & Kistler.

RADIO EXHIBIT

Educational Programs Set

MORE THAN 400 recorded entries of programs aired over U. S. and Canadian radio stations during the past year have been submitted for the 15th annual American Exhibition of Educational Programs. This was announced by Dr. I. Keith Tyler, of Ohio State U., Columbus where the exhibit is to be held.

Awards will be announced May 4. The yearly exhibition is held in conjunction with the Institute for Education by Radio, sponsored by the university and directed by Dr. Tyler.

Eight Storecast Sponsors

STORECAST Corp. of America added eight new sponsors during February, bringing its 1951 new sponsor list to 20. Twenty renewals also were signed during February. New sponsors include: Beech-Nut Packing Co., New York; Barcolene Co., Boston; Bu-Ta Products Ltd., Los Angeles; Sell Specialties, New York; Hoyt Bros. Newark; Gordon Chemical Co. Philadelphia; National Fruit Products Co., Glassboro, N. J., and J. I. Swayne & Sons, Kennett Square, Pa.

MEDIA GAG

Voluntary Code Urged

PUBLISHERS—and indirectly all public media—were asked by Secretary of Commerce Charles Sawyer March 9 to help keep "vital security information" from potential enemies even at the risk of charges of censorship.

In an address before the Ohio Newspaper Assn. in Columbus, he suggested that a voluntary code formulated by publishers would greatly assist government officials who may have released security data in fear of criticism had they withheld it.

The Commerce Secretary, who is president of Great Trails Broadcasting Corp. (WING Dayton, Ohio), quoted his reply to a letter from the chairman of the Freedom on Information Committee of the American Society of Newspaper Editors, and noted that "it is those who furnish the columns and the microphones who have the real responsibility for the proper influencing of public opinion."

national business up 206% since 1948

see Rambauer

WILS Lansing's Most Powerful Station

WILLIAM M. MERTZ Jr., JOE GLASS, LARRY L. STEWARD, and JAMES C. McCORMICK appointed sales representatives Fred-eric W. Ziv Co., N. Y. Mr. Mertz has been assigned to Chicago area; Mr. Glass to Memphis area, including western Tennessee and northern Mississippi; Mr. Steward to Miami area, and Mr. McCormick to Los Angeles area. **PAUL LANDRES** has been signed to long-term contract as director in West Coast studios of Ziv Television Programs Inc.

ROBERT SCOTT, TV director Bracken TV Productions, L. A., replaces **DOUGLAS JENKINS**, vice president and production manager, recalled to armed services.

HARLOW WILCOX signed by Jerry Fairbanks Productions, Hollywood, to narrate new series of TV film commercials being produced for Oldsmobile. **LES WHITE** signed as director of photography for *Front Page Detective* currently being filmed by company. **LEO S. ROSENCRANS**, radio-film writer, to writing staff Jerry Fairbanks.

DEMAY Co., N. Y., TV and radio package agency and public relations consultant, moves to larger quarters at 34 E. 51st St., to accommodate recently added motion picture department. New division headed by **MYRON L. BROWN**, vice president.

ED FISHER, assistant publicity director Republic Pictures, L. A., to Cadillac Productions, L. A. (TV film producer), as vice president. Will work in public relations and sales promotion.

MAL BOYD, partner P.R.B. Inc., N. Y., with **MARY PICKFORD** and **BUDDY ROGERS**, in New York from Hollywood for three weeks.

PRIMROSE PRODUCTIONS Inc., radio, TV and movie production company, incorporated in California for \$1 million. Board of directors includes **JOHN IRELAND**, movie actor; **ALBERT PEARLSON**, **JOYCE PRIMROSE LANE**, **KEMP NIVER**, **RICHARD MORLEY**. Offices are being established in L. A.

EDWARD KAUFMAN, research department Kenyon & Eckhardt, N. Y., to Marketscope Research Co., Newark, as account executive.

Equipment . . .

D. W. GUNN, assistant to general sales manager Sylvania Electric Products Inc., N. Y., appointed equipment sales manager of radio and TV tube division. **G. V. BUREAU** named to newly created position of government sales manager in radio and TV tube division.

E. C. TRACY appointed manager of broadcast sales RCA's engineering products department.

PHILCO Corp., Phila., announces new line of high voltage condensers, designed specifically for high voltage, high temperature application in TV receivers, industrial electronic equipment and vibrator power supplies. New line of 26 condensers ranges in voltage of 3,000, 5,000, 6,000 and 10,000 volts DC.

R. O. BULLARD, assistant to manager General Electric tube division, appointed manager of manufacturing for division.

GEORGE F. SANDORE, district manager for Atlanta area technical products division RCA Service Co., appointed manager of newly created sales and merchandising section. **CARL E. JOHNSON**, manager theatre service section, named manager of district operations. He continues supervision of contract administration, technical and theatre groups. **ADOLPH GOODMAN**, manager district sales section, appointed manager of commercial operations, in charge of Camden repair shop, communication service groups and public demonstration group. **C. L. SWINNEY**, supervisor Atlanta district, named manager of district.

POTTER & BRUMFIELD, Princeton, Ind. (electrical equipment), constructing new plant to double production output.

ELECTRO-VOICE Inc., Buchanan, Mich., announces new moderately priced "slimair" dynamic microphone. Model 636 is 1-1/16" in diameter and 10" long. It can be used on stand, in hand or hanging.

RCA has turned over new type walkie-talkie radio to Army Signal Corps. New radio is half size and weight and has twice range of ones used during World War II, firm says.

BILL BURKE, salesman Pabst-ett Cheese Co., to Storecast Corp. of America, N. Y., as merchandising field representative in southern New England area.

allied arts



ELECTRONIC PARTS DIV. of ALLEN B. DuMONT LABS Inc., E. Paterson, N. J., has announced Y2A deflection yoke for sharper TV pictures. It is designed for use with TV tubes of 60 to 70 degree deflection angle covering present popular tube types.

HAROLD E. KARLSRUHER, Emerson Radio & Phonograph Corp., appointed chairman of radio and TV manufacturers and distributors group for 1951 Cancer Crusade, N. Y.

Technical . . .

CLINTON ALBERTS, KGFJ Los Angeles, to KGER Long Beach, Calif., as transmitter technician. **RALPH WILSON**, KGER, appointed to CBS technical staff.

JOHN BEHNEY, dramatic director WLTR Bloomsburg, Pa., to WTVJ (TV) Miami as cameraman. **RICHARD ZENN Jr.** also to station as cameraman.

JOSEPH E. CROTTEAU appointed to engineering staff WFEC Miami replacing **WILLIAM REEDER**, resigned.

WILLIAM COYNE, TV engineer WNBQ Chicago, recalled to active duty with Air Force.

MARSHALL RIFE, radio field engineers supervisor NBC Chicago, and **MARY LOU BRENNAN**, engineering department secretary, married March 3.

HENRY KLUG and **GENE HATHAWAY** named to engineering staff WIRY Plattsburg, N. Y.

RAY KEMPER, Don Lee Broadcasting System, to CBS Hollywood in sound department. **MARSHALL KING**, KPRO Riverside, Calif., to network as audio technician.

WINSLOW S. STEWART, **THEODORE T. EMM** and **VINCENT F. MAHONEY** to KECA-TV Hollywood engineering staff. Mr. Stewart was formerly cinematographer Adel Precision Products, Burbank, Calif., and assistant producer Telepix Corp., Hollywood; Mr. Emm, Sun Co., San Bernardino, Calif.; Mr. Mahoney was independent radio servicing technician.

LEO PIOTROWSKI, TV engineer, NBC Chicago, father of girl, Jane Helen.

AFCA SPEAKERS

Set for April 19-21 Meet

ROBERT C. SPRAGUE, chairman, Radio-Television Mfrs. Assn., will be one of the principal speakers at the April 19-21 national Armed Forces Communications Assn. convention in Chicago's Drake Hotel [BROADCASTING • TELECASTING, March 12].

Other speakers include, **Fleming W. Johnson**, director of manufacturing, J. P. Seeburg Corp., Chicago; **John M. Sanabria**, vice president, American Television Inc., Chicago, and **Capt. William C. Eddy**, USN (ret.), president, Televison Assoc. Inc., Chicago.

SUMMER COURSE

KNBC, Stanford Institute

KNBC San Francisco and Stanford U. announce that the ninth annual Stanford-NBC summer Radio-Television Institute will convene on the Stanford campus at Palo Alto, Calif., June 21.

The eight-week course will offer university credit or non-credit instruction in radio writing, television, radio sales, production, news and special events, program planning, music for radio and similar subjects. Faculty will be staffed by regular Stanford faculty members and heads of departments at KNBC.

CBC Applications

BECAUSE the Canadian Dept. of Transport, Ottawa, has ruled that new applicants for radio stations must show they have steel on hand for building necessary towers, etc., the Canadian Broadcasting Corp. board of governors' March meeting did not hear any new AM, FM or TV applications. The CBC board, meeting at Ottawa March 15-17, heard applications from a number of stations for share transfers and licensee transfers; request from CJSO Sorel, Que., for establishment of a permanent studio at Joliette to originate CJSO programs there, and application from CJNT Quebec to have bilingual broadcasting privileges, the station being licensed as an English-speaking outlet.

Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only **ABC**
Station Serving
This Market

5000

All programs duplicated on
WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,
National Representatives

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Uates

RADIO COMPANY

QUINCY, ILLINOIS

Phone 3202

WASHINGTON, D.C. (Warner Bldg.) Phone Met. 8522

HOUSTON, TEXAS (2700 Polk Ave.) Phone Alwood 8536

Strictly Business

(Continued from page 14)

doubtless is a fortuitous blessing for Brown & Williamson—and the industry as well.

If Willie, the Kool-minded pen-guin, really could talk shop as effectively as he speaks in radio and TV spot commercials throughout the country, he might recall Mr. Cutchins' early days as a native Virginian at the Richmond Academy and Virginia Military Institute. There is no evidence to indicate that the youth's early disciplining and indoctrination curbed his advertising and selling inclinations.

Bill Cutchins moved on to Princeton U. and, later, to the U. of Nanking where he specialized in the Chinese language, both oral and written.

At B&W, he launched his career in the tobacco firm's leaf department, transferring to manufacturing and finally sales. In 1944 he was appointed a member of B&W's board of directors and the following year was transferred from sales to advertising. Other promotions followed in short order.

Mr. Cutchins was named director of advertising and a member of the company's executive committee in early 1946, in which capacities he served until November of that year, when he jumped to vice president in charge of advertising—personal progress that more than

equalled that of the fast-growing firm itself.

In his present position, Mr. Cutchins works with J. W. Burgard, B&W advertising manager, with responsibility for overall advertising media operations. As part of his duties he meets with officials of the company's two advertising agencies—Russel M. Seeds Co. (Raleigh cigarettes, Sir Walter Raleigh pipe tobacco) and Ted Bates & Co. (Kools and Viceroy cigarettes). He also spends considerable time in the field talking with consumers of tobacco products and visiting friends he made in the wholesale and retail tobacco trade when he was in the company's sales department.

Under Mr. Cutchins' watchful eye, B&W today sponsors *People Are Funny* and its summer replacement *A Life In Your Hands* on NBC; an assortment of spot announcements on nearly 300 radio stations, and a promising spot campaign on some 70 TV outlets in the larger markets where set circulation reaches a prescribed figure.

Belief in Radio

The company's continued use of nighttime and also daytime radio is based on the conviction held by Mr. Cutchins and his associates that aural broadcasting should not be sold short for years to come on the premise of delivering listeners at a low-cost per thousand.

Until the facts prove otherwise—and sales figures as well—Mr. Cutchins and B&W's advertising manager, Mr. Burgard, have expressed their intention of appropriating a large part of their budget for AM radio. And B&W's television plans are based primarily on the objective of improving and broadening its spot franchise until it is of equal caliber to its radio franchise—one of the best in the United States.

Bill Cutchins is a member of the University Cottage Club of Princeton U. and the Princeton Club of New York. In Louisville, his home city (he lives in Indian Hills, a suburb), he belongs to the Penn-dennis, Wynn-Stay and Louisville Country clubs. He is a member of the board of trustees of the Norton Memorial Infirmary.

Mr. Cutchins and his wife, the former Sue Wilson, have three daughters, Barbara, Carol and Alexandra, aged 21, 18 and 8, respectively. His hobbies are golf and, of course, Chinese literature.

Religious Shows

A SURVEY of religious programming on 2,800 AM-FM-TV stations has been undertaken by G. B. Gordon, assistant professor, department of speech and radio, School of Religion, Butler U., Indianapolis. Mr. Gordon explained that his study will have two phases—to obtain facts about religious programs and sponsors' names and addresses, and to determine such factors as purpose, policy, and financing of those programs.



CLAIM could be made that Jerry Crocker, WCUE Akron disc jockey, is scraping the bottom of the bucket these days for program ideas. In a frenzy of inspiration he dove into a tank to interview a night club entertainer named Divena who performs under water. After a brave effort to talk while submerged, Mr. Crocker was revived.

RADIO-TV COURSE

Chicago 'Teen-Age Seminar

NBC CHICAGO and Junior Achievement Inc., in the same city, are cooperating in the presentation of a radio-TV workshop for "out-standing young people" in the achievement group. Fifteen youngsters from 15 to 21 years are attending the 12-week seminar. This is the first time JA has offered radio-television training. Its usual procedure is to set up selected persons in businesses of their own.

NBC speakers at the seminar will include Homer Heck, radio program - production manager; Harry Ward, continuity acceptance editor; John Keown, AM production director; Howard B. Meyers, WMAQ sales manager; George Heinemann, TV operations manager for WNBQ; Arthur Jacobson, TV program manager; Ted Mills, executive TV producer; Paul Moore, TV technical operations supervisor, and John Whalley, controller.

Judith Waller, director of public affairs and education, and her assistant, Betty Ross, planned the series with Thomas M. Pendergast, executive director of Junior Achievement.

SENATORIAL WIRES

Telegraph Probe Group Set

THREE-MAN Senate Rules sub-committee, named by Sen. Carl Hayden (D-Ariz.), committee chairman, is studying the use of the telegraph frank and how to tighten present regulations.

The study was an outgrowth of complaints of indiscriminate use of Senate telegraph privileges. It has been reported that Sen. George W. Malone (R-Nev.) used his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the taxpayers expense [BROADCASTING • TELECASTING, Feb. 26].

PULSE CITIES

To Add Detroit, Atlanta

EXPANSION of Pulse broadcast audience surveys into Detroit and Atlanta this spring will increase the number of cities covered by The Pulse Inc. to 16. Figures for these two cities also will be included in the new multi-market radio ratings introduced by Pulse March 9 [BROADCASTING • TELECASTING March 12].

All network programs, both commercial and sustaining, broadcast in three or more of the 14 markets covered, are rated in the new service, which measures the listening of 10,738,780 families. Ratings are based on a sample of 5,840 radio homes each quarter-hour on Saturday, Sunday and individual evenings. Monday-Friday ratings are based on 16,200 radio homes per quarter-hour before 6 p.m. and 29,600 radio homes after 6 p.m. According to Sydney Roslow, director of Pulse, "this is larger than either Nielsen's national sample or the 36-city sample which formed the basis of Hooper's network ratings."

Leading programs in the January-February 1951 Multi-Market Pulse survey were:

LEADING SHOWS

Jack Benny Show	15.
Lux Radio Theatre	12.
Amos 'n' Andy	12.
Edgar Bergen Show	11.
Walter Winchell	11.
My Friend Irma	10.
Bob Hope Show	10.
You Bet Your Life	9.
Godfrey's Talent Scouts	9.
Fibber McGee & Molly	9.

TOP 10 DAYTIME

Arthur Godfrey	9.
Grand Slam	7.
Rosemary	7.
Big Sister	7.
Ma Perkins	7.
Helen Trent	7.
Wendy Warren—News	7.
Our Gal, Sunday	7.
The Guiding Light	7.
Aunt Jenny	7.

SAT. & SUN. DAYTIME

Theatre of Today	6.
Grand Central Station	6.
The Shadow	6.
True Detective Mysteries	6.
Stars Over Hollywood	5.
Let's Pretend	5.
Give and Take	5.
Martin Kane	5.
Metropolitan Opera	4.
The Falcon	4.

A \$7,500 Lou Gehrig Memorial Scholarship at Columbia U. has been created by Mel Allen, New York Yankee sportscaster, from fan contribution to Mr. Allen at a Yankee game in the latter's honor last August. Dr. Grayson L. Kirk, vice president and acting head of the university, from which Lou Gehrig was signed by the Yankees in 1923, accepted the gift.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

and ADJACENT AREAS

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

Write for latest brochure
and coverage maps.

WERC

5000 WATTS DAY and NIGHT

NATIONAL REPRESENTATIVES
WEED and COMPANY

CATALINA OUTLET

Proposed by FCC

INITIAL decision has been reported by FCC to grant a new AM station at Avalon, Calif. (Catalina Island), on 740 kc with 10 kw daytime to John H. Poole trading as El Dia Broadcasting Co. Mr. Poole has been operator of an experimental UHF television station at Long Beach, Calif. He would dispose of KALI Pasadena, Calif., should the grant be made final.

Hearing Examiner Jack P. Blume, who wrote the initial ruling, would deny the competitive applications of Angeles Broadcasting Co., seeking 250 w daytime on 760 kc at Temple City, and Newport Harbor Broadcasting Co., requesting 1 kw daytime on 740 kc directional at Newport Beach, Calif. Both applicants failed to appear at the hearing and their bids were denied in default, the examiner said.

Avalon is located on Santa Catalina, large island about 20 miles off the coast of Southern California and a part of Los Angeles County. Avalon's population according to the 1940 census was 1,637 with the rest of the island having 286 persons. The island is a large resort area, the decision noted, and focal point in Southern California of persons interested in marine activities including boating and commercial and sport fishing. Over 10,000 motor-powered small craft are licensed by the Coast Guard in the area, augmented by a large number of sailing vessels.

Catalina receives service during the day from 22 standard stations on the mainland, including KALI. Mr. Poole's proposed station would have an auxiliary studio in Los Angeles. Monthly operating cost was estimated at \$10,000 with revenue about \$14,000 to \$16,000 monthly.

N. Y. AD ASSN.

To Sponsor Student Tour

COLLEGE SENIORS, majoring in advertising, will get a chance to examine the industry first-hand when the Assn. of Advertising Men, New York, sponsors a program entitled, "Inside Advertising," April 2-6.

Among organizations participating are Young & Rubicam Inc., The Advertising Club of New York, Sales Executives Club and the Admen's Post of the American Legion. More than 40 colleges are scheduled to send delegates.

RADIO, VIDEO MUSTER

'Sound Off' in Military Morale Programming

RADIO and television stations are mustering "front and center" to boost military morale.

The roll call of participants is rapidly growing and the parade of serviceman programs is keeping cadence as the nation mobilizes its armed potential.

Following are a few examples which have been reported to BROADCASTING • TELECASTING:

Phil Regan, Irish tenor, is being starred in his own show for servicemen over NBC under sponsorship of Pepsi-Cola Co. His Sunday broadcasts originate in rotation from Army, Navy, Air Force and Marine bases and defense plants.

WJR Detroit is carrying a new program dedicated to all servicemen. The weekly series, *Service Serenade*, began March 1.

WMLS Sylacauga, Ala., twice weekly broadcasts taped interviews with members of Alabama's National Guard unit now on duty at Camp Edwards, Mass. Four Sylacauga institutions present the program, *Report from Battery A*, as a public service.

WOTW Feature

Also from Camp Edwards, WOTW Nashua, N. H., has aired a special broadcast consisting of one day of the Army life of Nashuans now stationed at the Massachusetts installation. Wire recording for the special show was made by 1st Sgt. Norman DeLude, WOTW staff member, now on active Army duty.

WKLV Blackstone, Va., near Camp Pickett, carried a musical variety series, *The 43d on Parade*, direct from camp service clubs. Idea for the show, which featured GI talent, was sparked by a GI's wife, Carson Brown Merry, who was publicity director for WBT-WBTV (TV) Charlotte, N. C., until last December. Mrs. Merry is now WKLV's savant on promotion, sales, and special features, and served as m.c. for the series, which was climaxed with a banquet sponsored by Blackstone merchants.

WBAL-TV Baltimore's weekly



Rehearsing lines for WKLV's GI series are finalist Pvt. Salvatore, former New York singer, and Mrs. Merry.

* * *

Army show, *Call to Arms*, was honored this month with an award presented by the U. S. Armed Forces. Written and produced by George Mance, of WBAL-TV's staff, *Call to Arms* is a half-hour show composed entirely of Armed Forces personnel.

WPIK Alexandria is proud of its weekly series, *Fort Belvoir In Review*, which reports the current training and activities at the nearby engineer corps training installation.

WCSS Amsterdam, N. Y., is using a heavy spot campaign in special promotion efforts on behalf of servicemen. The station offers to record messages from families of servicemen anywhere in the world. Families come to the studio and make recordings by appointment. These recordings are fashioned into 10-inch discs and then mailed.

KSTP-TV Minneapolis-St. Paul through its telecast series, *That Door Marked Private*, keeps home

CANADIAN SHOWS

Top Ratings Announced

ONLY ONE CANADIAN offering made the first 10 evening network programs heard in Canada during February, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Charlie McCarthy* led the list of 30 network shows with a rating of 39.1, followed by *Radio Theatre*, 35.5; *Amos 'n' Andy*, 34.7; *Our Miss Brooks*, 32.4; *Twenty Questions*, 29.3; *My Friend Irma*, 27.9; *Aldrich Family*, 25.5; *My Favorite Husband*, 24.8; *Your Host* (Canadian program), 24.5, and *Suspense*, 24.3.

Daytime network programs, 17 in all, were led by five American shows, *Ma Perkins*, 20.8; *Pepper Young's Family*, 19.8; *Right to Happiness*, 19.3; *Big Sister*, 18.1, and *Life Can Be Beautiful*, 16.8.

Of the 27 French-language evening network shows, five most popular in February were *Un Homme et Son Peche*, 31; *Radio Carabin*, 30.3; *Metropole*, 30.2; *La Pause qui Refraichit*, 29.3, and *Ceux qu'on Aime*, 28.3. The 18 daytime French language shows were led by *Rue Principale*, 29.1; *Jeunesse Doree*, 27.1; *Quart d'Heure de Detente*, 27.1; *Tante Lucie* and *A l'Enseigne des Fins Gourmets*, 24.8.

town televiewers informed of Minnesota National Guard activities through films made at Camp Rucker, Ala. Each week, *That Door Marked Private*, sponsored by GE Supply Corp., takes viewers on a tour usually closed to the public. It concerns many topics other than those dealing with military themes, however.

WDAY Fargo, N. D., last week was planning to present from Camp Rucker a series of special programs involving North Dakota National Guardsmen located in the Alabama camp.

CAB Certificates

FIRST members of Canadian Assn. of Broadcasters' Quarter Century Club, presented with certificates at the CAB annual meeting at Quebec [BROADCASTING • TELECASTING, March 5], are:

William H. Baker, CFRB Toronto; John Beardall, CFCO Chatham; Major W. C. Borrett, CHNS Halifax; George Chandler, CJOR Vancouver; M. V. Chesnut, CJVI Victoria; Phil Clayton, CFCH North Bay; J. A. Dupont, CJAD Montreal; W. Vic George, CFCF Montreal; Arthur Holstead, CKWX Vancouver; Leslie Horton, CKOC Hamilton; A. D. Jacobsen, CHAB Moose Jaw; Miss A. E. Marshall, Carl O'Brien and A. A. Murphy, CFQC Saskatoon; Art Mills, CJGX Yorkton; G. R. A. Rice, CFRN Edmonton; Lt. Col. K. S. Rogers, CFCY Charlottetown; Leonard Spencer, CKAC Montreal; E. O. Swan, CKEY Toronto; C. A. Landrey, CHNS Halifax; and J. S. Neill, CFNB Fredericton.

Sears

Says "yes" to

WGRD

In competition with four other Grand Rapids Radio Stations, Sears Roebuck selected WGRD to tell the Sears story to the people of Western Michigan.

BECAUSE —
of WGRD's

GREATER COVERAGE
LARGER AUDIENCE
LOWER COST
PROVEN RESULTS

Sears Daily Schedule—
Two 15 Min. programs
Six announcements

WGRD

"The People's Station"
Grand Rapids, Michigan

for latest "Hoopers"
call McGillvra

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas
in TOPEKA

'PRIVACY' SUIT

Filed in L. A. Court

NAMING CBS, General Foods Corp., Phillips H. Lord Inc., Benton & Bowles Inc. and Young & Rubicam Inc. among defendants, William A. Sampsell, retired restaurant chain owner, has filed a \$500,000 damage suit in Los Angeles Federal Court.

He charges that when *Gang Busters* was broadcast over CBS stations last October, dramatizing the criminal history of his son, Lloyd, his own name was used without permission, several incidents depicted were "false and untrue" and the program generally violated his rights of privacy. The suit further states Mr. Sampsell notified CBS after the first broadcast that he objected to use of his name and portrayal, but despite this, another episode of the story was broadcast a week later.

HOWSER CASE

New Trial Is Denied

JUDGE Alexander Holtzoff of the U. S. District Court, Washington, D. C., has denied a new trial to Fred N. Howser, former California Attorney General, who lost a \$350,000 libel suit against ABC Commentator Drew Pearson last January [BROADCASTING • TELECASTING, Jan 29].

Mr. Howser had charged Mr. Pearson with libeling him on an ABC network broadcast by accusing the Californian of taking a \$1,200 bribe from a gambler.

Reach Settlement

SUIT filed by Al Laval against the Black Hawk Broadcasting Co. and R. J. McElroy, general manager of its KWWL Waterloo, Iowa, has been settled out of court, Mr. Laval has announced. Formerly sports and educational director of KWWL, Mr. Laval is now in the sales department of KXEL Waterloo. The suit, filed in November 1949 [BROADCASTING • TELECASTING, Dec. 5, 1949], sought recovery of overtime pay.



WMPS Memphis has signed a contract with The d-CON Co. Inc., Chicago, which the station is heralding as the "greatest radio campaign in mid-South history." Making plans are (l to r) Jerry Garland, d-CON vice president; Harold R. Krelstein, vice president and general manager, WMPS, and Lee Ratner, president, d-CON. The company signed for the 3:30-4 p.m. period Monday-Friday, using a different program each day.

WINNING ELECTIONS

Jonkel Tells How Radio Helped Sen. Butler

SENATORS have been given an earful about radio announcements and how they can help influence and win elections.

Jon M. Jonkel, who was campaign manager for Sen. John Marshall Butler, when the Republican defeated former Democratic Sen. Millard E. Tydings last fall in Maryland, filled the lawmakers in on the intricacies of radio sound-making.

Graphically he described how spots were used to circulate Sen. Butler's name "the way you put any other commodity across." This method, Mr. Jonkel said, took in music and slogans. Examples: "Be for Butler"—"like the Bromo Seltzer ads." Mr. Jonkel then demonstrated a series of "Be for Butler's" at a pace described by one newsman as "at railroad engine tempo."

Some announcements, Mr. Jonkel explained to the Senate committee investigating the Maryland Senatorial election, caused considerable consternation in ex-Sen. Tydings' campaign headquarters. One particular spot, he said, used machine gun fire, mortar fire, plus the sound of ricochets. For the latter, Mr. Jonkel gave emphasis to his testi-

mony by giving his version of the sound effects.

A spoken passage followed the whining bullets and chattering guns in this manner, Mr. Jonkel said: "That's the way the war in Korea sounds. Do you in your heart believe we were ready for Korea? Vote for John Marshall Butler."

In still another spot, he added, "we had brakes squealing, and a slogan—stop waste in government, stop this, stop that. We had alarm clocks going off, and 'Be for Butler, Be for Butler, Be for Butler.'"

Arrangements were made, according to the witness, so that every time Mr. Tydings spoke on the radio his time was preceded and followed by these 20- to 30-second spot announcements.

RIGGIO CORP.

Signs FTC Agreement

RIGGIO Tobacco Corp., Brooklyn, N. Y., has signed a stipulation with the Federal Trade Commission, agreeing to cease certain representations made for its Regent cigarettes in broadcast and other advertisements. The agreement was announced by FTC March 11.

Under terms of the stipulation the tobacco firm promised to discontinue claims that Regents (1) provide any defense against throat irritation due to smoking, (2) offer cooler smoking because of extra length or oval shape. The agreement does not, however, prevent claims that during the time the extra length is smoked, less irritating properties are contained in the smoke therefrom. Riggio sponsors NBC-TV's *Leave It to the Girls*, Sunday, 7-7:30 p.m. EST.

ABC Spot Sales distributing "Radio Program Schedules" folder containing March 1-31 schedules for WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, KGO San Francisco and WMAL Washington.

COURT RULING

Protects 'Guard' Reception

TEMPORARY injunction against operation by the Yonkers Cabinet Corp., Yonkers, N. Y., of a dielectric heater which was reportedly interfering with U. S. Coast Guard reception on its aeronautical frequency 7530 kc, was granted the FCC March 2 by Judge Samuel H. Kaufman of the U. S. District Court for the Southern District of New York. It is the first case in which FCC has used the courts to halt radiation interference.

According to the Commission, transmissions subsequently traced to the heater were first picked up on Jan. 29. FCC's complaint said that when interference continued despite repeated notice to Maitland Brenhouse, Yonkers president, the court proceedings were begun. The heater, an electronic type for industrial use, was manufactured by Girdler Corp., Louisville, Ky., according to the FCC account of communications from Mr. Brenhouse. Transmissions from the unit, which varied between 7510 and 7535 kc, were picked up by FCC monitoring stations in Laurel Md.; Powder Springs, Ga.; Allegan, Mich.; Lexington, Ky., and by a mobile unit in Yonkers, the Commission said.

Zaimes Files

SUIT for \$250,000 in damages, alleging libel and character defamation, has been filed against the New York *Compass* by Charles Zaimes, newscaster and commentator at WALL Middletown, N. Y. Basis of the suit was a story, published Dec. 31 and titled *A Tower of Terror*, which dealt with Mr. Zaimes' news campaign "to expose Communist influence" in a furworkers union, according to WALL. The article claimed that workers are living in fear because of the broadcasts.

FTC Order

DECEPTIVE marking of radio tubes, attributed to Continental Corp., Chicago, and its officers would be prohibited under terms of an initial decision reported by a Federal Trade Commission trial examiner. The proposed order also would require the firm to stop representing it has been licensed by RCA "to make or distribute radio tubes" and that it is a tube manufacturer. The order becomes final in 30 days unless it is appealed, stayed or placed on the commission's review docket.



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WLS and the drama of the ATOM

(See Front Cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

PAUL D. GALE, manager traffic department NBC Western Div., appointed manager of newly-consolidated station relations and traffic department. **ALAN COURTNEY**, acting manager station relations, guest relations, public affairs and education, named station relations contact for new department.

HAROLD STORM appointed director of



Mr. Storm

promotion KMBC-KFRM Kansas City, Mo., succeeding **JOHN S. McDERMOTT** who has been appointed local sales representative. Mr. Storm has been with WOV and KFAB Omaha, and WNAX Yankton, S. D.

DICK KARNOW, news director WIRY Plattsburg, N. Y., appointed chief announcer and sports director. **ESTHER FOX**, continuity department WIRY, appointed continuity director. **HAROLD PHILLIPS**, new to radio, named to accounting department. **DAVE SMITH** appointed part-time announcer.

PETER COLE, chief announcer and assistant program director WVCG Coral Gables, Fla., to WTVJ (TV) Miami, as announcer. **LENORE EHEM** appointed to program staff.

NORMAN L. PREVATTE appointed to program department staff WBTW (TV) Charlotte, N. C. He has been with several stations in North Carolina.

ACK DOUGLAS, **EDDIE COONTZ** and **JOHN BRADY** to KFI-TV Los Angeles, as director-announcers. Mr. Douglas and Mr. Coontz are program packagers; Mr. Brady was freelance actor and writer.

CHARLES RAY signed to exclusive contract with Palmetto Broadcasting System, Anderson, S. C., to do series of shows. He has been with several stations in Louisiana and Mississippi.

MILTON BROWN, NBC press department staff writer, appointed column editor for network, effective immediately. He replaces **URSULA HALORAN** who resigned last week to accept position with Mack Millar & Henry Rogers publicity firm.

ANNE MAUCLAIR, writer-producer Voice of America, to KLAC-TV Los Angeles, as production assistant. Replaces **JEAN BRADFIELD**, resigned to join Wisbar Productions Inc., L. A. (TV film producer).

FRANK PARIS, script department CBS Hollywood, to network editing staff.

national business up 206% since 1948

see Rambau

WILS Lansing's Most Powerful Station

air-casters



JUSTIN R. DUNCAN, TV program director WOAI-TV San Antonio, to devote full time to public and client relations for station [BROADCASTING • TELECASTING, March 5].

EARL WARREN, special feature announcer CKY Winnipeg, to announcing staff CKXL Calgary.

JESS OPPENHEIMER, producer CBS *My Favorite Husband*, father of boy, Gregg. March 8.

BARR SHEETS, supervisor of ushers CBS Hollywood, appointed to new position guest relations manager for network. **JACK VAN NOSTRAND**, News Bureau KNX Hollywood, replaces him in former capacity.

DRESSER DAHLSTEAD, production manager ABC Western Div., named program director. He succeeds **JOHN I. EDWARDS**, resigned to join Maier Brewing Co. as advertising manager. Prior to being made production manager, Mr. Dahlstead was chief announcer for network Western Div.



Mr. Dahlstead

PHIL BAKER replaces **JACK PAAR** as m.c. of NBC *The \$64 Question*. Mr. Baker was previously with program, then under name of *Take It Or Leave It* from December 1941 to September 1947, when **GARRY MOORE** took over.

CAPT. PAT GRIFFITH, WAC, formerly with NAB, has been transferred from duties as public information officer at Fort Myer, Va., to the Radio-Television Branch, Dept. of the Army, Pentagon.

BARRY CASSELL, to WCAU-TV Philadelphia, as TV announcer.

FREDERICK P. LAFFEY, program director WLAW Lawrence, Mass., recalled to active duty with Army.

ROBERT W. BRECKNER, director KTTV (TV) Los Angeles, appointed executive director. He will build department responsible for all sports, special events, news and public service programs on station.

LAWRENCE WHITNEY named assistant public relations director WGN Chicago. He joined station's continuity acceptance staff in 1949.

KEN WOODDELL, sports announcer WLBH Mattoon, Ill., father of son, Ken Jr.

PHIL GORDON, pianist-singer, to WDSU-TV New Orleans talent staff.

PAT CRAFTON, KRON-TV San Francisco, father of daughter, Mimi.

NICK PERRY appointed chief announcer WDTV (TV) Pittsburgh. **CLARK SUTTON**, student, to publicity department replacing **VINCE DI RICCO**, resigned. **JAY RUSSELL**, WATV (TV) Newark, to WDTV working on special research-public relations project.

JEAN HERSHOLT, star CBS *Dr. Christian* program, elected president Hollywood Bowl Assn.

GEORGE DINNICK, music director WINX Washington, appointed program director, succeeding **WILLIAM HEDGPETH**, resigned.

MAT DUNDREA appointed musical director WINX Washington. Was with WABP Tuscaloosa, Ala. **WILLIAM TINKER**, Armed Forces Radio overseas, appointed to announcing staff.

BILL HART, WONE Dayton, to WPFB Middletown, Ohio, as night disc jockey and announcer.

ELSIE MILLER, accountant KGER Long Beach, Calif., retires April 1.

AL MALLICOAT, announcer, recovering from broken leg.

FRED McCALL appointed to announcing staff KEYL (TV) San Antonio. He was with KVAL Brownsville, Tex., as program director.

JEAN SARGEANT, radio-TV womens news commentator, to WPTZ (TV) Philadelphia.

WARREN NIELSON, announcer KMA Shenandoah, Iowa, appointed chief announcer. **DOC** and **ESTHER EMBREE**, entertainers KFEQ St. Joseph, Mo., to talent staff KMA.

WILLIAM H. TANKERSLEY, merchandising manager Columbia Pacific Network-KNX Hollywood, named manager, program operations department for CBS Hollywood. **LEON W. FORSYTH**, promotion and advertising department Raymond R. Morgan Co., L. A., replaces him as merchandising manager.

ALAN SNOWDEN, KHR Hood River, Ore., to KRIZ Phoenix, Ariz.

JOHN SIEMER, WIZE Springfield, Ohio, to WIOU Kokomo, Ind., as announcer. **DOROTHY HACKER** to WIOU as staff organizer.

EDWIN C. METCALFE, assistant to **RUDOLPH PICARELLI**, sales service coordinator KTTV (TV) Los Angeles replaces Mr. Picarelli, who was recalled to armed services. **ROB R. HIESTAND Jr.**, executive producer KFI-TV Los Angeles, to KTTV as staff director.

JOHNNY MARTIN, WLIZ Bridgeport, Conn., to staff WXYZ-TV Detroit.

SHIRLEY SCHUTT, continuity acceptance department ABC Hollywood, to KTTV (TV) Hollywood, in similar capacity.

News . . .

T. H. ROENSCH, manager Kigford Ranch, Siloam Springs, Ark., appointed associate farm director KVOO Tulsa, Okla.



Mr. Roensch

MARTIN D. MAN-NIX, promotion and farm director WIRY Plattsburg, N. Y., appointed news director. He will continue his duties as promotion director. **CHET BOSWORTH** appointed music director, librarian and farm director.

JAIME del VALLE, CBS Hollywood producer, father of boy born March 10.

ERNE TANNEN, program director WGAY Silver Spring, Md., elected president Montgomery County Press Assn.

JULIAN BENTLEY, news director WBBM Chicago, to Europe March 19 for four-week reporting trip. News will be shortwaved back for broadcast on his regular show. He will visit England, Scotland, France and Italy.

CARL RANDALL, news department KCBS San Francisco, on tour of Alaska to gather material for profile on Alaskan defenses for CBS' *Hear It Now* show.

BILL NIETFELD, news director, KCBS San Francisco, named chairman of Northern California section of California Associated Press Radio Assn.

BOB BRUNER appointed news director WIOU Kokomo, Ind. He was with WSOY Decatur, Ill.

PAULINE FREDERICK, ABC commentator, to deliver lectures before Rotary Club, Johnson City, Tenn., March 20 and the East Tennessee State College, Johnson City, March 21. Her *Pauline Frederick Reports* broadcast, 8:45-9 p.m., to originate from WJHL Johnson City March 21.

WALTER CRONKITE, CBS Washington news commentator, recovering in Bethesda Naval Hospital from appendectomy. He was stricken March 9.

CLOYD HEAD, commentator WMAQ Chicago, returns from 10-month European and Middle-Eastern trip. He resumes his broadcasts next month.

JIM ARKISON, sports director WALE Fall River, Mass., named outstanding radio sportscaster for 1950 by local AMVETS post.

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HAL HOLMAN, Nat'l Rep.

NEW FM OUTLET To Purchase WMIT Plant

GRANT March 7 of a construction permit for a new Class B FM outlet on Clingman's Peak, Yancey County, N. C., paves the way for reactivation of the old facilities of WMIT (FM) Charlotte—pioneer FM station which ceased operation last April.

Under plans submitted to FCC last December [BROADCASTING • TELECASTING, Jan. 1], Mt. Mitchell Broadcasters Inc., permittee, is purchasing WMIT's plant atop Clingman's Peak for a reported \$27,500. In addition to the WMIT 10 kw transmitter, the new firm also is installing a new 50 kw amplifier to boost the station's output to 300 kw effective radiated power on Channel 295 (106.9 mc).

According to the original application, the new outlet's 1 mv/m contour will include 27,380 sq. miles while the 50 uv/m contour will include 50,600 sq. mi.

Principals in Mt. Mitchell Broadcasters Inc. are W. Olin Nisbet Jr., Charlotte investment banker, president and 31% stockholder; John C. Erwin, Charlotte businessman, vice president and 20% owner; W. H. B. Simpson, part owner of WMRC Greenville, S. C., as secretary-treasurer, 6.6%.

KPET GRANT

Would Go Fulltime

KPET Lamesa, Tex., would be granted extension of operation from daytime only to fulltime, on 690 kc with 250 w, according to an FCC initial decision last week.

Hearing Examiner Jack P. Blume found it desirable to recommend the grant although the proposed nighttime operation violated FCC standards respecting the limitation on Class II operation. He found a first primary nighttime service would be rendered to Lamesa which now is a "white" area, without primary signal at night.

According to FCC rules, Class II operation at night is limited to 2.5 mv/m contour, which for KPET would include 19,000 persons. However, because of objectionable interference at night, KPET will be limited to its 25.4 mv/m contour, including only 7,900 persons.



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Warren, Pa.

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FIRST CHOICE OF ENGINEERS

FCC actions



MARCH 9 TO MARCH 15

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

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

March 9 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KOCs Ontario, Calif.; KCBQ San Diego; WMBI Chicago; WOWO Fort Wayne, Ind.; WBCC Bethesda, Md.; WBZA Springfield, Mass.; KEX Portland, Ore.; KYW Philadelphia; WOAI San Antonio; KEDO (FM) Ontario, Calif.

License for CP

KVAS Astoria, Ore.—License to cover CP change frequency etc.

WLWT (TV) Cincinnati—License to cover CP new commercial TV station.

Extension of SSA

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 DISMISSED

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

March 12 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KLRA Little Rock, Ark.; WTIC Hartford, Conn.; WFEC Miami; WALT Tampa, Fla.; WSFT Thomaston, Ga.; KWKH Shreveport, La.; WBZ Boston; WHFB Benton Harbor, Mich.; KSTP St. Paul; WTNS Coshocton, Ohio; KDKA Pittsburgh; KSTA Coleman, Tex.

Change Name

William R. Smith tr/as White County Bestg. Co., Searcy, Ark.—CP new AM station 1300 kc 1 kw D AMENDED to change name of applicant to White County Bestg. Co. Inc.

Replace CP

KEDO (FM) Ontario, Calif.—CP to replace expired CP for changes in existing FM station.

Modification of CP

WBOW-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

WLAV-FM Grand Rapids, Mich.—Same.

March 13 Decisions . . .

BY THE SECRETARY

KTTV Los Angeles—Granted license for commercial TV station; ERP vis power 30.9 kw, aur 15.6 kw; and to change studio location.

WHBF-TV Rock Island, Ill.—Granted license for commercial TV station; vis power 5 kw, and to designate studio and transmitter locations (not a move).

WNAC-TV Boston—Granted license for new commercial TV station.

WJZ-TV New York—Granted mod CP for TV station for reduction of ERP to 3.0 kw vis., 3.0 kw aur., and increase ant. height to 1378 ft.

WCAT South Dakota School of Mines and Technology, Rapid City, S. D.—Granted authority to remain silent for period beginning March 9 and ending March 20 during suspension of regular instructional period.

KPOC Pocatontos, Ark.—Granted license for new station; 1420 kc 1 kw d.

WWIN Baltimore, Md.—Granted li-

cense for new station; 1400 kc 250 w unl.

KGPH Flagstaff, Ariz.—Granted license for new station; 1230 kc 250 w unl.

WNBC-FM New York—Granted mod. CP to extend completion date to 6-21-51 (cond).

KCRE Crescent City, Calif.—Granted license for new standard station; 1400 kc 250 w unl.

WMFG Hibbing, Minn.—Granted license install new trans.

WGBS Miami, Fla.—Granted license change DA-D (DA-2) cond.

KRXK Rexburg, Ida.—Granted license for new standard station; 1230 kc 250 w unl.

KGO-TV San Francisco—Granted license for new commercial TV station; ERP: vis. 25.4 kw, aur. 12.6 kw 1260 ft. ant. height.

The Fort Industry Co. Area, Detroit, Mich.—Granted license for new TV pickup station KA-7677.

KECA-TV Los Angeles—Granted license for new commercial TV station; ERP: vis. 29.4 kw aur. 14.7 kw 3040 ft. ant. height.

KECA-FM Los Angeles—Granted license for new FM station; 95.5 mc (Ch. 238) 3.8 kw, 240 ft.

American Bestg. Co. Area New York, and Chicago—Granted licenses for new remote pickup KA-5106, KA-6197, KA-6176.

Regional Bestg. Co., Chicopee, Mass.—Granted CP and license for new remote pickup KA-8476.

WCSC Inc., Charleston, S. C.—Granted CPs and licenses for new remote pickup KA-8474-5.

The Snowy Range Bestg. Co., Laramie, Wyo.—Granted license for new remote pickup KA-7582.

American Bestg. Co., New York—Granted license for new remote pickup KEB-910.

College of the Pacific, Stockton, Calif.—Granted license for new remote pickup KA-7347.

Appleland Bestg. Inc., Wenatchee, Wash.—Granted CP new remote pickup KA-8477.

Dairylands Bestg. Service Inc., Marshfield, Wis.—Granted CP new remote pickup KA-8478.

The Voice of the Orange Empire Inc., Santa Ana, Calif.—Granted CP new remote pickup KMB-816.

WMNE Menomonie, Wis.—Granted mod. CP for approval of ant. and trans. and main studio locations.

WACL Waycross, Ga.—Granted mod. CP for approval of ant. and trans. location, specify main studio location and change type trans.

Columbia Bestg. System, Chicago—Granted mod. license to change KA-4695 location from mobile, area of Chicago, to mobile, area of New York, and to be used with WCBs New York in lieu WBBM Chicago.

WHAS Inc., Louisville, Ky.—Granted mod. of license KA-4619 to change from

mobile, area of Louisville, to base, A. Lane, 2 3/4 mi. northeast of New Eastwood, Ky., and to be used with WHA and WHAS-TV.

Following were granted mod. CPs for extension of completion dates as shown: KWBW-FM Hutchinson, Kan., to 6-51; KYUM Yuma, Ariz., to 6-15-51; cond.; KA-7164 Poughkeepsie, N. Y., 5-6-51; WTOL-FM Toledo, Ohio, to 5-51, cond.; KRNT-FM Des Moines, 9-30-51; KA-5776 Lewisburg, Tenn., 6-9-51.

WRTA Altoona, Pa.—Granted license install new trans.; cond.

WNEW New York—Granted license to use old main trans. as an alternate.

WWHG Hornell, N. Y.—Granted change trans. location, main studio location and install new trans.

WLCK Campbellsville, Ky.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WJRI Lenoir, N. C.—Granted license install new trans. (BL-4354). Grant license to use old main trans. for au

WKYB Paducah, Ky.—Granted license change frequency, etc. (570 kc, 500 N, 1 kw LS, DA-2 unl.; cond.).

WPGW Portland, Ind.—Granted license for new standard station a specify studio location; 1440 kc 500 D, DA-D.

KJBS San Francisco—Granted license install new trans.

KOVC Valley City, N. Dak.—Granted CP install new trans.

KCBS San Francisco—Granted mod. CP for extension of completion date to 8-21-51; cond.

KTSL (TV) Hollywood—Granted mod. CP for extension of completion date to 9-26-51.

Extended following television station licenses on temp. basis to July 1, 1951: KA-3427, Albuquerque Bestg. Co., Albuquerque, N. Mex.; KA-34 KA-3429, Balaban & Katz Corp., Chicago; KCA-61 Oxford, Conn.; KA-34 KA-3432 New York, KA-4448 Pittsburgh, KA-3433 KA-3434 Washington D. C., Allen B. DuMont Lab; KA-21 KA-2107, General Electric Co., Schenectady, N. Y.; KA-3436 KA-4841 KA-48 Paramount Television Productions Inc. Los Angeles; KA-4858, Westinghouse Radio Stations Inc., Boston.

ACTION ON MOTIONS

By Comr. Robert F. Jones

Muhlenberg County Bestg. Co. a Central City-Greenville Bestg. Co. Central City, Ky.—Granted petition Muhlenberg County Bestg. Co. for dismissal without prejudice of its application. On Commission's own motion removed from hearing docket application of Central City Greenville Bestg. Co. Dismissed as moot petitions Central City-Greenville Bestg. Co. fil March 2 to continue hearing and accept late appearance.

WLAC Nashville, Tenn.—Grant continuance of hearing on application of Radio Reading, Reading, Pa. from March 15 to April 16 in Washington.

WISE Asheville, N. C.—Granted continuance of hearing on its application from March 19 to April 19 in Washington.

WANT Richmond, Va.—Granted leave to amend application to specify new trans. site and for removal of application as amended from hearing docket.

WLCK Campbellsville, Ky.—Grant leave to intervene in proceeding application of Clark-Montgomery Bestg. Co., Winchester, Ky.

By Examiner H. B. Hutchison

KGAR Garden City, Kan.—Grant leave to amend its application to show corrected calculations of interference to KFNF and KARK and to incorporate new copy of horizontal plane pattern showing corrected bearings toward these stations and new computed vertical sections for corrected bearing. Granted in part request that petition previously filed Jan. 10 for authority to take deposition of Mark U. Watro Denver, be withdrawn; dismissed petition to take deposition.

WJEL Springfield, Ohio—Grant continuance of hearing in proceeding

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Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.

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



its application from March 12 to
y 14, at Washington.
By Examiner Fanny N. Litvin
KVGB Great Bend, Kan.—Granted
annuance from March 9 to April 5
Washington of hearing on applica-
n of Pratt Bestg. Co., Pratt, Kan.
By Examiner J. D. Cunningham
KYA San Francisco—Granted con-
uance of hearing in proceeding on
application and that of KVSM San
teo, Cal., March 12 to May 16, in
Washington; also granted authority to
end application to change operating
gment from 1260 kc. 1 kw-N and
w-D unl. to 1060 kc 50 kw unl. DA
to move trans. site.
By Comr. Robert F. Jones
WTNJ Trenton, N. J.—On Commis-
sion's own motion, continued indef-
nitely hearing in revocation proceeding

now scheduled at Trenton March 16,
pending action on petition for recon-
sideration filed March 9 of Commission
order of Dec. 20, 1950, revoking license.

March 13 Applications...

ACCEPTED FOR FILING License Renewal

Applications for license renewal filed
by following: KCVR Lodi, Calif.;
WKXY Sarasota, Fla.; WCSI Columbus,
Ind.; KSTT Davenport, Iowa; KLCB
Parsons, Kan.; WMEX Boston; WDG
Minneapolis; WKBW Buffalo; WGNV
Newburgh, N. Y.; WBT Charlotte,
N. C.; KWCO Chickasha, Okla.; WHIM
Providence, R. I.; WNOX Knoxville,
Tenn.; KAMQ Amarillo, Tex.; KDSX
Denison, Tex.; KOKC Mineral Wells,
Tex.; KGA Spokane, Wash.; WCBT-FM
Roanoke Rapids, N. C.

License for CP

KWAX (FM) Eugene, Ore.—License
to cover CP new noncommercial educa-
tional FM station.

Modification of CP

KFOX-FM Long Beach, Calif.—Mod.
CP new FM station for extension of
completion date.

WGBS-FM Miami—Mod. CP new FM
station to change ERP from 27 kw to
1.5 kw, ant. from 395 ft. to 80 ft.,
change trans. and studio sites.

TENDERED FOR FILING

WETO Gadsden, Ala.—CP change
hours from D to unl., operating with
100 w-N, 1 kw-D, on 930 kc.

APPLICATIONS RETURNED

WCNU Crestview, Fla.—RETURNED
application for license renewal.
KBKI Alice, Tex.—Same.

March 14 Decisions...

BY THE COMMISSION

Extension of License

WCBT-FM Roanoke Rapids, N. C. —
Granted further temporary extension
of license to 6-1-51.

WKRT-FM Cortland, N. Y.—Granted
further temporary extension of license
to 6-1-51.

Modification of CP

KIDO Boise, Ida.—Granted mod. CP
to change DA-N; cond.

CP Granted

KFSB Joplin, Mo.—Granted CP to
move center tower of DA etc.; cond.

BY THE COMMISSION EN BANC

Designated for Hearing

KCOG Centerville, Iowa—Designated
for hearing in Washington on May 4
re application to increase power from

100 w to 250 w, unl. on 1400 kc; made
WGIL Galesburg, Ill., KVFD Ft. Dodge,
Iowa, and KFRU Columbia, Mo., parties
to the proceeding.

Reinstatement of CP

Red Oak Radio Corp., Red Oak, Iowa
—Granted reinstatement of expired CP
which authorized a new station on 1600
kc 500 w D, subject to filing within
60 days, of an application for mod. of
permit to specify a different trans. site
and ant. system which will meet re-
quirements of engineering standards.
or in lieu thereof, to notify FCC within
same period of time that construction
has commenced at site previously
granted and is otherwise in accordance
with original authorization.

Program Test Authority

WWBZ Vineland, N. J.—On petition,
granted authority to conduct nighttime
program tests under CP which author-
ized change in hours from D to unl.
on 1360 kc with 1 kw, and install DA-N.

SSA Extension

KWBU Corpus Christi, Tex.—Granted
extension of SSA to operate on 1030 kc
50 kw using non-directional ant. dur-
ing hours from LS Boston, Mass., to
LS Corpus Christi, for period not to
exceed 12 months from March 15, pend-
ing decision in clear channel hearing.

(Continued on page 91)

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 44I, 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 7I, BROADCASTING.

Experienced salesman-copywriter. Guarantee \$75.00 minimum right man. Old established ABC affiliate. Single station market. Midwest. Box 34I, BROADCASTING.

Proven salesmen wanted by aggressive southern broadcaster expanding to absorb established power station in major southern market. \$1000 per month, or better, opportunity for salesmen who can qualify. Best of personal and business backgrounds needed. Send complete personal and business data, actual sales record, references, photo. Reply confidential. Box 71J, BROADCASTING.

Wanted: Woman with experience who can sell and write copy so that you can qualify for this position. Here is what you get, salary plus commission, pleasant working conditions, vacations with pay, yearly bonus plus Florida sunshine. This is a new station located on banks of the world famous Indian River two minutes from the blue Atlantic. If this sounds good to you, send photo and all details to Box 79J, BROADCASTING.

Salesman. Must do outstanding job for station 20 years operation. East, middle Atlantic, television soon. Right man can be salesmanager. Excellent market, 1st letter with photo and reference. After this, interview will be arranged with help on expense. Box 116J, 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.

Wanted: Salesman. Experienced time salesman for 250 watter in Chicago metropolitan area. Tremendous opportunity. WOPA, Oak Park.

America's largest publishers News Pictures, established 38 years. Affiliated Marlin Firearms Company, having had contracts over 300 radio stations coast-to-coast, needs four more high type salesmen with cars. Accustomed earning \$250 and more commission weekly, travel, place radio stations cooperative publicity display cabinets, merchants windows. For interview send all details about yourself. Chas. F. Smith, Radio Division Illustrated Current News, Inc., New Haven, Conn.

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.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 65J, BROADCASTING.

Help Wanted (Cont'd)

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.

If you're a good announcer with first class ticket, you're worth seventy-five starting salary to an up-and-coming Pennsylvania independent. Give experience, full details and disc in first reply. Box 90J, BROADCASTING.

Announcer who knows rural programming, who can MC a western musical unit and who can sell mail offers for an immediate opening at this 10 kw, ABC affiliate. Write giving complete information on your background and audition disc. This is an excellent opportunity for the right man. Radio Station KFBI, P. O. Box 1402, Wichita, Kansas.

Wanted. News announcer-continuity writer. Salary commensurate with ability. Send photo, disc, qualifications to General Manager, KNEX, McPherson, Kansas.

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.

Somewhere in the U. S. A. is a man who does not smoke or drink, has clean living habits and could fill our need for an all-round announcer, news and production man. Control room experience helpful. Salary commensurate with ability. Good chance for advancement. Call Mr. West or Mr. Starcher at WAVL in Apollo, Penna.

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

Morning man, experienced. Strong on news. Permanent. Five day week, liberal company benefits. Salary plus talent. Best working conditions. Send disc. Give full details, availability, draft status. WENY, Elmira, N. Y.

Top 1 kw CBS affiliate in West Virginia is accepting auditions for staff announcers. Please send disc, experience and salary requirements in first reply to R. Brown, WJLS, Beckley, W. Va.

Immediate opening for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

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 Merrit Milligan, Program Director, WTAD, Quincy, Illinois.

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

Help Wanted (Cont'd)

Technical

Immediate opening chief engineer who can announce. State salary, experience, first letter. Box 6I, BROADCASTING.

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 17I, BROADCASTING.

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

Combination engineer-announcer, emphasis on announcing, 2nd class ticket OK, 250 watter near New York. Box 72J, BROADCASTING.

Chief engineer for 250 watter near New York, complete charge. Box 100J, BROADCASTING.

First phone, willing to learn announcing. Start \$45, rapid advancement, plus extras. Full details first letter. Box 106J, BROADCASTING.

I want a transmitter engineer interested in working at his trade. This is a new 10 kilowatt operation directional antennae. Affiliated with eleven other stations in mountain area. This is a good connection with a future. Contact Milo Petersen, KGEM, Boise, Idaho.

Engineer: First ticket, at once. Phone, wire, KROS, Clinton, 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.

Immediate opening licensed engineer to operate control room and transmitter. Need car. WBBQ, Augusta, Georgia.

Engineer, first class license, experience not necessary, conveniently located, best working conditions, position open on or after March 17. F. M. Wagner, WCNC, Elizabeth City, N. C.

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

Transmitter engineer with first class license for AM and FM operation. Bachelor quarters available. Write WJTN, Jamestown, N. Y.

Wanted: First class engineer, wire giving qualifications. Radio Station WMOC, Covington, Ga.

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

Chief engineer-announcer, immediate opening, emphasis on engineering. State salary expected, when available and send photo and audition if possible. Manager, WPLA, Plant City, Florida.

Transmitter engineer, no announcing. No experience necessary. Transmitter within walking distance of town. WREL, Lexington, Virginia.

Wanted: First phone engineer. \$50.00, 40 hours. WVOT, Wilson, N. C.

Need broadcast engineer first phone. Employment immediately. Contact Chief Engineer, WWST, Wooster, Ohio.

Help Wanted (Cont'd)

Production-Programming, others

Continuity director. Preferably female. Disc, photo, samples of copy. Box 69, BROADCASTING.

New Pennsylvania independent needs girl for continuity and air work. State experience and full details first reply. Good salary. Box 91J, BROADCASTING.

Have opening for program director near future. Announcer with some programming experience will be considered. Write or call Radio Station WEPM, Martinsburg, W. Va. Personal interview necessary.

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

Wanted at once: Continuity writer, c. Mr. Shepherd or Mr. Graham at 9: WWGS, Tifton, Ga.

Situations Wanted

Managerial

Manager-chief engineer—experience 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, advance initiative, experience pioneer three stations. Good record, go anywhere, salary commission basis. Available reasonable notice. Box 7, BROADCASTING.

Manager-sales manager, now employed Strong on sales and promotion. Can show a profit for station now in the red. Can bring additional sales help. From south or southwest. Box 90I, BROADCASTING.

In eighteen months increased gross times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 1, BROADCASTING.

Good, sober, experienced station manager who can really sell, produce program shows, is open for position, want permanency, decent salary. Box 73J, BROADCASTING.

Station sold. Manager available west or midwest. 19 years experience. Can produce profits. Box 88J, BROADCASTING.

Now production manager for Connecticut ABC station. Qualified announcer, newscaster and news writer, continuity writer, promotion man. Wide experience in administrative and detail work. Five years background. Seek program directorship of independent or network station that needs building. Write 103J, BROADCASTING.

Mr. Station Manager: If you have the program directors and engineers your managers why not try a good commercial man to do the job. I year I sold seventy thousand in business and still making good money. Can manage your station, especially if it is in the red. Experienced in every branch of radio except engineering. Can guarantee you results. Sales program ideas, regardless of size of station or market. Ten years in radio, married, children, age 45. Box 1, BROADCASTING.

Manager-sales manager. Complete sales and radio advertising background. Now in important New York spot with national contacts. Family man, wishes relocate attractive New England market, preferably Connecticut. Salary plus commission desired. Box 1, BROADCASTING.

Salesmen

Salesman-newscaster. Now in Missouri. Personal interview desired. minimum. Box 40I, BROADCASTING.

Salesman, 25, married, draft exempt, three years radio experience. From midwest. Box 2J, BROADCASTING.

Situations Wanted (Cont'd)

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.

Account executive, experienced, college, mucho zip, desires position, commercial manager, salesman, agency, station reps, east. Box 98J, BROADCASTING.

Salesman: 6 years experience. Aggressive, persistent, but definitely not high pressure. Presently owner, manager 250 watt. Selling to move into larger market with greater opportunity. Age, 29, married, two children, draft exempt. Good voice, extensive announcing background, especially news. Available immediately. Write Bob Amos, WHKP, Hendersonville, North Carolina.

Announcers

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

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.

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

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

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

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

Not a Don Wilson, but lots of radio knowhow. 28, married, draft exempt. NBC trained, plus ten years active experience in radio. Announcer, board operator, production man. Desire western states. Available after April 15. Box 64J, BROADCASTING.

111111 = 8 years successful morning personality. Combination, witty, reliable, married, employed. \$100. Box 60J, BROADCASTING.

Announcer-salesman. Limited experience. Knowledge all phases radio. Recent graduate leading radio school. New York. Veteran, draft exempt. Strong on DJ and sports. Control board operator. Varied sales experience. Box 4J, BROADCASTING.

Baseball man. Experienced all sports. Southwest only. Married veteran. Box 8J, BROADCASTING.

Increase sales with a versatile personality. Interesting DJ. Two years experience. Draft deferred. Southwest. Box 82J, BROADCASTING.

Baseball broadcaster, currently employed though station not carrying baseball. Rated region's top play-by-play man. Baseball livewire; football broadcaster for one of country's major colleges. Desire AA or AAA affiliation. Draft free. Present employer will furnish excellent references. Box 83J, BROADCASTING.

Carolina broadcasters. 5 years experience in all phases. Top announcer wants program director or combination paying \$60. Box 87J, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, employed, draft exempt, married, car, experienced, all phases radio, desires permanent position with future, will travel. Box 94J, BROADCASTING.

Announcer, experienced, capable, good newscaster, DJ, married, veteran, seeks permanency, future, east preferred. Box 96J, BROADCASTING.

Want a hillbilly disc jockey? Good knowledge hillbilly music. 8 years mike experience. Just completed 4½ years at 5000 watt CBS outlet with own unit. Other phases announcing, News, commercials, farm reporting, etc. No drifter. E.T. on request. Replies promptly answered. Available latter part April. Box 97J, BROADCASTING.

Announcer, medically discharged veteran. Single, 26, 3 years experience. Good all-round staff man. Box 99J, BROADCASTING.

Announcer-Ambitious sportscaster seeks opportunity to gain practical experience in small live wire station. Veteran. Single, 23, hardworking. Creative, reliable. Can operate control board and turntable. Go anywhere. Details, disc on request. Box 101J, BROADCASTING.

Employed announcer, experienced, traffic programming, emphasis on production, married, draft exempt, will travel. Box 95J, BROADCASTING.

Versatility the keynote. Announcer, strong on DJ, news, commercials. Some console. Will travel. Sober, veteran. Box 104J, BROADCASTING.

Baseball man desires change. AA ball last year. Draft exempt. All offers considered. Write Box 105J, BROADCASTING.

Announcer. Inexperienced. Young, single, sober, serious. Inexperienced. College degree in broadcasting. Inexperienced. Extremely capable. Inexperienced. Inexperienced, inexperienced. Box 109J, BROADCASTING.

Married, vet, 31, 4 years experience. Sports, AM and TV, news, programming, desires position with reliable station. Excellent references. Box 111J, BROADCASTING.

Announcer, 1st phone, some copywriting, programming, willing worker, employed 1½ years, making \$60. Car, draft exempt, 24 years. Complete offer. Box 112J, BROADCASTING.

Experienced announcer specializing in play-by-play, available. 3 years sports and staff announcing. Married veteran seeking permanent position with future. Box 117J, BROADCASTING.

Upper midwest or Great Lakes stations attention: Now announcing, all phases, desire position in above only, data, disc. Box 120J, BROADCASTING.

Sportscaster. Baseball play-by-play. Former player. College degree in broadcasting. Young, single, industrious. Capable despite inexperience. Draft exempt. Box 110J, BROADCASTING.

Draft exempt veteran. Willing to learn announcing bottom up. Salary with GI Bill okay. Finest references. Disc and photo. Box 121J, BROADCASTING.

Available, topflight play-by-play announcer-commentator with solid 14 years sports background. Has handled triple-A baseball, big league pro basketball, major college football on eastern and southern networks. Further experience in other sports, news and independent station programming. Family man, 32, university grad. Salary expectations modest where security offered. Write or wire Box 126J, 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.

Experienced, newscaster, announcer, copywriter, married, draft exempt, references, personal data and disc on request. Available immediately. Mark Douglass, 1708 E. Gordon, McPherson, Kansas.

Miss last week's want ads? Look up my ad and picture in last week's Broadcasting! Tommy Edwards, 1708 West Walnut, Milwaukee, Wisconsin.

Announcer-continuity writer. Two years experience. DJ, news, disc. Willing to travel. Ted Fehlberg, 5 West 63rd Street, New York City.

Seeking re-location, prefer job in midwest, or Penna. Presently employed as a writer-announcer. Seeking straight announcing job. Call Mr. Garrett, Telephone 4-12-60. Oil City, Penna.

Situations Wanted (Cont'd)

Disc jockey team, capable, conscientious, familiar all phases control board operation with light but concentrated experience. One married, one single. Both draft exempt. Disc, resume, references available. Jim Melville, 37-15 59th Street, Woodside Long Island, New York.

Announcer-salesman-continuity writer. Limited experience. Veteran, 20, draft exempt. Recent graduate leading radio school. Strong on DJ and commercials. Disc available. Johnny Hunt, 30-67 49th Street, Long Island City, N. Y., Astoria 4-9038.

Announcer, capable, conscientious, familiar all phases control board operation with light but concentrated experience. Married, have family, vet, draft exempt. Disc, resume, references available. Arthur McAnney, 511 Washington Street, Hoboken, New Jersey.

Announcer, capable, conscientious, familiar all phases control board operation, with light but concentrated experience, is willing to travel. Single, draft exempt. Disc, resume, references available. Jim Melville, 37-15 59th Street, Woodside, Long Island.

Four years as combination man (first phone). Heavy on announcing. Lots of programming, production, news. Fit in any department. Medical discharge. Tom Perryman, KSIJ, Gladewater, Texas.

Experienced announcer-engineer, vet, 28, would prefer work in northeast area. Bob Peters, 8 Upland Road, Brookline 46, Mass., Beacon 1855.

Experienced DJ, news, also remote shows, originating from Chicago's suburban theaters. Play guitar. 24, veteran, will travel. Bill Pugsley, 1400 N. State, Chicago.

Spanish-American girl disc jockey, board, announce, continuity, traffic. Permanent connection. Single, dependable. References. Woman's show script ready for airing. Lita Santos, 6526 Selma, Hollywood 28, Calif.

Situations Wanted (Cont'd)

Announcer (colored). Very personable voice. Practical knowledge of radio and control board operation. Some experience. Vet, draft exempt. Rai Tasco, 103-06 29th Avenue, East Elmhurst, N. Y., Illinois 7-9819.

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

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

Chief engineer desires connection progressive station. First class license since 1935. Former RCA engineer. References. 75J, BROADCASTING.

First phone, 3 years transmitter experience 1000 watts. Veteran, 27, married. Available 2 weeks, employed. State offer. 102J, BROADCASTING.

Field engineer desires position with consulting radio engineering firm. Experienced in measurements and construction. Draft exempt, available 15 days. Box 122J, BROADCASTING.

Chief engineer. Consultant experience and ability can save you money. Interested only in long term arrangement. 15 years experience. References. Box 76J, BROADCASTING.

Chief engineer, experienced AM, FM, recording, draft proof. Box 42, Holden, Mass.

Technician, experienced broadcast operation using various popular makes of equipment. Available quickly for straight transmitter position. Please describe your requirements. Lewis Sherlock, Box 51, Plainview, Texas.

1st phone, straight engineering preferred, 200-mile radius of New York City. Raymond Tomaszeski, 210 Second Street, Jersey City, N. J. Journal Square 3-0403.

(Continued on next page)

NEED AN ANNOUNCER?



- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • Telecasting . . . where all the men who make the decisions meet every Monday morning.

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

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

Production-Programming, others

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

Want to make a deal? I'll give you experienced ability in news, announcing, writing and production for an opportunity to prove to you that I can do even better with your sports programming. University of Minnesota grad., veteran, 2 dependents. Write Box 77J, BROADCASTING.

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

Program director, producer, special events, ad lib, TV, time sales at leading stations in Minneapolis, Kansas City, Nashville. 8 years experience. \$5,000 plus yearly. Married, references. Box 68J, BROADCASTING.

N. Y. radio-TV copywriter desires spot with medium size agency. Experience. radio-TV production background. Young, veteran. Box 84J, BROADCASTING.

Florida, Texas stations: Producer, program director with topnotch personality show currently being broadcast in major metropolitan market. Box 93J, BROADCASTING.

Program director, fully experienced, sales minded, mature. Successful background programming, top news and announcing. Draft exempt. Box 113J, BROADCASTING.

Program director, newscaster. Ten years experience. Draft exempt. Sure would like to hear from you. Write for further information. Box 118J, 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 119J, BROADCASTING.

Program director, vet, draft free, family man. Presently employed. Desires change. Jim Ferguson, 4 Forrest Drive, North Pekin, Illinois.

Television

Salesman

Ex journalist, 35, wants job as local time salesman with TV station. \$75 plus commission. Write for resume. Box 85J, BROADCASTING • TELECASTING.

For Sale

Stations

Radio station in western city of 200,000. Priced at \$125,000, half down. TV application filed. May Brothers, Broadcast Brokers, Binghamton, N. Y.

Equipment, etc.

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

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

260 feet one-inch rigid transmission line and fittings. 3500 feet #5 copper wire. KGPH, Flagstaff, Arizona.

One 150 foot self-supporting, insulated American Bridge tower; one type BT-20-A 250 watt GE AM transmitter; one type BT-1-B 250 watt GE FM transmitter complete with type BM-1-A frequency and modulation monitor; type BY-4-C GE four bay low-power off-side antenna and supporting mast; approximately 200 feet 1 1/2" Comm. Prods., transmission line and dehydrator; crystals for 1450 kc and 101.7 mc. Make us an offer, all or part. WENE, Endicott, New York.

For sale: Approximately five hundred feet brand new 70 ohm coax seven-eighth 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.

For sale: Presto 92-A recording amplifier. Like new. Used very little. \$325. WMVG, Milledgeville, Georgia.

Wanted to Buy

Stations

Texas or Oklahoma station: Experienced station manager wants complete control. Have cash for liberal down payment. Your chance to sell before summer slump. Confidential. Box 69J, BROADCASTING.

Wanted radio station in city over 100,000 able to be bought or financed with \$150,000 cash or less. Will also consider including unmortgaged very profitable station in single station market as a part of any deal. Prefer profitable network affiliate with TV potential. Will consider other properties if circumstances warrant. Replies confidential and every principal answered. Box 127J, BROADCASTING.

Equipment, etc.

3 to 10 kw FM transmitter co-ax and high gain antenna, state condition and price. Box 80J, BROADCASTING.

Cash for quick sale. 1-5/8" rigid coax. Andrew 45I or Communications Products 1A-625. Must be perfect shape for new FM installation. Give price amount and condition. Box 108J, BROADCASTING.

Wanted: Complete transmitting equipment for 1000 watts including transmitter, modulation and frequency monitor and limiting amplifier. Box 114J, BROADCASTING.

Wanted: Two turntables complete with pickups. Pre-amps not needed. May be with or without cabinets. Give price and condition. Chief Engineer, KSUM, Fairmont, Minnesota.

Wanted: Approved kilowatt transmitter in good condition. Box 107I, Plainview, Texas.

Help Wanted

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

Technical

Major south Florida station needs

FULLY EXPERIENCED
ENGINEER WITH FIRST
CLASS LICENSE.

Must be thoroughly acquainted with all phases of control room operation, installation and maintenance. Adequate compensation for right man. Give complete employment history, references, affiliations, personal data and draft status. Box 125J, BROADCASTING.

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

Woman Personality

Attractive (for future TV), experienced on-the-air personality, able to write and produce her own show, good on interviews, wanted by the leading station in major market.

Send full details, photo, disc, salary requirements. Box 124J, Broadcasting.

Situations Wanted

Announcers

THEY WON'T WANT ME IN
WORLD WAR III!

Veteran with exceptional versatility is interested in joining a progressive station. Topnotch hillbilly deejay with a proven sponsor-drawing ability. Also good pop music deejay, news, and commercial announcer. Long experience in production. Currently employed in executive capacity, but not "title-conscious." If you have a GROWING station and are interested, write to Box 81J, BROADCASTING.

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.

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

Western Electric 1KW Broadcast Transmitter

Latest model 443-A complete with tubes plus spare power amplifier—tubes used less than three years. Traded in on recent 5KW transmitter—now tuned to 580 Kc. but will retune to any broadcast frequency—in excellent condition and for those who prefer W.E., nothing finer.

Gates Radio Company
Quincy, Illinois
Telephone: 8202

FOR SALE: 178 foot used radio or TV broadcasting tower. Sturdy construction, all members and bolts galvanized. Will erect or sell outright. Shipping arranged. Reasonable. Western Steel Erection Co., 2105 E. 72 St., Chicago, PLaza 2-8088.

Wanted to Buy

Equipment, etc.

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

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockies. Inquiries invited from employers and applicants.

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

250 Watt Colorado Fulltime Independent — \$20,000.00

This unlimited time independent 250 watt station in Colorado—in the shadow of the beautiful Rocky Mountains—is making money and has every indication that it will continue to do so. It is priced at an extremely realistic figure for quick sale because of the war. Owner must get away immediately. When you contact the nearest office of the Blackburn-Hamilton Company it is suggested that you have funds available for immediate deposit as radio properties of this value move quickly. Owner would like to have substantial down payment and the balance on approval by the Federal Communications Commission but to the right party terms can be arranged. Here is an opportunity to live and work in enjoyable surroundings.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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

FCC Actions

(Continued from page 87)

March 14 Applications . . .

ACCEPTED FOR FILING Modification of CP

WHOU Houlton, Me.—Mod. CP new AM station for extension of completion date.

WWBZ Vineland, N. J.—Mod. CP change hours operation and install DA-N for extension of completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station to change trans. site, ERP, ant. height, trans. type, etc.

AM—1370 kc

KGNO Dodge City, Kans.—CP to change from 1 kw-D 250 w-N to 5 kw-D 1 kw-N, install new trans. and DA, change trans. location.

AM—1380 kc

KPRS Olathe, Kan.—CP to change from 1590 kc to 1380 kc and change ant.

License Renewals

Following AM stations request renewal of license: KFBK Sacramento, Calif.; KGDM Stockton, Calif.; KIPA Hilo, Hawaii; WHOW Clinton, Ill.; WLPO LaSalle, Ill.; WKTM Mayfield, Ky.; WNOE New Orleans; WLEW Bad Axe, Mich.; WCAR Pontiac, Mich.; WAPF McComb, Miss.; WJEH Gallipolis, Ohio; KLPR Oklahoma City; WBUT Butler, Pa.; WKOW Madison, Wis.

March 15 Decisions . . .

BY THE COMMISSION EN BANC Hearing Designated

KDAC Fort Bragg, Calif.—Designated for hearing at Fort Bragg on May 7, re application for license to cover CP, for 1230 kc 250 w unl., and placed application for transfer of CP to Charles R. Weller, receiver, in pending file.

KTXC Big Spring, Tex.—Designated for hearing in Big Spring on May 14 application for renewal of license for 1400 kc 100 w unl.

CP Revoked

KFFT Fort Stockton, Tex.—Adopted order revoking CP for 860 kc 250 w D effective April 18. If application for hearing is made on or before April 3 the order shall stand suspended until conclusion of hearing.

License Renewal

WJCD Seymour, Ind.—Granted renewal of license for regular period.

March 15 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

WTVB Coldwater, Mich.—CP to change from D to unl. with power of 500 w-N AMENDED to change from 1 kw-D 500 w-N to 5 kw-D 500 w-N on 1590 kc, using DA-D-N in lieu of DA-N.

License Renewal

Following stations request renewal of license: WVCB Coral Gables, Fla.; WFLR Freeport, Ill.; WSIV Pekin, Ill.; WANN Annapolis, Md.; WINS New York; WQXR New York; KEVA Shamrock, Tex.; KFDX Wichita Falls, Tex.;

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

fcc roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,228	134		270	120
FM Stations	664	518	166	*1	11	4
TV Stations	107	65	44		391	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

KID Idaho Falls, Ida.—Announced final decision granting change from 1350 kc with 5 kw day and 500 w night to 590 kc with 5 kw day and 1 kw night directional. Decision March 9.

INITIAL DECISIONS

KPET Lamesa, Tex.—Announced initial decision by Hearing Examiner Jack P. Blume to grant change hours of operation from daytime only to full-time, operating on 690 kc with 250 w. Initial decision March 12.

WMIE Miami, Fla.—Announced initial decision by Hearing Examiner Leo Resnick looking toward grant of application of Lincoln Operating Co., as trustee for Sun Coast Bestg. Corp., to assign construction permit of WMIE to Sun Coast Bestg. Corp. Decision March 14.

OPINIONS AND ORDERS

WMAW Milwaukee—By order granted in part petition filed by permittee, Midwest Bestg. Co., requesting that Commission's decision of Dec. 21, 1950 (denying application for license to cover permit) be vacated and set aside and that reargument be held; scheduled oral argument March 30 before Commission. Dismissed as moot petition for extension of authority to operate WMAW. Order March 9.

KXLR North Little Rock, KWEM West Memphis, KHZ Harrison and KWAK Stuttgart, Ark.—Upon petitions of licensees, removed from hearing docket and granted applications for renewal of licenses for regular period. Comrs. Webster and Hennock dissented and voted for hearing. Comr. Webster issued dissenting opinion. Order March 9.

WTUX Wilmington, Del.—Port Frere Bestg. Co. Inc. granted authority to continue temporary operation of WTUX until midnight April 30, pending action on petition for rehearing etc. filed by WTUX on Nov. 1, 1950, directed against FCC decision of Oct. 12, 1950 denying application for license renewal. Order March 14.

Non-Docket Actions . . .

AM GRANTS

Crystal City, Tex.—Winter Garden Bestg. Co. Granted 250 w unlimited on 1240 kc. Estimated cost \$17,830.

KOMO Seattle; WDUQ (FM) Pittsburgh.

Modification of CP

KFI-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KCBC-FM Des Moines, Iowa—Mod. CP new FM station for extension of completion date.

License for CP

WAER Syracuse, N. Y.—License for CP new non-commercial FM station.

APPLICATIONS RETURNED

WBET Brockton, Mass.—RETURNED application for renewal of license.

REWARD

\$65.00 for forty hours. One sports man; one hot morning disc jockey, with first class tickets. Excellent high, dry climate; very friendly small town in Indian country. Send references, disc or tape. Don't apply unless you want to work and have ideas. Prefer married man. K G A K, Gallup, New Mexico.

Principals: J. H. Mayberry, 80% owner, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex. and 12 1/2% owner Community Bestg. Co., applicant for Corpus Christi; William E. Stubblefield, 20% owner, special events director KSIX. Granted March 14.

Memphis, Tenn.—Frank J. Keegan. Granted 1 kw daytime on 1480 kc with engineering conditions. Estimated cost \$8,700. Mr. Keegan is owner of Keegan's School of Broadcasting and Television. Granted March 14.

Cape Girardeau, Mo.—Cape County Bestg. Co. Granted 250 w daytime on 1220 kc. Estimated cost \$10,350. Grantee is permittee of KGMO (FM) Cape Girardeau. Granted March 14.

Goldsboro, N. C.—Southern Radio & Television Corp. Granted 1 kw daytime on 730 kc. Estimated cost \$24,000. Grantee is permittee WPMC (FM) Goldsboro. Granted March 14.

KLIF Oak Cliff, Tex.—Trinity Bestg. Corp. granted CP to change from 1 kw unlimited to 5 kw daytime and 1 kw night on 1190 kc using night directional; engineering condition. Granted March 14.

KEPO El Paso, Tex.—KWFT Inc., licensee, granted CP to change from 5 kw unlimited to 10 kw local sunset and 5 kw night with daytime directional; engineering conditions. Granted March 14.

FM GRANTS

Following FM stations were granted changes in existing facilities on March 14 as indicated: WTPS-FM New Orleans (ERP from 55 kw to 27.5 kw); WNAE-FM Warren, Pa. (Frequency from Ch. 221 (92.1 mc) to Ch. 222 (92.3 mc) and ERP from 550 w to 2.2 kw; conditions); WFMW-FM Madisonville, Ky. (Frequency from Ch. 276 (103.1 mc) to Ch. 230 (93.9 mc) and ERP from 1 kw to 2.85 kw and antenna from 130 ft. to 375 ft.; conditions); WBCA Schenectady, N. Y. (ERP from 3.5 kw to 1.55 kw with directional antenna reduced from 950 ft. to 850 ft.; condition.)

TRANSFER GRANTS

WWNF Fayetteville, N. C.—Granted consent to assign license from Wayne M. Nelson Inc. to Rollins Bestg. Inc. for \$32,500. Granted March 14.

WHOS Decatur, Ala.—Granted consent to assign license from Claudia E. Kinney, administratrix of the estate of H. H. Kinney, deceased, and D. T. Kinney to Barrett C. Shelton and John H. Jones d/b as North Alabama Bestg. Co. for \$50,000. Granted March 14.

WPAB Ponce, P. R.—Granted consent to Rafael Gimenez Aguayo and Alfonso Gimenez Aguayo to acquire control of licensee corporation through transfer by Carlos Clavell to 9.6% of stock for \$10,000. Granted March 14.

WHDF Houghton, Mich.—Granted transfer of control Upper Michigan Bestg. Co., licensee, from A. L. Burgan, deceased, to George L. Burgan, son of transferor. No money involved. Granted March 14.

WAKR-AM-FM Akron, Ohio—Granted transfer of control Summit Radio Corp., licensee from Viola G. Berk et al., to Viola G. Berk individually and as trustee. No money involved. Granted March 14.

WBEX Chillicothe, Ohio—Granted transfer of control Shawnee Bestg. Co., licensee, from Walter A. Graham, et al., to Truman A. Morris, et al., through sale of 100% stock interest for \$67,000 plus net current assets, which amounted to \$18,374 as of Oct. 31, 1950. Granted March 14.

New Applications . . .

TRANSFER REQUESTS

KOJM Harve, Mont.—Relinquishment of control of licensee, North Montana Bestg. Co., by chief stockholders Dr. F. W. Aubin, E. J. Pepin, Leo R. Bill-

ings and George H. Bauer through issuance of 555 sh new stock to 13 new stockholders, all local businessmen. Par value \$100. Total of 253 sh now issued. Filed March 9.

WOV New York—Assignment of license from Wodamm Corp. to newly organized New Jersey corporation of same name by consolidation of holding company, Victory Bestg. Corp. and present licensee. No change in ownership: Richard E. O'Dea, 58.9%; Ralph Weil, 16.6%, and Arnold Hartley, 14.4%. Filed March 9.

WAKE Greenville, S. C.—Acquisition of control of licensee, Piedmont Bestg. Co., by Vardry D. Ramseur and John A. Ramseur, each now 25% owner, through purchase of 50% interest owned in equal parts by Joe H. Britt and Charles B. Britt. Consideration \$17,500. Filed March 9.

KMLW Marlin, Tex.—Assignment of permit from W. L. Pennington and Virgil H. Gage, partnership d/b as Falls County Public Service, to Mr. Pennington individually. Consideration not given. Filed March 9.

KXRJ Russellville, Ark.—Acquisition of control Valley Bests. Inc., licensee, by Clyde R. Horne, present stockholder and secretary-treasurer, through purchase of interest of Jerrell A. Shepherd, consisting of 200 sh. common and 60 sh. preferred, for \$18,000. Filed March 14.

WEEK Peoria, Ill.—Involuntary assignment of license from Robert S. Kerr, D. A. McGee, T. M. Kerr, T. W. Fentem, Dean Terrill, Grayce B. Kerr, and Geraldine H. Kerr, A Partnership d/b as West Central Bestg. Co. to Robert S. Kerr, D. A. McGee, T. M. Kerr, Dean Terrill, Grayce B. Kerr, Geraldine H. Kerr, and Callie B. Fentem and Liberty National Bank & Trust Co., co-executors of the estate of T. W. Fentem, A Partnership d/b as West Central Bestg. Co. Mr. Fentem, deceased, owned 6.944% of stock. Control of licensee not affected. No monetary consideration involved. Filed March 14.

WCOP-AM-FM Boston—Voluntary assignment of license from Massachusetts Bestg. Corp. to parent stockholder, Cowles Bestg. Co., for purposes of administrative efficiency and economy. No monetary consideration is involved. Filed March 14.

WIMA-AM-FM Lima, Ohio—Consent to transfer 85 sh. in Northwestern Ohio Bestg. Corp., licensee, from Ruth S. Rickman, sole beneficiary under will of W. L. Rickman, deceased, to R. W.

(Continued on page 93)

14th YEAR PETER POTTER'S "PLATTER PARADE"

Disc Whirler Supreme

That's Peter Potter who has been spinning the prettiest Platters in Platterdom for 14 years over KFWB.

His success stories are fabulous. His audience is gigantic.

Here's your chance to cash in on both Audience and Results in the Nation's Second Largest Market.

Some participations available.

Nationally Represented by William G. Rambeau Co.

KFWB

IN HOLLYWOOD

980 on the dial

Did He Invent Radio?

(Continued from page 26)

Stubblefield have testified that they were given private demonstrations of the "wireless telephone" as early as 1892. They were convinced, moreover, that he doubtlessly had achieved success privately even before that date.

Dr. Rainey T. Wells, former general counsel for the Woodmen of the World and founder of Murray State College, testified before a FCC Commissioner in Murray in 1947 that he had personally heard Mr. Stubblefield demonstrate his "wireless telephone" as early as 1892.

Dr. William H. Mason, surgeon and family physician for the Stubblefield family, has testified concerning the early experiments. "I was privileged to see and hear private demonstrations of his invention which he called the 'wireless telephone' many years before he gave the first public demonstrations in 1901 or 1902," Dr. Mason said in a signed statement. "It was probably as early as 1892 that I first knew of his invention."

What did this early invention look like? What was its secret, which Mr. Stubblefield so persistently guarded? The first question is easy; the second may never be fully answered.

All who saw the early sets (he made several) tell of mysterious boxes, batteries, coils, nickel-topped steel rods, transmitters and receivers.

Mr. Stubblefield manufactured his own batteries. One type was later patented March 8, 1908, No. 600,457. This battery he later described as being "the bed rock of all my scientific research in radio (his spelling) today."

The portable radio is a comparatively recent development, but let Dr. Mason tell about the first portable radio (wireless telephone) he saw about 1892:

"One day he (Mr. Stubblefield) handed me a device in what appeared to be a keg with a handle on it. Carrying out his instructions, I started walking down the lane with the keg. From it I could hear distinctly his voice and a harmonica which he was broadcasting

to me. Time and again I heard similar demonstrations. These were several years before Marconi made his announcement about wireless telegraphy."

For several years, Mr. Stubblefield toiled with his discovery permitting only a few trusted friends to know about it. Then at the turn of the century came the announcement of the achievements of Marconi and others, in wireless telegraphy.

"The first public test of telephoning without wires," says Trumbull White's book, "was made at the Kentucky village where the inventor lived, on the first day of January 1902, only a few weeks after Marconi's success in signaling across the Atlantic by telegraph without wires." Ten days later Mr. Stubblefield gave a demonstration of wireless telephony for a reporter of the *St. Louis Post-Dispatch*.

Said the staff correspondent on Jan. 10, 1902: "However undeveloped his system may be, Nathan Stubblefield, the farmer-inventor of Kentucky has assuredly discovered the principle of telephoning without wires, using only the earth's electrical charge for the transmission of the voice from one distant point to another."

"Through Space and Earth"

The reporter quoted Mr. Stubblefield as saying that day: "I can also telephone without wires through space as well as through the earth, because my medium is everywhere."

What did this "first broadcasting station" look like? It was a tiny workshop built onto the porch in the front of Stubblefield's modest home. The workshop-station was barely wide enough to hold the transmitter and a chair. The transmitting mechanism was concealed in a box 4 feet high, 2½ feet wide, 1½ feet deep.

Two wires the thickness of a lead pencil coiled from its corners and disappeared through the wall of the room and entered the ground outside. On top of the box were the transmitter mouthpiece and a telephone switch.

What was in the box, the inventor wouldn't say.

"In that box," admitted Mr.

New WFDR Policy

WFDR (FM) New York last week announced a policy of telling its listeners about other stations' programs which they might like to hear. For instance, on station breaks WFDR listeners are told what the next WFDR program will be, and then advised that if they would prefer Jack Benny or Tallulah Bankhead—or some other radio or TV show scheduled for that time—they should tune to such-and-such network. "We may lose some audience," said Manager Lou Frankel, "but we would have lost them in any event if they had remembered to shift their dial. By giving the listener the opportunity to shift, we think we're giving the WFDR audience a service they'll appreciate."

Stubblefield, "lies the secret of my success." He said it hadn't yet been patented, nor was it yet perfect: "I can now telephone a mile without wires. . . . The system can be developed until messages by voice can be sent and heard all over the country, to Europe, all over the world."

Five hundred yards away was the experimental receiving station. It was a drygoods box fastened to the foot of a stump. A roof was placed on top, and one side had hinges for a door. Wires, connected with the ground on both sides, ran into it and were attached to "receivers."

The St. Louis writer said Mr. Stubblefield's 14-year-old son, Bernard, was left at the broadcasting station on the porch while he and the inventor went to the stump. There the reporter picked up the receivers and heard spasmodic buzzings.

Then: "Hello, Can you hear me? Now I would count ten. One-two-three - four - five - six - seven - eight - nine - ten. Did you hear that? Now I will whisper."

Reporter Amazed

The amazed reporter said: "I heard as clearly as if the speaker were only across a 12-foot room the 10 numerals whispered." Then Bernard whistled and played the mouth organ—probably the first music program ever heard over the radio.

Later the Kentuckian and the reporter walked down a wagon track a mile from the house and the broadcasting booth. There they took a receiving outfit and tried the experiment again. The outfit consisted of the receiver, connecting wires, and steel rods topped with hollow nickel plated balls of iron. Below each ball was an inverted metal cup. After sinking the rods into the ground, they listened. Bernard was still broadcasting—and clearly!

For an hour they tested it, sinking the rods into the ground again

and again—always with excellent reception.

Fame was in Mr. Stubblefield's grasp. Dr. Mason said he saw a written offer of \$40,000 for a partnership in the invention. Speculators wearing diamonds "as large as your thumb" came to Murray to interview the inventor.

Of course he was invited to go East to demonstrate his marvelous device. And he did. Scientists, newspaper men, promoters, and just plain curious persons paid tribute to him.

On March 20, 1902, he broadcast messages (words and music) from a steam launch on the Potomac River to scientists and newspaper men on the banks.

On Decoration Day of the same year he demonstrated wireless telephony at Fairmont Park in Philadelphia. The messages were broadcast from the second story of the Belmont Mansion at least a mile away.

Newspaper articles were printed in New York, Philadelphia, and Washington acclaiming him as inventor of the wireless telephone. The Kentucky farmer was recognized as a genius.

From this point the story is vague, because Mr. Stubblefield told very little about what happened. It is known that he became connected with a company that was to promote the invention, the "Wireless Telephone Co. of America." In a bank vault at Murray is a certificate of 50 shares issued to Hugh P. Wear, who was a friend of Mr. Stubblefield.

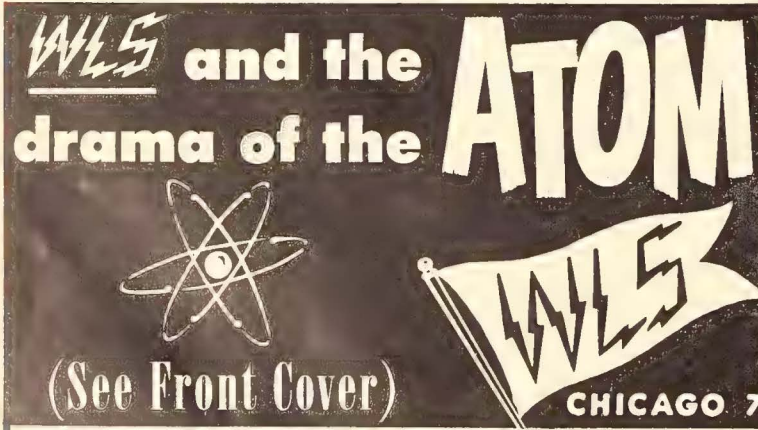
Incorporated in 1902

Incorporated in 1902 under the laws of Arizona, the Wireless Telephone Co. of America was capitalized at \$5 million, according to Mr. Wear's stock certificate. Several friends and business associates of Mr. Stubblefield also bought stock, in all probability.

The problems of getting patent legal advice, and financial assistance were stupendous. Was the invention patentable? Certainly parts of his device were those found in telephones. How could one sell an instrument that would permit everybody with a receiver to enjoy the benefits of the broadcast? How could he distinguish between genuine friends and shysters?

Anyway, he came back home with a taste of fame but not much of fortune. He was fearful that some of his Eastern acquaintances were more interested in selling stock than they were in developing the invention. Although he knew he had the secret of a world shaking device, he was unable to capitalize on it. He became somewhat embittered and more reticent than ever. Meanwhile he kept working on his magic box.

But his friends at Murray had not lost faith. They knew his wireless telephone would work. Several of them persuaded him to try to get it patented and marketed. According to a "prospectus" of the new plan, the original "financial



WLS and the drama of the ATOM

(See Front Cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

supporters of this enterprise, all of Murray, Ky." were: Senator Conn Linn, B. F. Schroeder, R. Downs, J. D. Rowlett, George C. McLarin, John P. McElrath. Dr. Rainey T. Wells, who had heard his early experiments, was now an attorney and he assisted in the patent applications. There were others in Murray who contributed money and assistance in this attempt to develop the invention.

The new application for a patent was for certain improvements in wireless telephony, particularly relating to installing the device in carriages, ships, and trains. The application was filed April 5, 1907, Serial No. 366,544.

This Wireless Telephone was patented May 12, 1908, No. 887,357. In his application, Mr. Stubblefield described the invention as follows: "The present invention relates to means for electrically transmitting signals from one point to another without the use of connecting wires and more particularly comprehending means for securing telephonic communication between moving vehicles and way stations."

His second venture East proved fruitless except for the patents. He came back home nearly penniless, embittered, and disappointed. Perhaps he felt responsible for the financial losses his friends had incurred in his behalf. What caused this fiasco?

"World Not Ready"

Perhaps it was the same set of circumstances that brought failure on the other attempt. The most logical answer is: The world was not quite ready for it.

Another reason for failure was the fact that the DeForest tube was developed about this time. Fleming's tube-diode was also being demonstrated. The radio (telephony and telegraphy) was moving ahead—at least in the laboratories and workshops.

The automobile wasn't developed to the point where it could utilize this "wireless telephone." In fact, the use of the device in automobiles and trains is of comparatively recent origin.

Whatever the cause, life for the disappointed genius was to become



KGNC Amarillo, Tex., Farm Editor J. B. "Uncle Jay" Linn (second, r) attended the annual Houston Fat Stock Show and Livestock Exposition in order to give his listeners a first-hand account of goings-on. Discussing a program are (l to r) Glenn McCarthy, president of KXYZ Houston; William Boyd (Hopalong Cassidy), Mrs. Linn, Mr. Linn, and Albert Lee, president of the exposition.

a bitter tragedy. Later his family became separated. The old home where he invented his wireless telephone burned about 1913.

Finally he became a virtual hermit, living alone in poverty and proud bitterness. He would talk to only a few of his friends, neighbors, or relatives. In general, he curtly refused offers of help.

On March 28, 1928, Nathan B. Stubblefield died—alone, penniless, and all but forgotten.

A few years before his death, the eccentric inventor scribbled on the margin of an old *Electrical World* magazine these words—addressed to Vernon Stubblefield Sr., a distant cousin but a very close friend: "You and I will yet add luster to the Stubblefield name."

In another note he commented that he had lived 50 years ahead of his time. Perhaps he was right.

FCC Roundup

(Continued from page 91)

Mack (35 sh.) and George E. Hamilton (50 sh.). Mrs. Rickman waived her rights to stock to Mr. Mack, who had endorsed \$16,000 note for deceased with shares in question serving as collateral. Mr. Mack assigned his rights to 50 sh. to George E. Hamilton, present stockholder, for \$9,411.50, said sum be-

ing used to retire part of note. Filed March 14.

WAAM (TV) Baltimore, Md.—Transfer of control WAAM Inc., licensee, from Ben Cohen, Morton L. Silberman and Herbert Levy, Voting Trustees, to Ben Cohen, Herman Cohen and Herbert Levy, Voting Trustees. Application involves substitution of alternate voting trustee for resigned voting trustee. No money involved. Voting trust controls 63% of stock. Filed March 14.

AM APPLICATIONS

Wabash, Ind.—The Wabash Assn. of Bcstrs. Inc. 1400 kc, 250 w fulltime. Estimated cost \$25,600, first year operating cost \$30,000, revenue \$35,000. Equal owners: Daniel Watkins, Muncie, Ind., undertaker; Robert F. Crandall, chief engineer WCBC Anderson, Ind.; and H. Bob Ballard, salesman WCBC. Filed March 13.

Tuskegee, Ala.—Radio Tuskegee Inc. 580 kc, 500 w daytime. Estimated cost \$22,500, first year operating cost \$36,000, revenue \$48,000. President and 1.25% owner is J. L. Youngblood, 50% owner Tuskegee Oil and Fertilizer Co. Vice president and 13.75% owner is William C. Woodall Jr., 50% owner WDWD Dawson, Ga.; one-third owner WGRA Cairo, Ga., and 25% owner WFPM Fort Valley, Ga. He is brother of Allen M. Woodall, who has one-third interest in WDAK Columbia, Ga.; 25% interest in WCOS Columbia, S. C., and 20% interest in WRDW Augusta, Ga. Secretary and 13.75% owner is William E. Morris, 4% owner Stevens Industries Inc., Dawson, Ga. Treasurer and 13.75% owner is Ed. J. Young, 7% owner Stevens Industries, 1 1/3% WGRA, 16 2/3% WFPM. Directors and each 13.75% owner: E. D. Stevens, chairman of board and 20% owner Stevens Industries; Matthew E. Williams, president and 20% owner Stevens Industries, 16 2/3% interest in WGRA and WFPM; R. Geise Dozier Jr., vice president 7% Stevens Industries, 16 2/3% WFPM, 3 1/3% WGRA; C. M. Cruickshank Jr., 7% Stevens Industries. Directors and each 1.25% owner: Frank H. Carr, Mayor of Tuskegee, and Floyd Forman, owner Dradford Insurance Agency. Filed March 13.

Redmond, Ore.—Harold C. Singleton and W. Gordon Allen d/b as Redmond Bestg. Co., 1240 kc, 250 w, unlimited. Estimated cost \$7,800. Equal owners: Harold C. Singleton, secretary-treasurer and 34% owner of Walla Walla Bestg. Co. (KWWB); W. Gordon Allen, sole owner of KGAL Lebanon, Ore. Filed March 14.

Portage, Wis.—Portage Bestg. Co., 1350 kc, 1 kw, daytime. Estimated cost \$29,440. Principals are W. T. Comstock (president and 92% owner), majority stockholder in Comstock Publishing Co.; Stanley Buckles (secretary-treasurer and 7.7%), reporter for Portage Daily Register and conductor of program on WIBU Poyette, Wis.; Harold Sommers (vice-president and 3%), owner Coast-to-Coast store in Portage. Filed March 15.

TV APPLICATIONS

Utica, N. Y.—WIBX Inc., Channel 3 (60-66 mc), ERP 17.2 kw visual, 8.6 kw aural, antenna 684.6 ft. above average

Radio-ated Advertising

EFFECTS of the atomic bomb have been felt even in the radio advertising industry. CKNW New Westminster, B. C., is claiming to be the first in sales promotion of atomic bomb shelters. Client for this radio-ated advertising is Allen Eccles, who has launched a spot campaign daily. In addition, Mr. Eccles has developed a device which may be worn like a boutonniere to warn the wearer of the presence of radiation. Could the boutonniere, actually shaped like a small club button, be called a g-uranium?

terrain. Estimated cost \$226,721, first year operating cost \$120,000, revenue \$180,000. Applicant is licensee WIBX-AM-FM there. Filed March 9.

Wichita, Kan.—Radio Station KFH Co., Channel 5 (76-82 mc), ERP 15.8 kw visual, 7.9 kw aural, antenna 409 ft. Estimated cost \$202,460, first year operating cost \$250,000, revenue \$125,000. Applicant is licensee KFH-AM-FM there. Filed March 12.

Wichita, Kan.—KAKE Bestg. Co. Inc., Ch. 10 (192-198 mc), ERP 100 kw visual, 50 kw aural, antenna 500.5 ft. above average terrain. Estimated cost \$331,927.70; cost operation first year \$200,000; revenue first year \$220,000. Applicant is licensee KAKE Wichita. Filed March 14.

**THE DOOR'S
WIDE OPEN**

TO
NEW ORLEANS'

LUCRATIVE

WMRY

**NEGRO
MARKET**

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

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

JOHN E. PEARSON CO

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

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

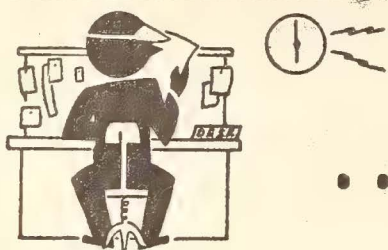
Another BMI "Pin Up" Hit—Published by
Johnstone-Montei

If It Hadn't Been For You

On Records: Eddie Fisher—Hugo Winterhalter
—Vic. 20-4016; Lee Brothers—Paul Weston—
Col. 39136; Jan Garber—Cap. 1384; Henry
Jerome—Lon. 979.

On Transcriptions: Sunset Trio — Capitol;
Lenny Herman—Langworth; David Street—
Standard; Eddy Howard—World.

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



...at deadline

NBC ISSUES NEW RATES TO WNBW (TV) WASHINGTON

NEW rate card for NBC's WNBW (TV) Washington announced Friday, effective April 1. One-hour gross rate for Class A time will be \$550; Class B, \$415; Class C, \$275. One-minute announcements and station breaks: Class A time, \$120 net; Class B, \$90 gross; Class C, \$60 gross. Rates for station identification sharing announcements will be one-half station break rates.

Announcing new rate card No. 6, NBC Spot Sales Director James V. McConnell said orders accepted before April 1 for program periods and Class B and C announcements and station breaks will be protected at current rates through Sept. 30, provided there is no lapse in schedule. Orders accepted for Class A announcements and station breaks will be protected through June 30.

RADIO, TV LAUDED BY SENATE PROBERS

TRIBUTE to radio and television as having created the "modern counterpart of a town meeting" was paid Friday by Rudolph Halley, chief counsel of Senate Crime Investigating Committee, in exclusive interview at New York hearing over WMGM New York by George Hamilton Combs, WMGM commentator.

"An entire city is enabled to sit in and make judgments," Mr. Halley said. Sen. Estes Kefauver (D-Tenn.), committee chairman, who also was interviewed, described increased public interest and attention as "healthy sign."

SKIATRON TO DEMONSTRATE SUBSCRIBER-VISION TO FCC

SKIATRON Corp. announced plans Friday to demonstrate its "Subscriber-Vision" to FCC in New York Tuesday and said it would follow shortly with application for authority to conduct limited public test similar to Zenith's Phonevision tests in Chicago.

Showing for FCC, conducted in cooperation with WOR-TV New York, will include first "Subscriber-Vision" broadcast during regular broadcast hours, Skiatron said. Plans call for FCC members to see closed-circuit demonstration at WOR-TV transmitter site 11-11:30 a.m., and then witness regular broadcast 2:30-3 p.m.

SANDBERG JOINS JWT

JOHN V. SANDBERG, recently resigned as vice president in charge of advertising for Pepsodent Div. of Lever Bros., joins J. Walter Thompson Co., Chicago, May 1, as account executive. He is former advertising manager of Kraft Foods Co.

EXTRA ZENITH DIVIDEND

DIRECTORS of Zenith Radio Corp., Chicago, declared 50-cent extra dividend on capital stock Thursday. This amount is in addition to regular 50-cent quarterly payment. Last October, Zenith also voted 50-cent extra payment, first in several years.

OWNERSHIP ISSUES CITED IN THREE STATION CASES

OWNERSHIP issues involved in FCC's designating for hearing license renewal bid of KTXC Big Spring, Tex., and license application of KDAC Fort Bragg, Calif., Commission indicated Friday. Alleged ownership misrepresentation of KTXC said basis for revocation of permit of KFST Fort Stockton, Tex.

Commission indicated KTXC and KFST actions based on disclosures in letter from Leonard R. Lyon concerning alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part-owner of KFST in equal partnership with Andersons and Clyde E. and George T. Thomas, "all of whom participated in the illegal transfer" of KTXC, FCC charged. FCC said Andersons denied Lyon allegations "but were completely unresponsive" regarding contracts of April and July 1949.

In KDAC case, FCC said it wanted more data on financing of station and ownership background of permittee, Mendocino Coast Broadcasters.

CRIME PROBE HOOKUP EXPANDED BY TIME INC.

TIME Inc., through Young & Rubicam, New York, added 15 stations to four-station ABC-TV chain telecasting Senate Crime Investigating Committee hearings in New York, it was announced Friday. New stations: WKTU (TV) Utica, N. Y.; WXEL (TV) Cleveland; WTVN (TV) Columbus; WCPO-TV Cincinnati; WHIO-TV Dayton; WJAR-TV Providence; WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WTCN-TV Minneapolis; WHBF-TV Rock Island; WSPD-TV Toledo; WKZO-TV Kalamazoo, Mich.; WFBM-TV Indianapolis; WDTV (TV) Pittsburgh, and WNAC-TV Boston. Previously carrying: WJZ-TV New York; WENR-TV Chicago; WXYZ-TV Detroit; and WFIL-TV Philadelphia. Hearings telecast 9:30-12 noon and 2 p.m. to conclusion daily.

JEROME E. KENMORE

FUNERAL services for Jerome E. Kenmore, 32, WOR New York engineer, were to be held yesterday (Sunday) at Somerville, N. J. He leaves his widow, Thelma, and two children.

ADVISORY COUNCIL ADDS

BILL SHADEL, of CBS, president, Radio Correspondents Assn., said Friday that organization has accepted invitation from NAB President Justin Miller to serve on industry Broadcast Advisory Council. Judge Miller is president of council, which recently decided to extend scope of its representation [BROADCASTING • TELECASTING, March 5].

MRS. ROOSEVELT JOINS

ELEANOR ROOSEVELT was 200th woman broadcaster to join new American Women in Radio & Television, according to Dorothy Spicer, who is handling organizational work. Association to hold first convention April 6-8 in New York.

Closed Circuit

(Continued from page 4)

scale NARBA hearings on agenda. Invitations to appear to be issued soon to interested parties. Hearing date contingent on disposition of troops to Europe and wheat to India issues, current major problems of committee.

TERRE HAUTE BREWING Co., Champagn Velvet Beer, through its agency, Biow Co., New York, preparing radio and television spot announcement campaign in about 60 markets starting April 1.

MEDIA REVIEW today (Monday), by Pan American Coffee Bureau, New York, will probably conclude in allocation of budget to combination network radio and TV campaign. Bureau already sponsors *Human Side of the News*, Mon., Wed., Fri., over ABC 7-7:05 p.m. Agency, Federal Adv., New York.

GRELLVA Inc. (Krashe cosmetic preparations) planning to use radio spots in at least four midwest markets through newly appointed agency, Kenneth Rader Co., New York.

DEMOCRATIC National Committee preparing radio-TV schedule for series of Jefferson-Jackson dinners throughout nation. President expected to speak on national radio and television hookups at April 14 Washington dinner though networks and time not set. He may speak from White House or attend event at National Guard Armory.

RECOMMENDATION of President's Temporary Communications Policy Board report for three-man government communication group [BROADCASTING • TELECASTING, March 12], which would pass on frequency demands, has drawn frowns from military. Copies of classified document reviewed by FCC Commissioners and discussed at last Monday meeting.

RADIO Correspondents Assn. polling membership on No. 1 problem: Whether to hold cocktail party in place of cancelled Presidential dinner. Latest guess: Some function will be held in early April—without President, of course, but attended by government dignitaries.

WYOMING OUTLET SOLD

APPLICATION for transfer of control of KVRN Rock Springs, Wyo., to be filed with FCC in few days. New owners are Rock Springs Newspapers Inc., publishing *Daily Rocket*; William C. Grove, 16% owner, treasurer and general manager of KFBC Cheyenne; Dave Richardson, publisher of Rock Springs Newspapers; Frank Flynn, commercial manager of KFBC; Larry Bicliffe, sports director of KFBC; Bud Fisher, manager of KRA Rawlins. Tracy S. McCracken, president of KFBC, and his son, Robert, are principal substantial owners of newspapers in Cheyenne, Rawlins, Laramie, Rock Springs and Worland, all in Wyoming. Mr. Grove is part-owner of KRAL, holds CP for new Sydney, Neb., outlet and is applicant for new outlet at Wheatland, Wyo. He recently sold his 11% interest in KCSJ Pueblo, Col.

GENERAL FOODS SHIFTS

WILLARD P. BROWN, assistant to Charles G. Mortimer Jr., General Foods vice president, appointed assistant product manager in company's Minute Division. David W. Thurston, associate advertising manager for Minute Division, transferred to company's Jello-O Division as assistant product manager.

JOINS NATIONAL EXPORT

HARRIET M. BELILLE, timebuyer of Greco Adv., New York, to National Export Advertising Service, as timebuyer.

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.



Five new RCA-equipped stations in Mexico, Brazil and Cuba, add television to the forces which make Good Neighbors of all the Americas.

Now television goes "Good Neighbor"

As little as 10 years ago, television—to the man on the street—seemed far away. Today, television is in 10,500,000 homes.

Newest demonstration of TV's swift growth is its leap to Latin America. Three RCA-equipped stations are now in Cuba, 1 in Mexico, another in Brazil—and more are being planned. These stations are contributing to television progress by following a single telecasting standard. They also use developments from RCA Laboratories: the supersensitive image orthicon television camera,

powerful electron tubes, new monitoring equipment, and antennas.

As our neighbors to the south watch television, they see another RCA development—the kinescope. It is the face of this tube which acts as the "screen" in all-electronic home TV receivers . . . on which one sees sharp pictures in motion.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.



Proof of the results of RCA Research is seen in the magnificent pictures produced on the screens of the new 1951 RCA Victor home television sets.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television