

# TELECASTING

A Service of BROADCASTING Newsweekly

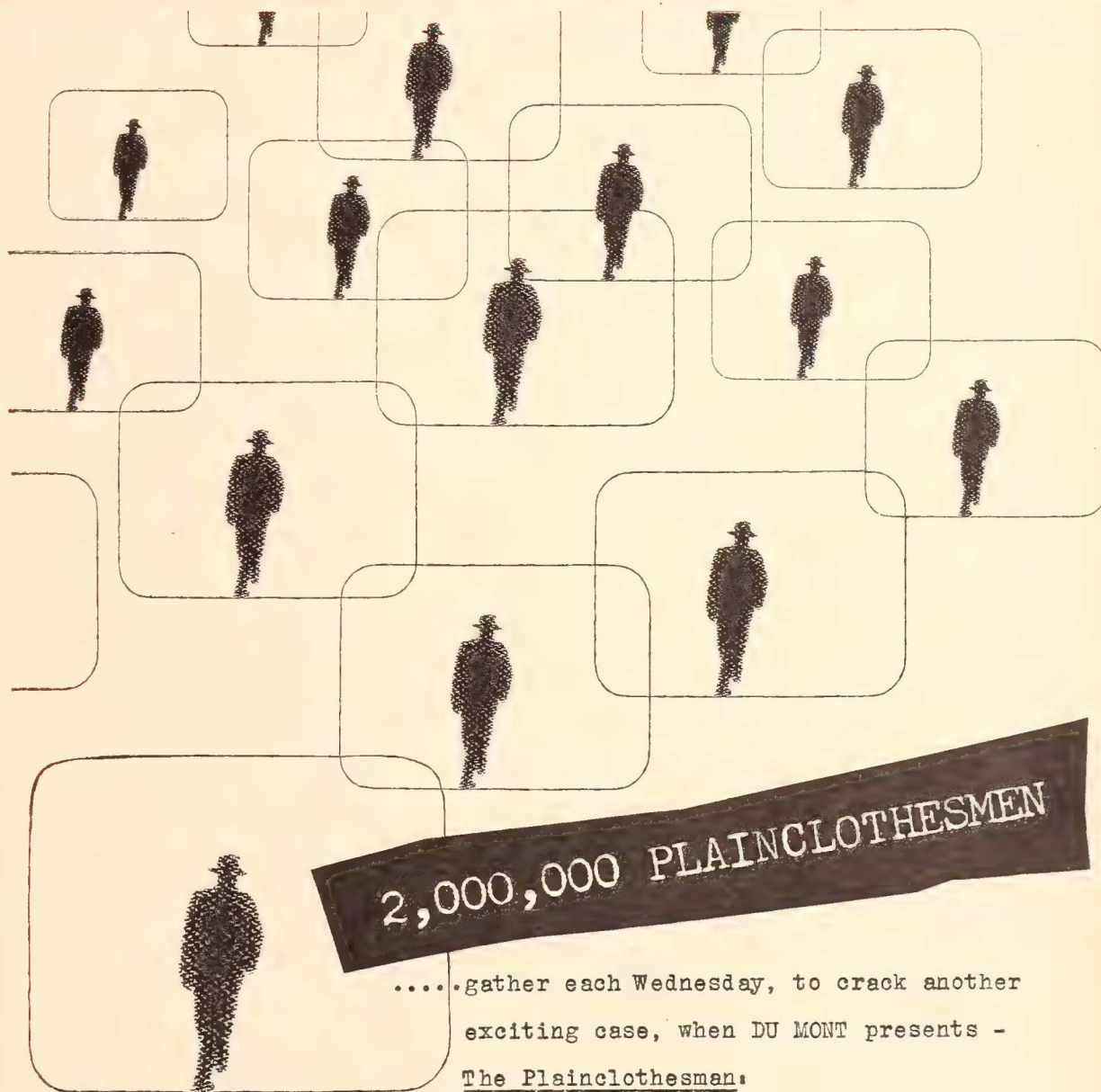
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**2,000,000 PLAINCLOTHESMEN**

....gather each Wednesday, to crack another exciting case, when DU MONT presents -  
The Plainclothesman:

Television's most unique mystery program -  
in which the camera plays detective.

Sponsored by Dutch Masters Cigars.

Presented every Wednesday at 9:30 PM EST, over

**DU MONT TELEVISION NETWORK**  
63 affiliated stations... division of Allen B. Du Mont Laboratories, Inc.

NOW AVAILABLE:

# 3 Choice TV News Strips

WHEN it comes to smart time buying, *news* is again very much in the news. People are following news-casts more closely today than at any time since the end of the war . . . and their interest is bound to increase as time goes on.

Now, for the first time in Philadelphia television, WPTZ has available for sponsorship three choice morning news slots—7:30 A.M., 8:00 A.M. and 8:30 A.M. Scheduled within WPTZ's sensationally successful "Three To Get Ready"\* program, these 5-minute news telecasts are edited in the WPTZ news-room and are ably presented in a straight, reportorial style.

It is our considered judgment that in the early morning hours, the public wants crisp, last-minute news with no frills or furbelows . . . news that will bring them up to the minute on what happened and what's happening.

These three news periods now available not only have a tremendous future as an advertising vehicle but they are an exceptionally sound, attractively economical, time purchase *right this minute!*

Moreover, we have the feeling that the wise advertiser who buys one or more of these news strips will find them an effective sales tool now and *ten years* from now.

For the complete story on these exciting availabilities—present ratings, the surrounding "Three To Get Ready" program and any other facts you need—give us a call or see your nearest NBC Spot Sales Representative.

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

\*6.8 ARB rating during first week on the air

7:30 A.M.

8:00 A.M.

8:30 A.M.



What's New in Television?  
Take a Look at

## WPTZ

FIRST IN TELEVISION IN PHILADELPHIA



## 'THE CRIME STORY'

(See editorial, page 48)

ACTION-PACKED screens in millions of American television set homes attested last week to this prevailing sentiment:

The Kefauver Crime Committee telecasts had fired the imagination and captured the curiosity of the public. It had touched the citizen's sense of civic responsibility.

Television was promoted in one big sweep from everybody's whipping boy—in the sports, a museum and even the retail world—to benefactor, without reservations. Its camera eye had opened the public's.



Sen. Kefauver

If one had attempted to measure the palpitation of the public's pulse (Hooper did take a sighting on the television audience) most set owners would have been too busy—watching the crimecasts.

Almost overnight the TV tones of the hearing rebounded with press notices, cartoons, and radio-TV commentaries and Congressional combustion.

These were the shades and tints of this national TV story:

### Special Survey

● Special Hooperatings taken in TV homes in New York indicated the proceedings had up to 100% of the TV audience at certain stages, with ratings ranging up to 34.3, and sets-in-use going as high as 36.6 during some afternoon hours.

● NBC asked the Senate Crime Investigating Committee to lift the ban against the televising of Frank Costello's face. Chairman Estes Kefauver (D-Tenn.) said the restriction would have to stand since the right of Mr. Costello's request was undetermined by law and the committee wanted his testimony with or without an accompanying TV view of Mr. Costello's countenance.

● James J. Carroll, St. Louis "betting commissioner," changed his mind about not testifying before video and flew to the capital city as the committee swung its setting from Gotham to Washington. But he won a committee con-

cession that permitted no televising of his face.

● This development eased Mr. Carroll from the threat of a contempt citation. The action also apparently indefinitely postponed a "test case" of the St. Louis incident [BROADCASTING • TELECASTING, March 12, 5].

● Radio was drawn into the media scuffle. At one point in his New York "walkouts," Mr. Costello stated his reluctance to continue speaking in his laryngitis-wracked voice before either radio or television microphone. Mr. Carroll said he had "mike fright" and objected to its use. Neither witness won his point.

● Ground swell of public interest in the crimecasts moved Rep. Jacob K. Javits (R-N. Y.) to cite on the floor of the House this television concentration as new material in support of his resolution (H Res. 62) to amend House rules to permit radio-TV coverage of important sessions in the lower chamber [BROADCASTING • TELECASTING, Jan. 15].

Senators began to speak about extending the life of the committee, which is slated to expire the



This is a familiar face to televiewers of the Senate crime probe. Shown is Rudolph Halley, the committee's chief counsel. Photo was shot from the tube of a monitor set at ABC in New York.

\* \* \*

last day of this month.

The Kefauver committee wound up its eight days of sittings before cameras and microphones in New York last Wednesday and the very next day, radio-TV was on the scene in Washington for further hearings.

Consolidated Edison Co. of New York officials said there was a "decided increase" in electricity use during the hearings. They couldn't

give details on the effect of increased viewing on electric consumption, but did say it was necessary to operate an additional giant generator—capable of supplying 80,000 customers with current—during the hearings.

Business activities in many offices were at a virtual standstill as personnel crowded around TV sets. The Brooklyn Chapter of American Red Cross found it desirable to install a TV set at its blood donor center in order to attract donors to their appointments. Traffic, which had fallen off to 18 donors last Monday, snapped back to 55 the day the set was installed.

TV coverage was originated by WPIX (TV) New York and fed by WPIX to WABD, WCBS-TV, WNBT (TV) and WJZ-TV.

ABC (WJZ-TV) sold the program to Time Inc., first on one station, then on four, and later on 19—with the 19-station lineup continuing under Time sponsorship when the hearings resumed in Washington last Thursday.

The DuMont network, owner of WABD, estimated its coverage of the New York phase had cost it (Continued on page 64)

## NEW NCAA PROPOSAL

By GRETCHEN GROFF

TV STEERING Committee of the National Collegiate Athletic Assn. was reported last week to be ready to recommend a seven-game 1951 football schedule for each of the four networks, with all NCAA schools limited to no more than two telecasts each.

Tom Hamilton, chairman of the committee, when asked to confirm the report, said only that the proposal was among several under consideration at this time.

"This is a new, wonderful medium," he added. "We have to live with it but we have to see to it that too many of our schools don't get hurt."

"The headlines were wrong when they said we'd banned television. The one-year moratorium we declared is for the purpose of studying all of its phases and effects. We will attempt to make useful recommendations on April 6 so that the networks can begin negotiations with advertisers."

The reportedly proposed recommendation came as a result of a meeting in New York last Wednesday between members of the com-

mittee and TV network officials to effect a solution to the NCAA's moratorium on football TV.

The period for negotiation between the networks and potential advertisers of the football telecasts is rapidly approaching and NCAA-network meetings have produced no workable agreement.

Representing the networks were: Sig Mickelson, CBS; Davidson Taylor, NBC; Tom Velotta, ABC, and Les Arries, DuMont network. Members of the committee, in addition to Mr. Hamilton, were Ralph Furey, Columbia U.; Max Farrington, George Washington U., and Bob Hall, Yale U. Also present were representatives of two theatre TV firms: Nate Halpern, Fabian, and Robert O'Brien, Paramount.

The committee and the networks

## Would Set Limit

first held a collective discussion, the outcome of which was four general points of agreement among the networks. According to one network's representative, the networks agreed: (1) To "continue to cooperate with the committee"; that (2) "plans proposed by the TV committee prior to the meeting were operationally and commercially unsound"; (3) "it appeared that there might be some legal questions to be resolved"; (4) "the committee was, in our view, an exploratory body but that we could not and did not recognize it as a bargaining unit."

### Plan Refused

The committee had previously proposed that only two networks be permitted a 20-game schedule which would carry games to areas outside of the NCAA district in which they were being played. This was refused on the ground that it would double cable and crew costs,

(Continued on page 72)

# SCOTUS SHOWDOWN *Color Argument Today*

ONE of the final steps toward resolution of the long-raging color controversy will be taken today when the U. S. Supreme Court hears oral argument of government and industry.

On one side—in opposition to the FCC's adoption of CBS color standards last Oct. 10 will be John T. Cahill and Judge Simon R. Rifkind, counsel for RCA and Emerson Radio & Phonograph Corps., respectively.

In opposition, Solicitor General Philip B. Perlman will present the government's case with Judge Samuel I. Roseman arguing in behalf of CBS.

Possibility exists that the color

proceedings may run over to Tuesday. Ordinarily, the Supreme Court opens at noon at which time it renders decisions and opinions in cases already presented. It is immediately thereafter that the oral arguments on the color decision will get underway.

It's expected that Mr. Cahill will open followed by Judge Rifkind as intervenor.

Mr. Roseman and the Solicitor General Perlman will next present their cases. Each side will be limited to one hour with a 15-minute allowance for rebuttal.

Last fall RCA and its two subsidiaries—NBC and RCA Victor Distributing Corp.—had brought the case into the Chicago Federal District Court. That court last Dec. 22 upheld the Commission's approval of CBS color standards by a 2-1 vote [BROADCASTING • TELECASTING, Dec. 25, 1950].

However, the Chicago court at the same time continued its temporary restraining order against commercial use of CBS color until April 1 or such time as the Supreme Court dissolves the restraint.



Mr. Drescher



Mr. Hess

## DuMONT NAMES

### Three Department Heads

APPOINTMENT of three DuMont Television Network executives to new departmental directorates was announced last week by Chris J.

Witting, network general manager.

Clarence G. Alexander was named director of network operations; Norman W. Drescher, director of station relations, and Joseph W. Hess, director of budget and general services.



Mr. Alexander

All three had served as administrative assistants to Mr. Witting.

Mr. Alexander, who has been administrative assistant assigned to the DuMont production and promotion department, is a TV pioneer, having joined NBC in 1936 and assisted in setting up that network's

television department. After wartime service as commanding officer of the Willow Run Bomber Plant, he rejoined NBC in 1946 and served as business manager of the television department until he joined DuMont a year ago.

Mr. Drescher, with DuMont for the past 18 months, formerly conducted his own management engineering business. He was appointed administrative assistant to the general manager during the latter part of 1950.

Mr. Hess, a certified public accountant, was an internal auditor for the Eclipse-Pioneer Div. of Bendix Aviation from 1943 to 1945, when he moved to Jacob Ruppert as head auditor. He remained in that position for five years before joining DuMont, where he was administrative assistant in charge of accounting and general services.

## Coaxial Cable Ordered

WDSU Broadcasting Corp., New Orleans, announced last week that both ABC and NBC have placed orders for coaxial cable facilities for WDSU-TV. Installation is expected to be completed by mid-1952. Robert D. Swezey, corporation executive vice president, commented, "The extension of the cable to New Orleans will mean that the people of New Orleans will share with the eastern portion of the country all of the benefits of simultaneous reception."

## TV BOOKING UNIT

### UTC to Release Nationally

UNITY Television Corp. has been set up to serve as a national booking organization for producers and owners of motion picture television rights, Arche Mayers, president, announced last week.

The new TV organization is located in the Paramount Bldg., 1501 Broadway, New York. Robert Wormhoudt, former sales manager of Standard Television Corp., has been appointed national sales director. Connie Lazar, formerly television director of Film Equities Corp., was named national program director. Sid Weiner, formerly with Films International, has been appointed national television booker.

# Frieda, Freedom and Frequencies

IN AN atmosphere beclouded by outlandish demands of educators who would make of the nation a sort of TV pedagogic state, the FCC last week handed down a laborious third report on TV, looking toward a competitive nationwide service, and with the resumption of licensing possible by this fall.

To the extent that the plan provides for educational assignments on a "reservation" basis, in both VHF and UHF, it constitutes a smashing victory for Madam Comr. Frieda B. Henlock. It was she who single-handedly had whipped up a fervor among the teachers and mothers of America that is without precedent in broadcast annals.

The report—which appears at first blush to be a skillful job of handling a highly complex and controversial project—actually is a compromise of sound engineering and expediency. The fact that seven Commissioners went in five different directions renders that comment indisputable.

Madam Commissioner, who protests the inadequacy of the educational reservations, inwardly must feel a warm glow of satisfaction. She didn't get long-term reservations for educational stations. And she didn't get that Gargantuan 25% of the available assignments (or of the channels). But she did emerge with a first refusal for non-commercial educational applicants for at least a one-year period, and for about 10% of the available assignments.

The FCC appears to act wisely in avoiding rigidity, and in holding in reserve 13 to 18 UHF channels as "flexibility" assignments. These ostensibly are to be used for continued experimentation in Stratovision and Polycasting, as well as to accommodate future requirements.

We take pause here. Could the FCC be set-

ting aside these "flexibility" channels for an eventual move "upstairs" from VHF to an all UHF allocation?

That, to the chagrin of many, was perpetrated in FM a few years ago. There are those on the FCC, Chairman Coy included, who feel that some day all TV will move upstairs. Those "13 to 18" reserved channels, could certainly accommodate the stations assigned to the 12 VHF channels now allocated.

Provision is made for nearly 2,000 stations on what appears to be a generally equitable basis—except for the educational fiasco. Inequities exist, however. For example, it's incongruous to appraise Pittsburgh as a market with only two VHF stations (the third being ear-marked for education). It's just as extreme to appraise Chicago as a four commercial station market, or Houston and Richmond with only two VHF assignments. There will be trouble in Boston, San Francisco and Indianapolis. Other lesser markets appear to be surfeited, but then these are in the open spaces where nature has provided ample separations.

It is significant that the FCC particularizes that unless the non-commercial educational assignments are absorbed within a reasonable period (a year is implied) they will be thrown open for possible commercial occupancy, through appropriate rule-making procedures. Thus, the educators must meet this challenge. With the anticipated demand for TV, it would be contrary to public interest and to our economic concepts to permit available assignments to remain vacant. The FCC would have been well advised, in our view, to have specified an actual cut-off date on the educational reservations, to block any malingering or use of dilatory tactics by educational aspirants.

## AN EDITORIAL

Our view has always been that educational or religious or secular organizations should come before the licensing authority on an equal footing with commercial groups. For example, WWL New Orleans is an applicant for a commercial TV outlet. The fact that it is operated by Loyola U. did not deter it from applying for a TV facility which it probably will get, in view of its distinguished past service and its financial responsibility. There are dozens of other instances.

Withal, in view of the exigencies, we believe the FCC majority probably made as good a compromise as it could. The fundamental engineering appears to be sound. Larger metropolitan areas are provided power adequate to cover their markets. UHF and VHF channels are intermixed to make possible sufficient outlets to meet public need. Except for the enigma of the educational aspect, the FCC zealously seeks to provide maximum use of the TV channels, even to the extent of utilizing directional antennas under guarded conditions.

The procedures outlined by the FCC are wide open. There's a time-table. The freeze could be thawed by the fall. But there's also a race against the defense time-table. The FCC, we believe, has done the best it could with what it had. In due course, public opinion will decide the educational issue. (Could anything be more educational than the Kefauver crime investigation?)

There should be no artificially contrived barriers in the path of expeditious consummation of the new proposed allocations. There should be an educational cut-off date. Isolated inequities should be adjusted without undue delays. Otherwise, defense mobilization may render the third report academic.

# SKIATRON SHOWINGS

SKIATRON Electronics & Television, New York, last Tuesday undertook to prove to visiting members of the FCC the ability of its Subscriber-Vision "box office" system of television to "scramble" and "unscramble" the TV picture satisfactorily.

The firm, which has been conducting experimental broadcasts through WOR-TV New York's North Bergen, N. J., transmitter under temporary authorization, presented both a broadcast and a closed-circuit demonstration for the Commission members and FCC staff executives.

## Demonstration Fare

During an over-the-air broadcast of Subscriber-Vision, 2:30-3 p.m., the Commission watched the Skiatron method of coding and decoding a slide; a "live" golf lesson, and a film, "The Vanishing El." The Skiatron decoders, based on the use of perforated IBM-Remington Rand type punch-cards, immediately transformed a flickering seismic image into a clear steady picture.

(Individual use of the Subscriber-Vision would necessitate possession of a video set equipped with a special decoder and decoding cards.)

While the Commission viewed the broadcast from the Skiatron laboratories, the demonstration

was seen simultaneously by viewers of WOR-TV within 60 miles of the transmitter, and by newsmen at the Skiatron suite in the Pierre Hotel, New York, where the firm held a preview and news conference.

During the conference, Frank J. Quigley, assistant to the president of Skiatron, revealed that following the demonstration, Skiatron would file an application with the FCC requesting permission to equip sets of standard make in New York, for a controlled experiment similar to the Phonevision test in Chicago.

Listing the varied assets of Subscriber-Vision, Mr. Quigley pointed to the World Series' gigantic advertising costs, which would be eliminated under the Subscriber-

## CHICAGO PACT

Stations, AFM To Meet

REPRESENTATIVES of management from Chicago's four TV stations and the American Federation of Musicians are expected to meet in New York this week to solve the jurisdictional dispute over musicians who also are actors or singers which cropped out in the final stages of settlement of the local Television Authority code.

TVA, as well as AFM, claims jurisdiction over such performers, the only point to be settled in the local contract [BROADCASTING • TELECASTING, March 19]. Because of continuing discussion on this, contracts went into effect March 7 through April 6 without signatures. The one-month delaying action is believed to be time enough for settlement of the dispute by executives of stations WNBQ WENR-TV WBKB and WGN-TV with the musicians' union.

Portions of the new code were detailed at the luncheon meeting of the Chicago Television Council Wednesday, when negotiators and observers were introduced by President Fred Kilian.

Among them were attorneys Walt Emerson, Tom Compere and John Moser; Harry Dieter, radio-television business manager of Foote, Cone & Belding; John Whalley, NBC Chicago comptroller, and Geraldine Kaye and Cliff Norton of the TVA board.

Mr. Dieter, who sat in on four months of discussion as an agency observer, asserted the local code "is much more equitable than the network agreement drawn up in New York." The results, in his opinion, "show a lot more thought, particularly regarding rehearsal hours and individual working conditions. No part of the code was sloughed off." He described the code as advantageous to all, "including the advertiser who pays."

The present contract ends Nov. 30, 1952.

## For FCC Members

Vision "pay-as-you-see" system. Mr. Quigley ventured that a \$20 million gate could be produced without the burden being carried by a single advertiser.

Service to all tastes, classes and groups can be provided by the system, Mr. Quigley explained, although no estimate of cost to the subscriber can yet be made. The decoder can be installed on all standard sets, with direct application to color TV of either CBS or RCA, and the UHF frequency bands.

The danger of "bootleg cards" can be averted, according to Mr. Quigley, by rapidity in the change of the cards, or by the possibility of renting the decoder to establish the viewers identification.

Although the collection agency has not yet been discussed, Consolidated Edison, New York, has approached Skiatron for consideration as the logical choice, since it provides the electrical power for the City of New York, Mr. Quigley said.

He also asserted that development of the coding and decoding system might have far-reaching military value, although, for reasons of security, he could not elaborate further on the topic.

The Commission earlier had visited the WOR-TV transmitter at North Bergen to view a closed-circuit demonstration from 11-11:30 p.m.

Members of the FCC attending the Skiatron sessions were:

Chairman Wayne Coy and Comrs. Freida Henneck, George E. Sterling, Rosel H. Hyde, Robert F. Jones and E. M. Webster. Representing the FCC staff were General Counsel Benedict P. Cottone, Asst. Gen. Counsel Harry M. Plotkin and engineers, Cyril M. Braum and Edward W. Allen.

## EXTRA REVENUE

Faught Cites Phonevision

ADOPTION of Phonevision, in addition to the present commercial television system, would give TV a "huge second source of revenue" that would significantly expand the variety and amount of program fare available to the public, Millard C. Faught, president of the Faught Co., New York public relations firm, said last week.

Speaking at a March 21 meeting of the Investment Bankers Assn. in Chicago, Mr. Faught said: "TV can now do or offer only what advertisers can or will pay for. With Phonevision, it could also do and offer what the public, with all its now-neglected minority interest groups, would pay for."

Commercial television would benefit from Phonevision, he said, because "millions of more people would be given more reasons to buy and use television sets" and also "with two sources of revenue, and more audience, TV-PV stations would be built in hundreds of towns and cities which will never support a television station (or stations) on advertising alone."



**GOOD NEWS** is the order of the day at WWJ-TV Detroit as Richman Brothers, clothier, contracts to sponsor a new daily newscast three days per week. L to r: C. H. Schlieger, McCann-Erickson account executive; H. P. Scharf, Richman advertising manager, and Norm Hawkins, WWJ-TV sales manager. Bulova Watch Co. will sponsor the newscasts two days per week. Both contracts are for 52 weeks.

## KNBH REALIGNS

Cole Named Program Mgr.

IN a KNBH (TV) Hollywood reorganization, Albert V. Cole, production supervisor of the field department, was named program manager of the NBC affiliate, effective April 1. He succeeds Robert V. Brown, resigning after 19 years with the network. Latter has announced no future plans but is said to be currently negotiating with the NBC-TV network.

Other personnel affected include Edward Sobol, production manager, transferred to NBC network operations; John Gaunt, director, and William C. Jones, floor manager.

The station also announced dropping of two and one-quarter hours of afternoon sustaining programs, as part of an economy move ordered by NBC. Programs affected were *Comedy Matinee* and *Curious Camera*, dropped entirely, *Notes & Keynotes* and *Paul Pierce Show*, cut from a half-hour to 15 minutes.

## SAVANNAH OUTLET

WSAV Files Application

APPLICATION for new television station in Savannah, Ga., was filed last week by WSAV, that city, seeking Channel 6 with an effective radiated power of 18.2 kw. Estimated construction cost is \$167,000.

Harben Daniel, president and general manager of WSAV, said a three-bay antenna, 404 ft. above sea level, was planned atop the local Liberty National Bank Bldg., with studios and transmitter in that building.

If authorized by the FCC, Mr. Daniel believed the outlet could be in operation in 1952. Savannah is 72 miles off the coaxial cable, but he expressed hope that AT&T would construct a connection by starting time of the station.

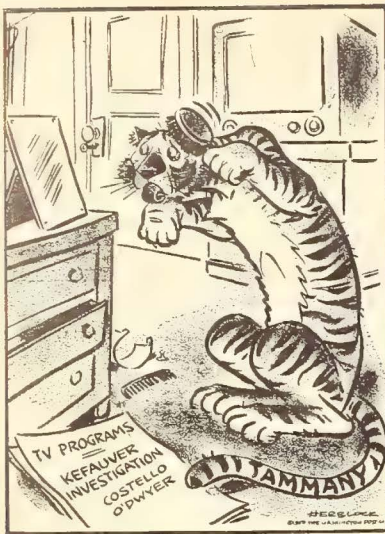
## TRANSMITTERS

Regular Unit Ok for Color

STANDARD commercial TV transmitters can be used for both CBS color and black-and-white, and this will be the case with UHF transmitters, according to William B. Lodge, CBS vice president in charge of general engineering. Mr. Lodge made his statement in reply to an article in the March 19 BROADCASTING • TELECASTING.

The article quoted a "source close to manufacturers" as saying that no plant is now building transmitter equipment for CBS color; that "present transmitter equipment cannot be used" for the CBS system, and that "the lack of compatibility is as serious in transmitters as it is in the case of television receivers, requiring all existing equipment to be converted."

Mr. Lodge reminded that CBS color "has been transmitted for many months over the regular WCBS-TV Channel 2 transmitter in New York, and has also been transmitted over the transmitters of such stations as WOR-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore and WTOP-TV Washington. All of these stations use standard RCA and GE 5 kw television transmitters and it should be recalled that the demonstrations of CBS color in Washington, which were widely witnessed in the course of the color hearings, emanated from the regular transmitter of WTOP-TV."



From Washington Post

## 'The Crime Story'

(Continued from page 61)

more than \$30,000. It sent four hours of the daytime sessions to three affiliates and moved all of last Monday night's to 11 cities, apart from extensive daily coverage on WABD.

WTOP-TV and WNBW (TV), both in Washington, also took portions of the daily New York sessions.

Coverage of the hearings was praised by Sen. Charles W. Tobey (R-N.H.), a member of the investigating committee. In a tribute to TV, radio, and press during an interview on WMGM New York—which carried the entire proceedings and whose coverage was picked up in part by radio stations outside New York—Sen. Tobey said the "marked feature" of the New York phase was "the most wonderful reporting of an event I have ever known."

Other New York radio stations carried highlights of the proceedings.

Sen. Kefauver expressed his "appreciation . . . to WMGM, the radio station which furnished the facilities for the radio pool," and WPIX as originator of the telecasts.

The Senator in Washington, in rebutting anti-TV objections raised by Mr. Carroll, said the TV issue was the only one in the "case" concerning the "betting commissioner." He cited conditions in St. Louis as good and said concession to Mr. Costello was made because conditions were not so good in the New York hearing room.

"Sen. Kefauver said TV is a 'great means of public communication,' if the witness is not bothered by lights or physical conditions. He personally saw no difference between a television audience and the one actually in attendance. This latter reference to 'differences' apparently referred to Mr. Carroll's former demand for recognition of his right of privacy. Mr. Carroll, in complaining of 'mike fright,' mentioned he was against rebroadcasts as well.

Mr. Costello smiled obligingly

for the cameras at the close of his New York testimony, when Harry Brundage, WPIX announcer got himself a serene scoop.

Rudolph Halley, chief counsel for the committee, became a "TV star" in meteoric fashion. As leading interrogator it was his face seen the most on TV screens.

WPIX estimated last Monday that 15 to 20 million persons were looking at the hearings on television. Figures for morning (9:30-12 noon) Hooperatings that day showed 26.2 rating of the 2¼ million sets in metropolitan New York, nearly 20 times the January 1.5 for average early day hours (8-12 noon). This rating covered the appearance of Ambassador to Mexico William O'Dwyer, former New York Mayor.

Three theatres in New York and one in Albany carried the telecasts. Some housewives gave "TV parties" for benefit of neighbors without sets. Two New York theatres canceled regular film programs to show the telecasts.

WSTC-AM-FM Stamford, Conn., reported "top public interest" caused them to suspend regular schedules to re-broadcast "a running account of the proceedings." After the program was picked up via WMGM, it was fed over Connecticut State Network lines to WHTT Hartford, where it was also carried.

### Washington Coverage

In Washington, WWDC (Mutual) reported it was tape recording Capitol proceedings for a 45-minute nightly playback, 7:45-8:30 p.m., in the choice commercial time segment. It also was sending a disc for WNEW New York's use for airing a day later. Dennis Sartain, WWDC's news editor, was in charge of the tape job.

On Friday WFDR(FM) New York said it was broadcasting all the Washington sessions and would continue on days hearings were held.

A U. S. Commissioner in New York saw Louis Weber testifying and then saw and heard him arrested on a charge of perjury. In his office, Mr. McDonald presided at the arraignment of Mr. Weber and

### Educational TV

JACOB (Greasy Thumb) GUZIK, of Chicago, before being told he was in contempt of the Senate and held on a \$10,000 bond by the Senate Crime Investigating Committee (all in view of the TV camera), was prodded by Sen. Alexander Wiley (R-Wis.) to answer his interrogators. Mr. Guzik refused on grounds the answers might incriminate him. Asked if he obtained this familiar phrase from counsel, he said no. "Where did you get this phrase you're repeating?" Sen. Wiley queried. A quick answer came back: "I heard it on television."

held him on \$25,000 bail for hearing.

Sociology students traded their textbooks for a television set at Rutgers U. when their home assignment was to watch the hearings. Instructor Andres Lunde said, "The hearings provide an analysis view of criminology, social problems and legal procedure."

In Philadelphia, a patrolman watching the hearing on his set was unaware that his house was on fire. Flames ate through the kitchen, a second story bedroom and the roof before the officer noticed them.

Comment on the hearings blossomed nationwide in the editorial columns of the press.

A student publication, Syracuse U.'s *Daily Orange* hailed video coverage as adding the medium to the status of a "ful-fledged member of the press," and as "part of this nation's press . . . is entitled to the same grants given newspapers and radio in coverage of news events. . . ."

The *Washington Post*, majority owner of WTOP-AM-FM-TV Washington, ran its third editorial on television coverage in a fortnight. It continued along a line that a Senate investigation should no more be subject to TV than courtroom witnesses. It warned that the more hearings are regarded as "mere entertainment, the more easily organized crime can be sloughed off and forgotten."

But the *Post* reflected: "Certainly a major purpose of the Kefauver investigation is exposure, and in this the media of information—television and radio as well as the press—are extremely important."

Two editorials outlined the New York *Herald Tribune's* view of the TV coverage. It called the program "unprecedented," which indeed it was, and pin-pointed the telecasting: "Here is the perfect combination of information and entertainment. Every bit of it is exciting stuff, and deserves all the presentation it is getting."

### 'Potential Staggering'

The *Tribune* went on: "The potential is, of course, staggering. If television can educate (and incidentally, entertain) the whole population on crime and politics, why not take in Congress, the Legislature at Albany, or even our Board of Estimate and City Council?"

It said, "Anything that makes for a better informed citizenry is desirable . . ." and wound up its comment with an opinion that newspapers will play its companion hand with TV by telling "what the show was all about" after the public gets the drama by video.

In other editorial comment, the *Christian Science Monitor* steered a middle course seeing TV coverage of the hearings as helping to "arouse Americans to the menace of the unholy alliance between organized gambling and crime . . ." but, on the other hand, warned that unless TV lights and cameras are skillfully used they can become an

### The Problem of Readjustment



From New York Herald Tribune

\* \* \*

impediment in such proceedings as in a courtroom.

*New York Times* looked at this "major phenomenon of our time" and came up with: "We are encouraged by the extent and intensity of interest in this inquiry."

Max Lerner in the *New York Post*, commenting on right of privacy in investigations covered by TV, mused ". . . a man who engages in shady activities thereby opens himself to public scrutiny. His liberties must be guarded, but it is hard to see that immunity from the TV camera is a greater liberty than immunity from the press. For some of them the ordeal by TV is undoubtedly unpleasant. But it may teach us a few things. This is one show that wakes us up."

Echoes from other corners of the country where the Kefauver hearings hit the television audience with a tremendous impact were still being heard by BROADCASTING-TELECASTING which has been printing the incoming reports with regularity.

### Cites Reaction

For example, KPIX (TV) and KGO-TV San Francisco plus KSD-TV St. Louis told of unprecedented reaction of viewers to telecast hearings in their cities.

San Francisco stations aired two full days of hearings, which brought thousands of enthusiastic letters and calls and drew favorable comment from Bay Area columnists.

St. Louis *Post-Dispatch* reprinted page of letters praising "outstanding public service" programs, telecast Feb. 23 and 24, and lauding industry in general for providing "ringside" seats.

Television—of World Series, UN fame—had crossed a new threshold.

### Phonevision Tests

ZENITH RADIO Corp., in its final fortnight of Phonevision tests in Chicago, last week began programming a midnight showing of movie films as a replacement for the regular afternoon feature. Saturday and Sunday matinees continue at 2 and 3 p.m., however.

# WCPO-TV Rounds Up Bonus Listeners From 70 Counties In Rich Ohio Valley

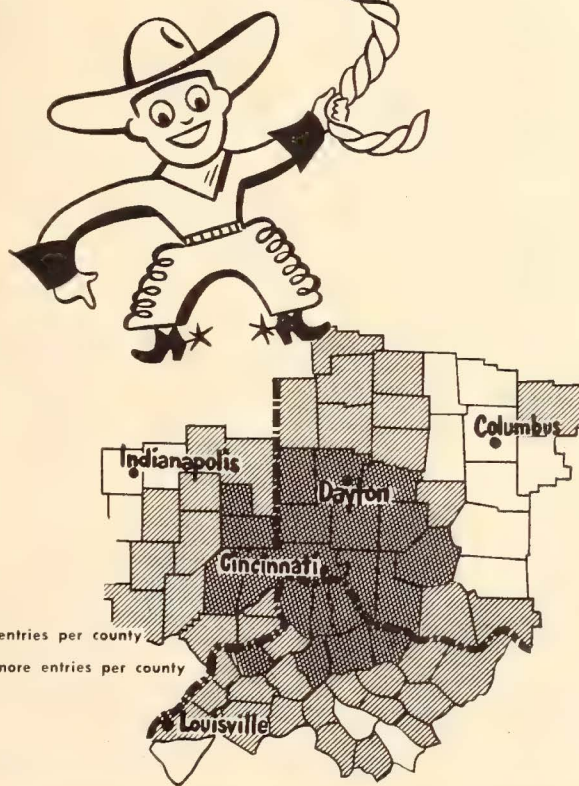
11,301 Entries In Daytime Contest Prove  
WCPO-TV's Continued Leadership in  
Ohio, Indiana and Kentucky

## WCPO-TV Piles Up Proof Of Audience

In a four week period of January, 11,301 entries were received in a contest to name a beagle hound pup, staged by Guenther, Brown and Berne, Inc., a Cincinnati advertising agency, for its client, Royal Furniture Company.

The program, Big Jim Stacy's Mid-Day-Merry-Go-Round, drew contest entries from 70 counties of Ohio, Indiana and Kentucky, with many coming from towns 90 to 100 miles away, showing a WCPO-TV BONUS audience far in excess of even secondary coverage figures.

Here's proof of WCPO-TV's leadership. WCPO-TV has been 1st in every Pulse Survey for every month since it first went on the air, July 1949. WCPO-TV dominates day-time television listening in Cincinnati and the Rich Ohio Valley.



### SHARE OF THE TELEVISION AUDIENCE, MONDAY TO FRIDAY

STATION	7 AM to 12 noon	12 noon to 6 PM
WCPO-TV	59%	45%
STATION "B"	31%	36%
STATION "C"	10%	19%



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

# WCPO-TV

Channel 7  
CINCINNATI, OHIO

WCPO-TV carries 9 out of top 10 programs seen in Cincinnati . . February Pulse

# How

How about that 19.0 Telepulse rating Happy Wilson's carved out for himself Sunday afternoons at 5:30? Small wonder his "Happy Wilson Show" on WAFM-TV is the *most looked-at* hillbilly program in town.\*

# about

About what you'd expect of Happy, though. Star of his own network AM show and personal appearances, ace mountain musician and recording artist, he's Alabama's best known and best loved hillbilly.

# Happy's

Happy's show isn't the only one on WAFM-TV that cuts a fancy figure. Telepulse shows that, all in all, WAFM-TV programs average higher ratings than the programs of the competition.

# 19.0

19.0 (and remember, that's a *rating*—not a share-of-audience) is just one measure of the success Happy can bring you. Another is booming Birmingham, where industry is buzzing and pay envelopes bulging.

# rating?

Rating? 19.0 is a runaway—the kind that will put your product way out front in Birmingham. How about Happy's 19.0...for you? For details, get in touch with your Radio Sales representative or...

\*Telepulse of Birmingham, Jan.-Feb. 1951.

# WAFM-TV

"TELEVISION ALABAMA"  
CBS in Birmingham • Channel 13  
Represented by Radio Sales

## Security Session

(Continued from page 21)

necessary to serve notice that he intends to invoke that authority, it was felt.

Other authorities noted the Defense Dept.'s previous request for control legislation at the earliest possible moment. The department had termed it a matter of extreme urgency and contended the legislation was needed to enable it to further its planning on these phases.

On the other hand, there was some conjecture that the reported order, if it materializes, may touch on the possible creation of a three-man permanent government communications policy board. Under such a plan, which is reportedly before the President [BROADCASTING • TELECASTING, March 12], the board would not only absorb functions of the existing Interdepartmental Radio Advisory Committee (that is, allocate spectrum space to government services) but also embrace authority to commandeer facilities under Sec. 606.

The military is understood to have some misgivings about such a proposal [CLOSED CIRCUIT, March 19], but is believed to favor the issuance of an executive order now which would solidify the Presidential authority over radio-TV stations. Originally it was disclosed previously, the Defense Dept. had favored vesting such control in the Secretary of Defense but altered its proposal when it submitted it to Capitol Hill.

Meanwhile, the House Armed Services Committee, before which a similar military control bill pends, has referred legislation to a subcommittee headed by Rep. Carl Durham (D-N. C.), fourth ranking majority member of that committee. Rep. Durham's subcommittee has taken no action on it, pending action by the Senate group, it was understood.

## WTMJ-TV Tower

WTMJ-TV Milwaukee, as the first step in a two-part plan to expand its service and coverage, has filed application with FCC to install a new 1,000 ft. transmitting antenna. The station later, after FCC relaxes its TV freeze, plans to file for the maximum power to be allowed by the Commission. In increasing its antenna from the existing 300 ft. to 1,000-ft., WTMJ-TV would reduce its effective radiated power from 16 kw visual, 10 kw aural to 0.925 kw visual, 0.578 kw aural, thus retaining the same actual coverage area until the freeze is lifted and greater coverage permitted.

BOOK on *How To Make Television Commercials* is being prepared by Nat Falk, for publication later this year by Almat Publishing Corp., New York. Mr. Falk is author of *How To Make Animated Cartoons*, published several years ago.

## BOSTON COLOR

### CBS Demonstration Tomorrow

CBS, in conjunction with the 100th anniversary celebration of Jordan-Marsh department store, Boston, will demonstrate its color TV system March 27-31 in that city. Three receivers on Marsh's fifth floor annex will pick up nine daily shows, featuring Patty Painter, CBS's "Miss Color Television," fashion models and merchandise of the store.

The department store has scheduled full page ads in all Boston Sunday papers to advertise the color demonstrations.

Boston is the seventh city to view CBS color television, the others being New York, Washington, Philadelphia, New Orleans, Atlanta and Chicago.

Jordan-Marsh also became the first store to purchase permanent color-TV equipment for inter-store promotion. A Remington-Rand camera, control and receivers were ordered by the store, to present merchandise in color on sets placed throughout the building.

## NAVY HISTORY

### NBC To Produce Series

A MAJOR effort to chronicle history on television has been promised by NBC, which announces that it will produce a series of films recording U. S. naval history, with the cooperation of the Navy Dept. Announcement of the production was made by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, and reported on NBC-TV's *Battle Report, Washington*.

Mr. Weaver said the project "represents NBC's first major attempt to tackle the problem of presenting contemporary history on a comprehensive, dramatic basis." The network plans to stress known visual techniques, over and above good pictorial documentary and news summaries of naval events.

NBC and Navy technicians will screen thousands of feet of official unreleased Navy film for the series, scheduled to get underway late this year. Slated as a joint NBC-Navy-Marine Corps venture, the series will cover every major action since 1937, when the *USS Panay* was shelled, down through recent United Nation actions.

Mr. Weaver announced that the network would set up a special unit to coordinate and produce the new project, under supervision of Henry Salomon Jr., USNR officer. The Navy will use the first 26 weeks of the series for recruiting and education purposes.

SECOND Los Angeles television station to lease a motion picture theatre for television program showing, KLAC-TV has taken a two-year lease on the 855-seat Beverly Hills Music Hall. KTLA (TV) Los Angeles not long ago leased Melvan Theatre for telecasting of its audience shows.

## Big Screen—Big Laugh?

TELEVISION'S influence on the theatrical box office was at least tacitly acknowledged in a March 18 Philadelphia *Inquirer* advertisement for the Lawndale movie house. In announcing the showing of "At War With the Army," a picture starring Jerry Lewis and Dean Martin (who appear on NBC-TV's *Comedy Hour*), the theatre said: "You can just imagine how much funnier they are on our 65,000-inch screen."

## IDEAL EXCHANGE

### Urged by WTVJ Manager

A PLAN for interchange of ideas, policies and problems facing television station managers has been suggested to general managers of 14 southern TV stations in a letter written by Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami.

The plan calls for a letter a month from each station manager of the group to all other managers within the group. Subject will be designated in advance, and the letters are to be kept confidential.

## Military Production

(Continued from page 34)

base of the electronics industry." Other prize winners included: R. B. Dome of General Electric, awarded the Morris Liebmman Memorial prize for his television and frequency-modulation work; A. B. MacNee of the U. of Michigan, awarded the Browder J. Thompson Memorial Award; Marcel J. E. Golay of the U. S. Army Signal Corps, given the Harry Diamond Memorial Award; and W. W. Harman of the U. of Florida, presented the Editor's Award.

### Fellowship Awards

IRE Fellowships were granted to 41 institute members: Obert Adler, J. G. Brainard, C. G. Brenneck, R. D. Campbell, R. W. Dearsdorff, John H. Dewitt, Jr., Harold F. Elliott, Clifford G. Fick, E. L. Ginzton, William M. Goodall, John T. Henderson, C. J. Hirsch, William E. Jackson, J. B. Johnson, A. G. Kandoian, C. E. Kilgour, T. J. Killian, J. B. Knox, V. D. Landon, George Lewis, Harry R. Lubcke, David G. Luck, John F. Morrison, G. A. Morton, G. W. Olive, O. W. Pike (deceased), L. E. Reukema, H. W. G. Salinger, Otto H. Schade, Dominic F. Schmit, W. E. Shoupp, P. F. Siling, H. R. Skifter, B. R. Teare, Jr., Gordon N. Thayer, Henry P. Thomas, William C. Tinus, Ernst Weber, R. H. Williamson, W. T. Wintringham, G. A. Woonton.

In San Francisco... **1** STATION RECEIVED

**5** OUT OF **12** STATION AWARDS

FROM THE ACADEMY OF TELEVISION ARTS AND SCIENCES

The Station, of course, was **KPIX**  
San Francisco's pioneer television outlet

**BEST... children's show**  
"Once Upon a Time"

**BEST... live commercial**  
Acme Beer

**BEST... personality**  
Ben Alexander

**BEST... newscaster**  
William Winter

**BEST... locally produced film**  
"Teletrips"

**YOUR** own award... more sales  
from fewer dollars... is sure  
to be found on

Plus Citations  
for  
Sports Telecasting  
Public Service  
Engineering Achievement

Represented  
nationally by  
The Katz Agency



AFFILIATED WITH CBS AND THE DUMONT TELEVISION NETWORK

# Station KRLD-TV DALLAS

*Serves*  
**THE LARGEST  
TELEVISION  
MARKET**  
*Southwest*  
**DALLAS  
FT. WORTH**  
**Combined Population  
DALLAS and TARRANT  
COUNTIES . . .  
920,500**

*NOW there are*

**109,264**

*Television  
Homes*  
**in KRLD-TV's  
Effective  
Coverage Area**  
*The CBS Station*  
**for DALLAS and  
FORT WORTH**

*this is why*  
**KRLD**  
**AM-FM-TV**  
*Channel 4*  
*is your best buy*  
*The TIMES HERALD Station*  
*National Representatives*  
**THE BRANHAM COMPANY**

## telestatus



## 'Good Housekeeping' Consumer Survey

(Report 156)

AMONG members of a *Good Housekeeping* magazine consumer panel who do not now own television sets and do not intend to buy one soon, the three principal reasons given for waiting to acquire TV were: (1) can't afford it, (2) waiting for better pictures, (3) waiting for better programs.

A survey of the panel, which consists of subscribers distributed in proportion to the circulation of *Good Housekeeping*, showed that 19.4% now own TV sets, radio-TV or radio-phonograph-TV combinations.

Only 12.6% of non-owners, however, have not seen TV. The others, save for 1.2% who did not answer a question on the subject, have all been exposed to TV at least once or twice.

Of those who do not own TV, 4.9% intend to buy a set in the next few months; 24.9% in a year or two; 35.9% will wait longer. By income group there is sharp variation on these questions. Only 1.1% of those with incomes under \$2,000 will buy in the next few months, while 6.3% of those with incomes over \$5,000 intend to buy in that period.

Among those not intending to buy in the next few months, 26.2% say they can't afford it (another response that varied widely among income groups); 25.8% are waiting for picture quality to improve; 34.6% want better programs;

12.2% are waiting for color. Smaller percentages gave other reasons.

Among those who expressed an intention to buy, either soon or eventually, 31.7% thought they would purchase television-only sets, 22.6% TV-radio combinations, and 36.7% TV-radio-phonograph combinations. The others had not made up their mind or did not answer.

Among those who want a radio-TV combination, 47.8% want FM radio included, 16.4% want AM and 30.7% don't care which.

As to picture screen size, by far the most want 16-inch screens—50.9%. Only 0.7% would be satisfied with 10-inch size, 19% want 12-inch, and 18.9% want 19-inch.

\* \* \*

### Videodex Compares Atlanta, National Ratings

THE VIDEODEX report for Atlanta, covering February viewing, was released for the first time by Jay & Graham Organization, Chicago, last week.

The Atlanta report, comparing Atlanta and national ratings, shows "how the network advertiser cannot assume similar audiences in different regions of the country," the research firm stated. The table below presents the Videodex (63 market) ratings and those in Atlanta for competitive network shows. "In each case the network

rating does not represent the audience impact in a southern market."

	Atlanta	National
1. Fred Waring	24.1	18.8
Philco Playhouse	37.	41.8
2. Celebrity Time	28.7	17.8
Dave Garroway	8.6	21.4
3. Perry Como	23.8	16.7
Camel News	28.1	25.7
4. Horace Heidt	31.6	21.9
Lights Out	22.6	33.4
5. Billy Rose	30.2	11.1
Vaughn Monroe	27.2	12.6
6. Quiz Kids	32.8	13.2
Mama	19.7	34.9
7. Two Girls Named Smith	14.2	6.5
Big Top	12.7	16.4
8. You Bet Your Life	49.9	32.8
Star of the Family	4.2	11.7

\* \* \*

### Guide-Post Reports On Pittsburgh Programs

ED SULLIVAN'S *Toast of the Town* was picked as the best-liked TV program by 800 Pittsburgh area housewives responding to a Guide-Post Research survey released last week.

The housewives, all in TV homes, were asked: "Which television program do you like best?" No check list of programs was provided, and all answers were written in. Guide-Post pointed out that there is only one station in Pittsburgh, WDTV (TV), and thus each program is without concurrent competition.

Most popular programs of the 800 housewives were:

Ed Sullivan, rated best by 27.2%; Milton Berle, 21.3%; *Mama*, 10.9%; *Studio One*, 7.6%;

(Continued on page 70)

## Weekly Television Summary—MARCH 26, 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	WOL-TV	47,625	Memphis	WMCT	79,277
Atlanta	WAGA-TV, WSB-TV	104,000	Miami	WTVJ	55,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	284,925	Milwaukee	WTMJ-TV	224,721
Birmingham	WNBH-TV	34,410	Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	24,781
Bloomington	WTTV	14,930	New Haven	WNHC-TV	143,800
Boston	WBZ-TV, WNAC-TV	700,510	New Orleans	WDSU-TV	52,150
Buffalo	WBN-TV	193,911	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,240,000
Charlotte	WBTV	65,003	Newark	WATV	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	854,434	Norfolk	WTAR-TV	61,459
Cincinnati	WCPO-TV, WKRC-TV, WLWT	259,000	Oklahoma City	WKY-TV	79,495
Cleveland	WEWS, WNBK, WXEL	453,575	Omaha	KMTV, WOW-TV	71,658
Columbus	WBNS-TV, WLWC, WTVN	150,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	814,000
Dallas			Phoenix	KPHO-TV	37,400
Davenport	KRLD-TV, WFAA-TV, WBAP-TV	109,264	Pittsburgh	WDTV	212,000
Dayton	WOC-TV	49,581	Providence	WJAR-TV	105,355
Detroit	WHIO-TV, WLWD	172,000	Richmond	WTVR	68,754
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	445,679	Rochester	WHAM-TV	77,219
Fort Worth	WICU	50,000	Rock Island	WHBF-TV	49,581
Dallas			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	109,264	Salt Lake City	KDYL-TV, KSL-TV	39,000
Kalamazoo	WLAV-TV		San Antonio	KEYL, WOAI-TV	42,097
Greensboro	WFMY-TV	111,929	San Diego	KFMB-TV	89,000
Houston	KPRC-TV	57,455	San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Huntington			Schenectady		
Indianapolis	WSAZ-TV	38,000	Albany-Troy	WRGB	147,000
Jacksonville	WFBM-TV	132,000	Seattle	KING-TV	75,800
Johnstown	WMBR-TV	28,000	St. Louis	KSD-TV	268,000
Kalamazoo	WJAC-TV	75,100	Syracuse	WHEN, WSYR-TV	107,961
Grand Rapids	WKZO-TV	120,269	Toledo	WSPD-TV	120,000
Kansas City	WDAF-TV	107,919	Tulsa	KOTV	68,950
Lancaster	WGAL-TV	84,606	Utica-Rome	WKTV	38,500
Lansing	WJIM-TV	46,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,260
Los Angeles	KECA-TV, KFI-TV, KLCB-TV, KNBH, KTLA, KTLN, KTTV	877,421	Wilmington	WDEL-TV	59,901

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,486,000

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.

Affiliated with  
The Atlanta Journal and  
The Atlanta Constitution

*week in and week out  
more Atlanta people see  
more programs\* on*

ATLANTA'S  
FIRST  
TELEVISION  
STATION



*\*Ask your Petry man about any current survey*

## 'Super' Agency

(Continued from page 26)

director of NPA's Electronics Products Division, John Daley; (3) general manager of the Atomic Energy Commission; (4) representatives of the Defense Production Administration, Dept. of Defense, Munitions Board and the armed services.

Primary function of the top-level group is to assure that "no electronic bottleneck stymies any element of the defense effort," it was explained. To that end, the plan calls for greater attention to research and development, expansion of facilities, and production engineering. The board will determine overall requirements—military, civilian, industrial and foreign—for electro-products and recommend methods for distribution.

### Widespread Growth

In announcing creation of the super-agency, Gen. Harrison pointed out that the use of electronic devices has grown to such widespread proportions in defense equipment and the nation's communications facilities that failure to develop and produce sufficient products on schedule could affect the entire mobilization program. Basic components in radio, television, radar and other fields are also applied in other businesses, it was noted, with the result that the problem of adequate supply of components involves segments of industry not normally associated with electronics.

The new board also will recommend policies and procedures for insuring required production, including expansion, conservation and product standardization programs. NPA will remain, however, the liaison center for electronics industry on questions relating to components, production, materials and supply, it was explained.

The Controlled Materials Plan now under study is understood to be similar to that invoked by the government during the last war as a last step measure to assure equitable availabilities in the various industries.

NPA has been working on CMP plans for a number of months and

only recently high authorities disclosed that adequate provision would be made for new TV stations which would begin operation should FCC lift the freeze [CLOSED CIRCUIT, March 19].

As originally contemplated, FCC was designated as "claimant agency" for all electronics and communications equipments using vital materials. It is understood, however, that the Commission preferred to withdraw its participation, with NPA's Electronics Products Division assuming the claimant's role.

In that capacity the division will, under CMP operation, recommend a program for the expansion of the communications-electronics industry, in view of the freeze-lifting, and forward it to the Electronics Production Board, which will review and render the final decisions. Similarly, the division will follow the same procedure with respect to emergency equipment requirements set forth by the Civil Defense Administration.

At the present time, NPA's Electronic Products group acts on individual cases when manufacturers petition the agency for specific adjustments on materials allocations. CMP will gear the whole operation to an industry-wide level, without recourse to particular requests.

### Civil Defense Case

In the case of equipment needed for civil defense or other emergency purposes, it was explained, no blanket authority will be extended to the whole industry but cases will be judged on the merits of each on the basis of recommendations from CDA.

The problem of obtaining sufficient nickel for radio-TV receiving tubes was posed by L. H. Niemann, chief of the Tubes Section, NPA Electronics Products Division. To that end, he has recommended formation of an NPA tube industry advisory committee comprising tube manufacturer-members of RTMA. If approved, the group will hold its first meeting April 3.

Mr. Niemann disclosed that a proposed plan to establish a critical materials program for the radio-television industry is now be-

## KRON-TV Policy

KRON-TV San Francisco has advised all advertising agencies that it no longer will accept mail order business where the account does not have a recognized local retail outlet. Existing accounts will not be renewed, Harold P. See, director of television, added. This policy in no way affects occasional use of premium offers by advertisers sponsoring programs of at least five minutes duration, the announcement said. Accounts affected include those without local retail outlets wherein the advertising message is used exclusively to secure direct viewer response to the product through the use of station mail facilities, or through use of phone numbers for ordering merchandise, the statement pointed out.

fore top-level NPA officials. The plan would be the first step toward the industry-wide Controlled Materials Plan.

"We have offered two basic arguments to maintain a reasonable going rate for receiving tube production," Mr. Niemann said. "The first is designed to support radio-TV as an economic venture. The second would give tube manufacturers enough work to meet quantitative demand until such time as defense orders are stepped up." Cathode ray tubes are not a problem here, he added.

In effect, then, tube makers would be assured sufficient work to enable them to forestall oft-mentioned work slowdowns and take up the slack between decreased civilian fulfillment and military bookings. Mr. Niemann has sat in on Munitions Board and industry meetings dealing with receiving tubes.

### Conservation Lauded

Meanwhile, an opinion that industry is cooperating wholeheartedly in conservation programs, particularly with respect to nickel, was voiced by Edward W. Glacy, who heads up the conservation section of the Electronics Products Div. He expressed hope the industry will make "great progress" in conserving nickel and that similar savings would be made in scarce cadmium, which is used in power tubes.

There is hope that cadmium can be eliminated entirely in radio set production and later, when the industry devises acceptable substi-

tutes, in television set output. At the present time, producers can continue to utilize the metal in television.

Under a recent NPA amended order, it may be used for parts inside electronic tubes, resistance welding electrodes, operating parts of electric controllers and switches, and surfaces in electronic equipment which require good conductivity for radio frequency current and which must remain constant in electrical or radio frequency resistance.

NPA officials also cited a Westinghouse product, Covar, which comprises about 18% cobalt and 29% nickel and is used in tubes. Conservation programs, such as those initiated recently by RCA and Philco Corp., among others, were singled out by officials as evidence of broad industry cooperation.

Cadmium also has been the subject of meetings involving NPA authorities and industry representatives from RTMA, since the metal also is expected to be in short supply in the months ahead.

There also is an acute shortage of selenium for use in manufacture of rectifiers—a situation which prompted RTMA President Robert C. Sprague to appoint a special committee. The group met in Washington March 15 at RTMA headquarters and conferred later with Mr. Daley of the Electronics Division, and Donald S. Parris, deputy assistant.

### Re-design Problems

Early study had indicated that the proposed re-design of TV sets, if adopted, will necessitate many times the number of selenium rectifiers that previously have been used. Reductions in supply are anticipated in the near future because of defense needs.

While some NPA officials were confident that a controlled materials plan for radio and television manufacturing might serve to alleviate layoffs in certain component parts firms, some manufacturers—notably the smaller ones—evinced concern lest skilled labor be lost in the interim period until government orders start rolling in. Among them reportedly was Andrea Radio Corp.

An Andrea spokesman revealed that his firm will be operating at only 40% capacity unless it receives government contracts "in a hurry."

Others, like Ernest Hall, executive vice president of the Pilot Radio Corp., feel the anxiety over the time lag between present civilian cutbacks and actual military order placement is unwarranted.

Meanwhile, the Defense Dept. has revealed that "much of the \$15.4 billion still available for contracting under the 1951 appropriations will be spent in electronics and communications equipment, as well as in other fields. Authorities estimate electronics' share at approximately \$2 billion.

## Telestatus

(Continued from page 68)

Arthur Godfrey, 4.5%; Al Morgan, 3.8%; Molly Goldberg, 3.5%; Paul Whiteman, 3.5%; *Cavalcade of Stars*, 2.4%, and *Stop the Music*, 2.3%.

The survey was conducted in January.

**Your Top TV Sales Opportunity**

# WDEL-TV

**CHANNEL 7**

## Wilmington, Delaware

**In the Market which has highest income per family in the country.**

**Represented by**

**ROBERT MEEKER ASSOCIATES**

New York   Los Angeles   San Francisco   Chicago

**A STEINMAN STATION**

**NBC**

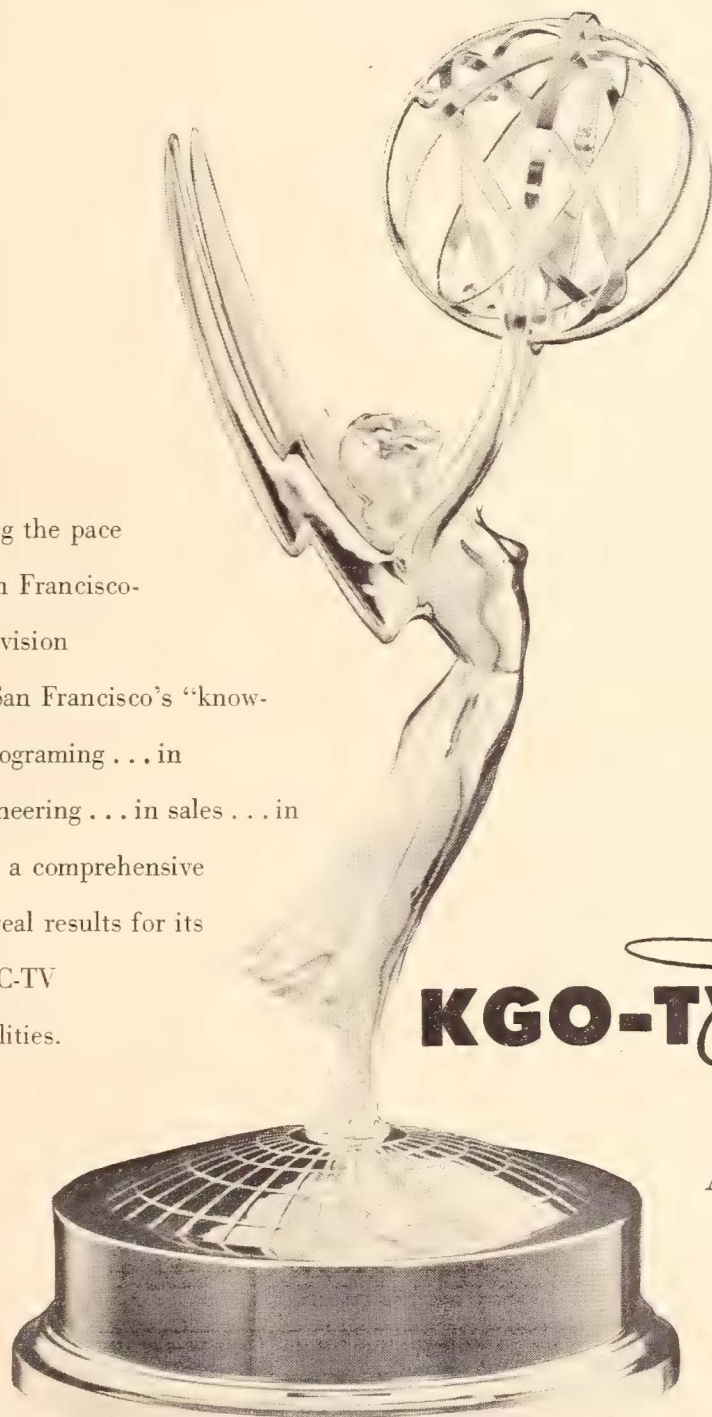
TV AFFILIATE

FOR DISTINGUISHED LEADERSHIP AND ACHIEVEMENT...

# *The 1950 Station Achievement Award*

to **KGO-TV** SAN FRANCISCO - OAKLAND

Yes, KGO-TV is setting the pace in the fast-growing San Francisco-Oakland Bay Area television market.\* KGO-TV is San Francisco's "know-how" station... in programing... in production... in engineering... in sales... in promotion. It provides a comprehensive service and produces real results for its advertisers. Check ABC-TV Spot Sales for availabilities.



**KGO-TV** *Channel 7*

ABC'S TELEVISION STATION FOR THE  
SAN FRANCISCO - OAKLAND BAY AREA

\* Latest available NCEB estimate...  
170,000 sets March 1, 1951.

## New NCAA Proposal

(Continued from page 61)

and be financially impractical, as well as discriminatory.

A variation on the proposal was that each network would be allocated five weeks apiece on a 20-game schedule, but it was also met with defeat.

The legal questions of the networks revolve about the possibility of any agreement concluded with NCAA being deemed "in restraint of trade" and illegal. Network attorneys present at Wednesday's meeting were careful to avoid any act on the part of their clients which might be so construed.

Following the general conference, representatives of each network met individually with the committee to submit their own plans and proposals.

When questioned as to the result of the conference, Mr. Hamilton said: "We have had talks with the networks; they submitted what they consider practical proposals. We will consider their suggestions and then submit them to the whole committee to be voted upon on April 6 and then submit our recommendations to the whole committee to be voted upon on April 6."

The networks showed a variety of responses. One reported that it would consider only complete freedom of contract negotiation between the individual school without referral or approval by any dis-

trict committee or national committee of the NCAA.

Another would agree to the seven-game football schedule which the committee was supposedly planning to recommend.

However, all networks appeared in complete accord as to the need for removal of the committee as an intermediary for negotiations between the colleges and themselves.

## OKLA. GRID TV

Justice Dept. Eyes Case

OKLAHOMA Senate bill to direct state schools to permit live football telecasts was shelved last week under a banishment-threat from the Big Seven Conference, but the Dept. of Justice anti-trust division continued its investigation.

Both the Big Seven and NCAA had barred members from allowing live telecasts of athletic events for a one year trial period. Big Seven representatives voted 6-1 to ban Oklahoma from Conference competition if it violated the television rule.

Sen. George Miskovsky, who introduced the state bill, called the Big Seven vote a "brazen insult." Sen. Miskovsky, previous to the vote, had telegraphed the Dept. of Justice to ask if any civil or criminal action could be taken against the ban [CLOSED CIRCUIT, March 19].

H. Graham Morison, head of Justice's anti-trust division, said last week that the department is "actively interested" in the case. Also that Sen. Miskovsky's allegations were "pretty rough" and that the department is now only in the process of assembling and examining the facts.

## DuMONT PLANT

Starts Shorter Work Week

ATTRIBUTING the move to production cutbacks resulting from government regulations, Allen B. DuMont Labs last Thursday announced that employees at DuMont's TV receiver and electronics parts manufacturing plant at East Paterson, N. J., would go on a four-day work week effective today (Monday). They formerly worked five days a week.

Dr. Allen B. DuMont, president of DuMont Labs, said the company's plants at Allwood, Clifton and Passaic, N. J., being engaged in government work, will not be affected, and that he hoped the change at East Paterson would be temporary. Several government contracts are in negotiation, he added.

## Video Program Guide

THE Des Moines Sunday Register is promoting its new television supplement which gives complete weekly program listings. The four-page supplement is tabloid size and includes advertising, feature stories and signed columns.

## SALES ROCKET

Weekday Show Credited

A COOKING SHOW, Martha Lanning's *Come Into The Kitchen*, over WSB-TV Atlanta, is credited with increasing sales of a dried milk product 1,000%!

The compliment came in the form of a testimonial from James J. Selva, general sales agent, who said that the 11-11:30 a.m. Monday-Friday show is doing a "splendid" job for Jerrell's Nonfat Dry Milk Solids.

Mrs. Lanning uses the Jerrell product on the show in the preparation of various recipes.

## PHONEVISION

Canada's Prospects Muddled

PHONEVISION and its possible application to Canadian television has been under discussion in Chicago by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp.; R. H. Cairns, broadcast engineer from the Telecommunications Div. of the Canadian Dept. of Transport, and Andre Ouimet, CBC's assistant director of TV for Montreal.

In a statement to the press, Zenith reported Mr. Ouimet as saying that there is no doubt that Phonevision appears to be a sound solution to the economic problem involved in bringing television to Canada's 14 million people. Mr. Cairns reportedly said that he could find no technical difficulties standing in the way of Phonevision's use in Canada.

## TVA L. A. Contract

WESTERN section of Television Authority still continues optimistic over early settlement with five Los Angeles television stations of negotiations for a contract covering TV performers [BROADCASTING • TELECASTING, March 19] as meetings continued through last week. Negotiations will be resumed tomorrow (Tuesday). Possible strike action against KFI-TV is expected to await the outcome of negotiations with other stations (KNBH, KTSN, KLAC-TV, KECA-TV, KTTV). A resolution to strike taken by the union two weeks ago charged the station had refused to recognize it and bargain in good faith; and "discriminatory discharge" of three union members.

## SAG-TVA Wrangle

NLRB hearings on the Screen Actors Guild and Television Authority jurisdictional dispute get underway in Hollywood today (Monday) following transfer of the hearings from New York [BROADCASTING • TELECASTING, March 19, 12]. Chester L. Migden continues as board hearing officer. Hearings are to provide testimony on working conditions and production techniques involved in making CBS *Amos 'n' Andy* TV films, expected to be completed this week.

## BOOMS SALES

Of Rubbermaid Products

A TV success story with a bounce was reported by the Wooster Rubber Co., Wooster, Ohio, after the firm had studied returns on two one-minute commercials shown three afternoons a week over a six-week period in a large eastern city. The spots reportedly resulted in retail sales increases of 40%, 30% and 25% for Rubbermaid household products in three department stores, selected for their good test characteristics.

"We weren't prepared for the rush of buying that took place," one test store buyer said. "Nearly half our customers said they came in to buy the Rubbermaid items they saw on the television programs." He added that "if we'd had complete stocks on hand, our sales would have been up another 15 or 20%."

Advertising Manager G. G. Johnson said that the professionally prepared TV commercials had open time at both beginning and closing of the script to permit local store tie-in. He believes that the practical demonstrations of Rubbermaid products in use in a typical kitchen were important factors in the spots' success. "Demonstration of the good use to which these products can be put really helped here. . . . One test store reported that many customers who came in to buy items featured in the two TV spots also purchased five or six related Rubbermaid items for their homes." The films are now available for use by stores all over the country, Mr. Johnson announced.

## WPIX (TV) Expands

EXPENDITURE of \$120,000 for studio expansion and improvement at WPIX (TV) New York headquarters to accompany the station's new \$200,000 facilities in the Empire State Bldg. has been announced. Construction of a fourth studio and control room at its present location and purchase of new RCA cameras, microphone boom, video monitors, and other equipment, will be included in the expenditure, the announcement said.

## 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.

**WLW-TELEVISION**

**WLW-T** **WLW-D** **WLW-C**

CINCINNATI DAYTON COLUMBUS

\*Videodex, December, 1950. 6:00 a.m.-6:00 p.m.

**SRT • SRT • SRT • SRT • SRT**

**RADIO and TV STATIONS**

Profits Depend on  
Efficient Personnel

Our Graduates are  
Checked for  
Ability and Enthusiasm  
Appearance and Personality  
Integrity and Showmanship

Trained by . . .  
**Network Professionals**

Trained to . . .  
Do more than one job well  
Understand your operational  
problems

Trained with . . .  
**Complete TV and Radio  
Commercial Equipment**

Trained under . . .  
**Actual Broadcast Conditions**

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

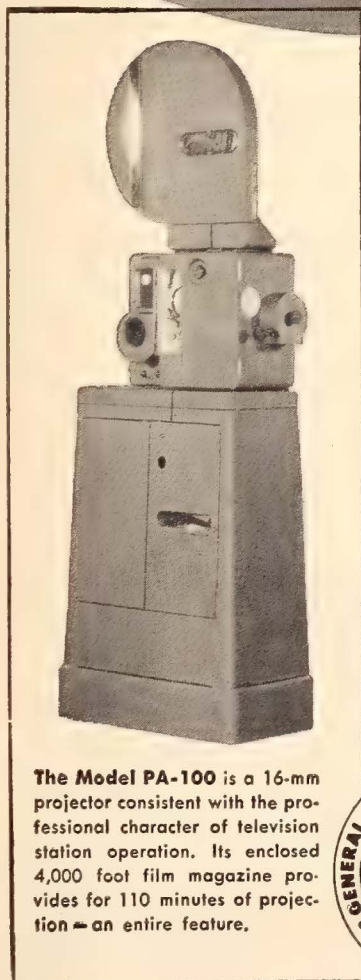
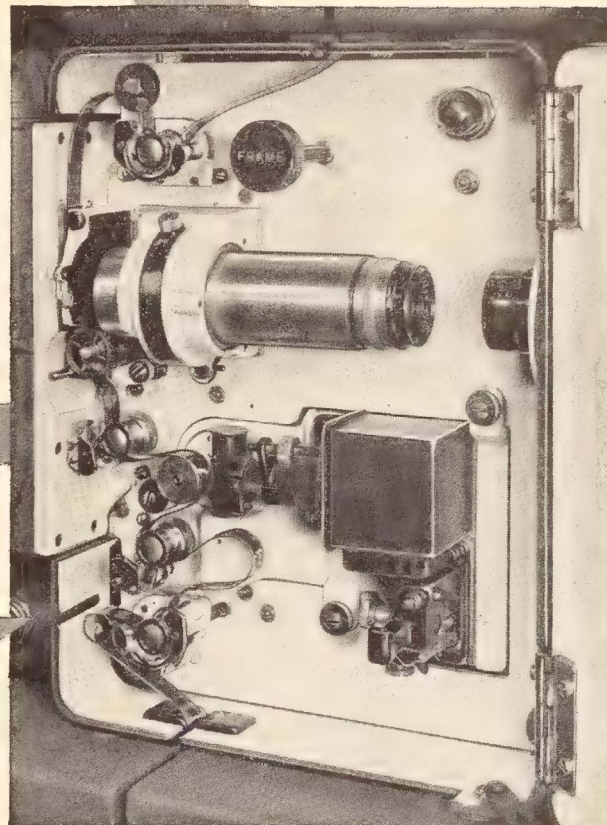
**SCHOOL of RADIO TECHNIQUE**

316 West 57 St., N. Y. • PLaza 7-3212

**SRT • SRT • SRT • SRT • SRT**

*Look into this*  
**PROFESSIONAL**  
**Telecast Projector**  
*and see years of*  
*Dependable Service*

The GPL Model PA-100 — a 16-mm Studio Projector



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

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

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

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

passages without noticeable film wear.

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

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

**WRITE, WIRE OR PHONE FOR DETAILS**



**General Precision Laboratory**

INCORPORATED

PLEASANTVILLE NEW YORK

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



### ALEXANDER FILM CO.

(producers of short-length films since 1919)

5,000 TOP-QUALITY COMMERCIALS  
LOW-COST RENTAL SERVICE  
COMPLETE PRODUCTION FACILITIES  
FOR ANIMATED AND LIVE ACTION  
COMMERCIALS  
WIRE OR WRITE  
COLORADO SPRINGS

### ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS  
of  
TELEVISION COMMERCIALS

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Oak Park, Illinois

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### BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF  
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(INCLUDING CARTOONS)  
Available for Television

SEND FOR CATALOG  
729 SEVENTH AVE., NEW YORK, 19

### GRAY—O'REILLY

COMMERCIAL SPOTS  
FOR TELEVISION

480 LEXINGTON AVE.  
NEW YORK

PLAZA 3-1531

### RKO PATHE, INC.

624 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

### SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

### TELEFILM, INC.

COMPLETE FILM PRODUCTION  
FOR  
TV SPOTS-PROGRAMS  
All Production Steps  
In One Organization  
6039 HOLLYWOOD BLVD.  
HOLLYWOOD 28, CALIF.  
HOLLYWOOD 9-7205

### TELESCRIPTIONS

ANIMATED AND LIVE ACTION

TV FILM SPOTS  
20-SECOND AND 1 MINUTE  
823 VICTOR BUILDING  
WASHINGTON, D. C.  
STERLING 4650

### VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS  
TELEVISION COMMERCIALS  
BUSINESS MOVIES  
SLIDE FILMS

-FROM SCRIPT TO  
FINISHED PRINT

OWNERS AND OPERATORS OF  
WEST COAST SOUND STUDIOS  
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER  
AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK  
MURRAY HILL 8-1162

### BROADCASTING - TELECASTING

FILM & PRODUCTION

DIRECTORY

IS PRINTED THE  
LAST ISSUE OF  
EACH MONTH

GUARANTEED PAID CIRCULATION

EXCEEDS 15,000

## GOLF MATCH

Covered by AM-FM-TV

WHEN Golf Pro Sammy Snead slammed his opening drive of the Greater Greensboro Open Golf Tournament, March 23-26, a special filming speed process enabled WFMY-TV Greensboro to telecast the event.

Gaines Kelley, WFMY-TV general manager, said that within an hour after any important bit of play the station would telecast the highlights.

Pilot Life Insurance Co., Greensboro, purchased exclusive broadcast rights for the tournament, with WFMY having FM and TV rights and WCOG Greensboro having AM rights.

Sale was announced jointly by Dick Andrews, advertising manager of the insurance company, Mr. Kelley, and Henry Sullivan, WCOG general manager.

## TELE-MOVIE CASE

Files Bankruptcy Petition

TWO-HUNDRED Chicago mothers, who planned TV careers for their children, filled the chambers of a federal referee Wednesday to hear the voluntary bankruptcy petition of Tele-Movie Pictures Inc., same city. K. L. Stoutenberg, president, listed assets of \$2,100 and liabilities of \$4,600.

He said his firm began shooting juvenile pictures for TV in 1949, and got \$150 each from 600 children for training and casting them in parts. Casts were to get a third of the sale price of the films. Mr. Stoutenberg said 30 films were completed, but only one was sold for \$1,500, which was never paid. He said video networks insisted on picture changes which were not financially or technically acceptable to Tele-Movie Pictures. Another hearing will be held April 5 by Federal Referee Austin Hall.

## TV REPAIRMEN

RCA Home Study Course

RCA Institutes Inc. has announced that it will open to the industry a highly specialized, field-tested Television Home Study Course to help alleviate the shortage of TV repairmen.

A detailed course outline, together with further information, tuition rates and enrollment forms is available on request from the Home Study Div., RCA Institutes Inc., 350 W. 4th St., New York 14, N. Y.

EDDIE CANTOR, Jack Benny, Bing Crosby and Bob Hope are among those chosen as Hollywood's Ten Best Citizens by a panel of 10 leading columnists in a poll for *Modern Screen* magazine. Selections made on basis of outstanding, unselfish civic activities.

## TABLE TELESETS

Admiral Reduces Prices

MOVE TO PUT table model video sets back in the "low-priced field" was made last week by Admiral Corp., Chicago, as it announced lowered prices on three of its "most popular" receivers.

A 17-inch mahogany cabinet set, 17K12, which formerly sold at \$279.95, has been repriced at \$249.95. The 16-inch 16R12 went down from \$249.95 to \$209.95, in mahogany, and from \$239.95 to \$199.95 in ebony. This last price is the first time a 16-inch model made by Admiral has sold for less than \$200 since before the Korean outbreak, the company reports.

Manufacture on these models has been stepped-up so that mass production will compensate for the lower prices, said President Ross D. Siragusa. Seeing a "pressing public need for low-priced merchandise," he directed rescaling of prices on the low cost end of the line "to fill that need in these days of high down payments, excise taxes and inflation in general."

## PULSE RANKINGS

Show Program Preferences

TEN top-ranking TV program types for February, as reported by The Pulse Inc., were boxing 22.2, westerns 18.5, drama and mysteries 17.4, comedy (variety) 16.3, comedy (situation) 14.9, talent 12.4, news 12.3, kid shows 11.3 and musical variety 11.3. Gen. Eisenhower and Charles E. Wilson, carried by all networks, rated 52.1 and 16.3 respectively.

During the week in February studied, available network time was 88% filled between 8-9 p.m. and 93% filled between 9-10 p.m., Pulse reported.

## 'Mul-TV' Patent

"MUL-TV" has been approved by the U. S. Patent Office as a trademark for the multiple TV antennas of Jerrold Electronics Corp., Philadelphia, Pa. The firm announced that over 2,000 TV dealers are using Jerrold Mul-TV equipment to demonstrate large numbers of sets. The antennas are also used by apartment buildings and other multi-unit developments. Total sales of Jerrold Mul-TV equipment have passed the \$1 million mark, the firm reported.

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL



## film report

**INS-TELENEWS** last week announced that interviews with individual fighting men in Korea would be filmed and presented in TV and theatrical news programs. The firm feels that this feature will result in better documentation of the war. Crossing of the Han River was dealt with in the first release handled by Chief Far Eastern Camera-man Wade Bingham. . . . Same firm's production of the *All Nations Symphonies* has been signed for in Buffalo over **WBEN-TV** for May premiere by **Manufacturer's & Traders Trust Co.** and in Washington over **WTTG-TV** for March 30 debut by **DuMont TV sets and Campbell Music Co.** **Robert H. Reid**, manager of the **INS TV** department, announced that additional deals are pending for the first series of 13 films featuring the *Santa Cecilia Rome Symphony* and narration by **Milton Cross**.

**APEX FILM Corp.**, Los Angeles, has completed two experimental *Cavalcade of America* TV films for **duPont** at an approximate cost of \$20,000 each. The films are based on the **NBC** radio show of the same name. Agency is **BBDO**, New York.

**KILLIAM SHOWS Inc.**, New York, is releasing *The Edison Film Library* for TV sponsorship. Series includes 1,200 subjects, dating back as far as 1898, chiefly one or two reel "vintage" dramas. Package is represented by **Ray Block Assoc.**, New York.

**SNADER TELESCRIPTIONS Corp.**, Los Angeles, has completed filming of eight variety acts for TV shorts. Acts featured **Yonelli**, musical clown; the **De Havillands**, acrobats; **Ray Vaughan**, musical bottle performer; **Aubrey**, magician; **Hector and Pals**, in dog act; **Paul Gordon**, bicycle performer; **Johnson Brothers**, jugglers; **Unger Twins**, dancers.

**KLING STUDIOS**, Chicago, has completed 24 video commercials for **Admiral Corp.**, seven for **Greyhound Bus Co.**, nine for **Kellogg**, six for **Mitchell Air Conditioning Co.**, eight for **Broadcast Corned Beef Hash** and others for **Ideal Dog Food**, **Jays Potato Chips** and the *Chicago Tribune*. . . . New addition to firm is **Ted Shargel**, former animator with **Disney Studios** in Hollywood.

**ZIV TELEVISION PROGRAMS Inc.**, New York, announces that *Cisco Kid*, TV Western series, will be sponsored by **Ward Baking Co.**, New York, on **WMBR-TV** Jacksonville, Fla., starting March 18; on **WBRC-TV** Birmingham, Ala., April 1; on **WNBK-TV** Cleveland,

March 31. Contracts are all for 52 weeks. Agency is **J. Walter Thompson Co.**, New York.

**BING CROSBY ENTERPRISES**, Los Angeles, will soon start filming of half-hour TV sports programs, *Show of Champions*, based on published short stories of **William Cox** and featuring outstanding personalities in various sports fields who will act as narrators for programs concerning their particular sport. Scheduled for appearance are **Jack Dempsey**, **Ben Hogan**, **Joe DiMaggio**, **Jack Kramer**, and "Gorgeous George." Each of the films is budgeted at from \$15,000 to \$25,000. Secretary-Treasurer

**Basil Grillo** will supervise production.

**UNITED TELEVISION PRODUCTIONS**, which will handle distribution of the Crosby firm's *Show of Champions*, has been signed to distribute projected series of 52 half-hour TV mystery films, *Hollywood Affair*, to be produced by **Parsonnet-Lewis**, New York. Pilot film is completed but top motion picture actor is being sought for lead role. . . . **UTP** also will distribute projected series of weekly half-hour programs, *Medicine on the March*, featuring panel of four doctors from staff of **St. John's Hospital**, who will discuss medical subjects in lay language and answer questions put to them by prominent movie personality. All proceeds from show will go to the hospital in **Santa Monica, Calif.**, to be used for completion of new wing. **RKO Producer John Beck** will produce series.

## CATALOG LISTS

### U. S. Films For Television

A CATALOG of U. S. government motion pictures cleared for television has been compiled by **Seerley Reid**, assistant chief, visual aids to education section, Office of Education, Federal Security Agency.

The 49-page volume lists by title 392 government films available for TV. A short synopsis of releases accompanies each title.

Films from these government departments are included: Agriculture, Commerce, Defense, Interior and the Treasury. Also, **ECA**, **FSA**, **TVA**, **VA** and the **Institute of Inter-American Affairs**.

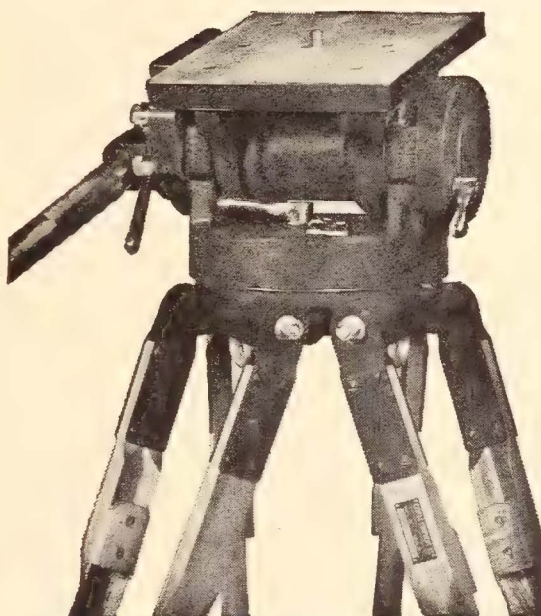
**WTVR (TV)** Richmond, Va., has purchased half of city block for future growth and development of TV facilities. **Wilbur M. Havens**, owner-manager, said that in near future it is planned to build another \$750,000 addition to present \$110,000 addition now being completed.

# Floating Action!

for all TV Cameras

## 'BALANCED' TV TRIPOD

(Pat. Pending)

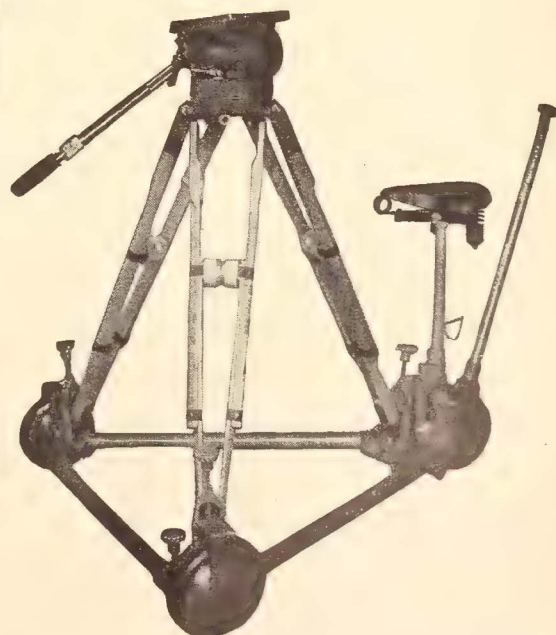


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars

FRANK C. ZUCKER  
**CAMERA EQUIPMENT CO.**  
1600 BROADWAY NEW YORK CITY

# KOREAN NEWS

## 'Double Censorship' Hit

DISPUTE over "double censorship" in the Korean war theatre drew fire last week from five primary news agencies, who complained that copy is being screened at two focal points and cut sharply before transmission to America and other world capitals.

Request for a single censorship was presented orally at a conference of wire service officials and Col. E. C. Burkhart, chief of Gen. Douglas MacArthur's press advisory division. Dispatches have been censored both at 8th Army Headquarters in Korea and in Tokyo in the past 10 days.

Bureau officials asked for a review of the troublesome censorship situation, which has erupted periodically since last fall. Col. Burkhart said the petition would be studied, but could offer no indication whether the dispute may be ironed out. Representatives of AP, UP, INS, Reuters and Agence France Presse attended the meeting.

Among other complaints, newspapermen protested that the time lag in the double censorship slowed down copy.



At the new WILK transmitter are (l to r) Mr. French, George Van Kirk, engineer; J. H. Black, Westinghouse district manager, and Mr. Morgan

## WILK POWER

### Increased to 5 KW

WILK Wilkes-Barre, Pa., owned and operated by the Wyoming Valley Broadcasting Co., on March 17th increased its power to 5 kw day 1 kw night on 980 kc. The station had been operating with 250 w on 1450 kc.

State and civic officials attended the opening dedicatory program, *The Ship of Happiness*.

WILK started operation Feb. 13, 1947. The executive staff includes, Dr. I. C. Morgan, president; Harold Gray, vice president; Atty. Mitchell Jenkins, treasurer; Roy E. Morgan, secretary and general manager; Thomas P. Shelburne, station manager; Hal Berg, program director; Jerry Butler, sales manager, and Theodore S. French, chief engineer.

## SPOT TIE-IN

### Set By Royal Desserts

STANDARD BRANDS Inc., New York (Royal desserts), last week signed a year's radio and newspaper promotion tie-up with Hollywood motion picture studios. Involved in the radio tie-in are Paramount Pictures and Pine Thomas Productions. Approximately 4,000 one-minute transcribed spots will be cut using about 12 stars from the studios who will plug Royal Desserts as well as latest pictures.

Spots run 5 to 10 weekly on each station coincident with release of films in the particular city. Total of 154 stations and 105 markets throughout the country will be used over a year's time.

First spots were used last week promoting Bob Hope in Paramount's "Lemon Drop Kid" on San Francisco stations. Other stars include Ray Milland, Mona Freeman, John Lund, Jan Sterling. Reciprocal deal also includes use of stars' pictures on dessert boxes. Agency is Ted Bates Inc., Hollywood.

NEWLY-FORMED Press Club of Dallas, with membership from working newsmen of both radio stations and newspapers, will stage its first annual gridiron dinner April 21 with W. Stuart Symington as speaker.

# LEE ESTATE

## Mrs. Rieber Asks One-Third

ONE THIRD of the approximately \$13 million estate left by Thomas S. Lee, heir to the late Don Lee's broadcasting and automobile distributing fortune, was claimed in a suit filed in Los Angeles Superior Court last week by his sister through adoption, Mrs. Christine Lee Rieber of Metuchen, N. J.

Mrs. Rieber charges that Don Lee, who died in 1934, in his will violated an agreement under which he adopted her and sister, Mrs. Elizabeth Lee Fry. It reportedly provided he treat them as his natural children. She declared he breached the agreement by bequeathing them only \$1.00 each in his will. Their mother, Mrs. Mary F. Boyd, was the sister of Don Lee's then wife, Mrs. Annabelle T. Lee.

The suit maintains the sisters are entitled to share equally with his son, Thomas, who ended his life Jan. 13, 1950, by leaping from a Los Angeles building.

Mrs. Fry, living in West Los Angeles, has pending a similar suit directed against Public Administrator Ben H. Brown in charge of Thomas Lee's estate.

Under a will written in 1934, Thomas left his entire estate to R. D. Merrill, Seattle lumberman, whose late wife was a sister of Don Lee. The document, however, is being contested by Mrs. Nora S. Patee of San Marino, Calif., maternal aunt of Thomas.

Don Lee radio and television properties were acquired by General Tire & Rubber Co. last December for \$12,320,000 [BROADCASTING • TELECASTING, Jan. 1]. KTSN (TV) Hollywood was then sold to CBS, with Lincoln Dealer acquiring KDB Santa Barbara.

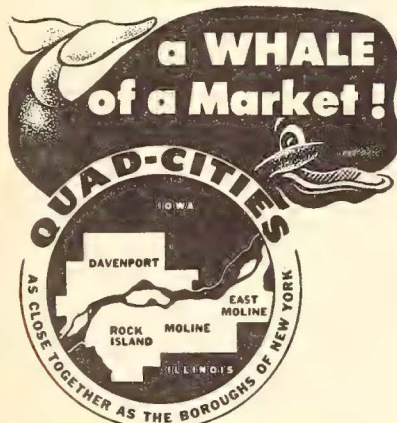
WNLC Norwalk, Conn., received a letter of commendation from the city's Mayor Irving C. Freese, thanking the station for "splendid publicity given us in promoting safety in our city." The mayor added that "accidents have shown a moderate decrease and I sincerely believe . . . publicity given by the radio station has been, to a large degree, responsible for this decrease."

## Streetcar Named Cottage

TOM MCCARTHY, newscaster for WKRC Cincinnati, did a one-minute selling-job for the Cincinnati Street Railway Co., which had 26 "weary, decrepit" streetcars up for sale. He suggested that they might be used as summer fishing cottages, even as hen houses. "I don't know whether anybody would want one, but there they are . . . \$175 each," he told listeners. In 10 days all were sold, and company officials traced 22 sales directly to show.

## Henlock Talk

WARNING that FCC is allocating and opening up "for licensing all of the spectrum space that is available for television," FCC Comr. Frieda B. Henlock last Monday told the Eighth Annual Community Institute of Mamaroneck-Larchmont, N. Y., that educators must come out of the classroom and make full use of the new medium. Speaking on "TV—A Threat or a Blessing?", Comr. Henlock said educational use of television "is not merely a visionary dream; it is a real possibility that can be realized within the near future. No other step to improve America's educational system and to raise its cultural standards of living can even be compared with it."



## Facts about the QUAD-CITIES

Rock Island, Moline, East Moline, Illinois and Davenport, Iowa

- **Population**  
(metropolitan counties)  
**233,012\***
- **Total Retail Sales**  
**\$246,605,000**
- **Food Group (Retail Sales)**  
**\$52,346,000**
- **Drug Group (Retail Sales)**  
**\$7,643,000**

\*1950 U. S. Census Preliminary Report

Sales figures for Quad-City Metropolitan Counties from 1948 U. S. Census of Business

Delivering More Listeners at a lower cost . . .



## CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

**WIBW** The Voice of Kansas in TOPEKA

# allied arts



**LAN LIVINGSTON**, vice president in charge of packaging and merchandising records, Capitol Records Inc., Hollywood, named head of Artists & Repertoire Div. He replaces **JIM CONKLING**, resigned to join Columbia Records. **FRANCIS COTT**, assistant to Mr. Livingston in album merchandising, named director of album repertoire. **ED NIELSON** appointed head Los Angeles branch of Capitol distribution, replacing **VOYLE ILMORE**, transferred to Artists & Repertoire Div. [BROADCASTING • TELECASTING, March 5].

**ADEN POWELL**, sales staff KFI-TV Los Angeles, to associated T-V Film Producers, Burbank, as account executive for commercial spots.

**WALTER WHITE Jr.**, president, and wife Shirley Thomas, vice president Commodore Productions, Hollywood, leave April 25 for vacation in Hawaii.

**FIELD RESEARCH** is new name for Mervin D. Field & Assoc., S. F. research firm.

**ALL** Los Angeles TV stations—KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL and KTTV—are now subscribers to Los Angeles TV Hooperatings, it was announced last week by E. Hooper Inc. Uniform move was made to eliminate the "confused program rating situation," according to Hooper firm.

**FOUR MORE** Canadian stations have bought *Tello-Test*, package of Walter Schwimmer Productions, Chicago. They are CKCK Quebec City, Que.; CHLO St. Thomas, Ont.; CKSO Sudbury, Ont., and CJRW Summerside, Prince Edward Island.

**HERBERT BAYARD SWOPE Jr.**, television producer-director, NBC New York, has acquired rights to complete works of Sax Rohmer, author, for half-hour TV series to go into production in fall. Writings comprise over 200 short stories, novels and plays. First two of planned series will be *Sax Rohmer Presents*, with Mr. Rohmer narrating, and *Fu Manchu*. **WILLIS COOPER**, radio-TV writer, will adapt stories to television.

**AM SEARFOSS**, commercial manager WSAL Logansport, Ind., and **BERT ROSENBERG**, head of his own business, to sales staff of Harry S. Goodman Productions, New York.

**WILLIAM E. TAYLOR**, press bureau manager Lever Bros. Co., to Marlen Pew Assoc., N. Y., as partner.

**WILLIAM F. MacCRYSTALL**, general manager KMGM (FM) Los Angeles, appointed West Coast sales representative of Metro-Goldwyn-Mayer Radio Attractions.

**JOHN BOURKE**, Julian Adv. Service, S. F., to staff *Family Circle* magazine.

## Equipment . . .

**ALFRED M. ECKSTADT**, assistant manager electronic parts department Krich-New Jersey Inc., Newark, RCA Victor Northern Jersey distributor, named industrial sales engineer of department. He will direct promotion and sale of electronic equipment and parts to broadcast stations, industrial accounts, government agencies and similar organizations.

**Comdr. E. F. McDONALD Jr.**, president Zenith Radio Corp., Chicago, received special award for pioneering Phonevision, at Second Annual Dinner of Southern California Society of Radio and Television Editors.

**GERALD GOETTEN**, Los Angeles appliance and TV salesman, to DuMont Labs as assistant central states regional sales manager, effective immediately.

**ZETKA TELEVISION TUBES Inc.**, Clifton, N. J., announces new two-color, 12-page catalog is available to trade without cost. Book covers 16" through 20" picture tubes made by company. Picture of tube is accompanied by descriptive copy and diagrammatic drawings.

**LEON A. WORTMAN** appointed director of advertising and sales promotion for Audio & Video Products Corp., N. Y.

**DIXIE B. McKEY**, radio engineering consultant, appointed field sales representative RCA microwave and mobile communications products in Southern states. He will make his headquarters at RCA regional offices in Dallas.

**HERBERT J. ALLEMANG**, management consultant, appointed vice president on executive staff Philco Corp., Phila.

**H. LESLIE HOFFMAN**, president Hoffman Radio Corp., L. A., named chairman of industry committee for local annual Heart Assn. drive. **JOHN MORE**, copy chief Brisacher, Wheeler & Staff, L. A., to Hoffman Corp. in newly created post of television program producer.

## Technical . . .

**FRED SLINKER**, engineer ABC-TV Chicago, father of son.

**D. H. HAWLEY** named chief of commercial operations Canadian National Telegraphs, Toronto.

**RUSS HUNT** named technical director on Don McNeill's TV Club on ABC-TV from Chicago.

**JAMES J. KRAKORA Jr.**, chief engineer WFJL (FM) Chicago, resigns to join experimental color laboratories operated by Motorola Inc.

## TRUCK SETS

### ICC Studies Problem

A PROPOSAL governing the location of TV viewers and screens in trucks, busses and other vehicles is under study by the Interstate Commerce Commission in the wake of a deadline on objections to that and other suggested "safety" regulations.

The rule was advocated by the commission's Motor Carrier Division and will be reviewed by the agency along with other measures applying to all vehicles operating in interstate commerce.

At the same time, it was disclosed that the commission is "nearing a decision" on another recommendation that household movers of the American Trucking Assn. be given specific authority to haul television sets in interstate commerce.

With respect to TV receivers in vehicles, a suggested rule (3.3421) would provide that any motor vehicle so equipped "shall have the viewer or screen located at a point to the rear of the back of the driver's seat, if it is in the same compartment as the driver, and shall be located as not to be visible to the driver while he is driving the motor vehicle."

Similar provisions are set forth in laws passed by some state legislatures in the past year.

# DEADLINE

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March 26, 1951 • Page 77

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ACCEPTED FOR FILING

License for CP

KPQ Wenatchee, Wash.—RESUBMITTED application for license for CP to increase power, change DA-N, install new trans.

WLIN Merrill, Wis.—License for CP to change frequency, power, hours of operation, install DA-N and change ant. system.

WGGH (FM) Greenwich, Conn.—License for CP new FM station.

WBJC (FM) Baltimore, Md.—License for CP new non-commercial educational FM station.

Modification of CP

WEGG Moorefield, W. Va.—Mod. CP new AM station for extension of completion date.

KSRT (FM) Beverly Hills, Calif.—Mod. CP new FM station for extension of completion date.

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Mod. CP new FM station to change ERP from 7.7 kw to 2.4 kw, ant. height from 415 ft. to 100 ft. etc.

License Renewal

Following stations request renewal of license: WATM Atmore, Ala.; KTHS Hot Springs Nat'l Pk., Ark.; KSDO San Diego (resubmitted); WCAZ Carthage, Ill.; WKAI Macomb, Ill.; WKRS Waukegan, Ill.; WCNE Connersville, Ind.; WLRP New Albany, Ind.; WKLO Louisville, Ky.; WFGM Fitchburg, Mass.; WOAP Owosso, Mich.; KMOX St. Louis; KFAB Omaha, Neb.; WWGP Sanford, N. C.; WTAM Cleveland; WTOD Toledo, Ohio; WCPA Bethlehem, Pa.; WCAU Philadelphia; WVJP Caguas, P. R.; KTFY Brownfield, Tex.; WRVA Richmond, Va.; KING Seattle, Wash.; WTTN Watertown, Wis.; WKID-FM Urbana, Ill.

March 20 Decisions . . .

BY THE COMMISSION

Extension of License

WKID-FM Urbana, Ill.—Granted further temporary extension of license to June 1.

BY THE SECRETARY

KPHO-TV Phoenix, Ariz.—Granted license for new TV station and change studio and trans. locations.

Phoenix Television, Inc., Area Phoenix, Ariz.—Granted license for new TV Pickup station KA-7379.

WLET-FM Toccoa, Ga.—Granted license covering changes in FM station; Ch. 291 (106.1 mc), 7.3 kw; 190 ft.

Following were granted mod. CP's for extension of completion dates as shown:

# fcc actions



MARCH 16 TO MARCH 22

CP-construction permit  
DA-directional antenna  
ERP-effective radiated power  
STL-studio-transmitter link  
synch. amp-synchronous amplifier  
STA-special temporary authorization

ant.-antenna  
D-day  
N-night  
aur.-aural  
vis.-visual  
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.*

WWOL-FM Buffalo, N. Y. to 10-1-51; WRVC Norfolk, Va. to 6-15-51; cond.; WBBZ Vineland, N. J. to 6-8-51; cond.; KFUD-FM Clayton, Mo. to 5-1-51; WHO-FM Des Moines, Iowa to 7-1-51; WBOW-FM Terre Haute, Ind. to 10-9-51; WLAV-FM Grand Rapids, Mich. to 9-16-51; WFMY Greensboro, N. C. to 6-5-51; KHAD Delano, Calif. to 9-26-51; WHO Des Moines, Iowa to 7-1-51; cond.; WARM Scranton, Pa. to 6-15-51; cond. American Bestg. Co., Inc., Los Angeles, Calif.—Granted license covering changes in facilities of TV STL station KMD-96.

WNAV Annapolis, Md.—Granted license covering increase in power and changes in maximum expected operating value; cond. (1430 kc 1 kw DA-N unl.).

KTIS-FM Minneapolis, Minn.—Granted license covering changes in FM station (Ch. 253 (98.5 mc) 5.3 kw, 250 ft.).

WJZ-TV (Aux.) New York—Granted mod. CP to change ant. system and ERP from vis. 425 w, aur. 207 w to vis. 455 w, aur. 228 w ant. height 1252 ft.

KFOX-FM Long Beach, Calif.—Granted mod. CP for extension of completion date to 7-1-51.

WPAP Parkersburg, W. Va.—Granted license covering installation new vertical ant. and mount FM ant. on side AM tower.

WLDS-FM Jacksonville, Ill.—Granted license covering changes in FM station; (Ch. 263 (100.5 mc) 9 kw 340 ft.).

KVOL-FM Lafayette, La.—Granted license covering changes in FM station; (Ch. 241 (96.1 mc) 15 kw, 220 ft.).

WWOC Manitowoc Twp., Wis.—Granted mod. CP for approval ant. trans. and main studio locations and change type trans.

KFDX Wichita Falls, Tex.—Granted license covering installation of two new main trans., increase power and change DA (990 kc 1 kw 10 kw-LS, DA-2 unl.).

KPAT Pampa, Tex.—Granted license new AM station (1230 kc 250 w unl.; cond.).

KFIR North Bend, Ore.—Granted license new AM station (1340 kc 250 w unl.).

KBMN Bozeman, Mont.—Granted license new AM station (1230 kc 250 w unl.).

KMLW Marlin, Tex.—Granted mod. CP for approval of ant. trans. location, specify main studio location and change type of trans.

WETO Gadsden, Ala.—Granted license new AM station and change studio location (930 kc 1 kw D.).

By Comr. Robert F. Jones

The Court House Bestg. Co., Washington Court House, Ohio—Granted petition insofar as it requests leave to take depositions of numerous public witnesses and certain stockholders in corporation and denied insofar as it requests removal of hearing in proceeding re its application and that of Central Ohio Bestg. Co., Galion, Ohio, to the field.

Granted petition for leave to amend its application to specify 500 w D, in lieu of 250 w D etc.

Central Ohio Bestg. Co., Galion, Ohio—Granted petition for leave to amend application so as to reduce power at night from 1 kw to 500 w, and to revise DA.

Fayette Bestg. Co., Washington Court House, Ohio—Granted petition for dismissal without prejudice of its application.

WMIK Middlesboro, Ky.—Granted petition insofar as it requests dismissal of its application; denied insofar as it requests dismissal without prejudice.

KHOZ Harrison, Ark.—Dismissed as moot "Petition for Leave to Amend and Supplement," filed on Sept. 11, 1950, since petitioner is not amending application in any manner; that the material filed with petition is merely supplemental argument to that made in petition for reconsideration.

WJVA South Bend, Ind.—On Commission's own motion scheduled hearing in proceeding re application for renewal of license for April 12, at South Bend.

By Examiner J. D. Bond

KDSJ Deadwood, S. D. and KTOE Minnesota Valley Bestg. Co., Mankato, Minnesota—Granted motion of KDSJ for leave to amend application to specify 980 kc 1 kw unl. DA-N in lieu of 1420 kc 1 kw, unl., and application as amended was removed from hearing docket. On Commission's own motion, removed from hearing docket application of KTOE.

Clark-Montgomery Bestg. Co. Inc., Winchester, Ky.—Granted motion for leave to amend application to show new estimates with respect to costs of construction, to show use of different make of trans. etc. Also granted motion for leave to amend to specify definite site at which trans. and ant. system of proposed station is to be located.

By Examiner Jack P. Blume  
KFFA Helena, Ark.—Granted petition requesting FCC to accept its late appearance in proceeding re application for CP to increase daytime power, install new trans. etc.

By Examiner Leo Resnick  
FCC General Counsel—Granted peti-

tion requesting that transcript of argument, held on Feb. 21 on the motion by Garfield Medical Apparatus Co. New York, to strike General Counsel's "Proposed Conclusions of Law," corrected in various respects.

Garfield Medical Apparatus Company New York—Granted petition requesting that FCC accept late filing memorandum annexed to petition which petitioner states is in clarification of its findings of fact and conclusions of law previously filed; memorandum annexed to petition was accepted.

By Examiner Fannery N. Litvin

Lawton-Ft. Sill Bestg. Co., Lawton, Okla.—Granted request for additional time to April 2, to file proposed findings and conclusions in proceeding re application; action on petition for leave to amend and reopen record will be held in obedience until after April when a further order will be issued.

By Examiner Elizabeth C. Smith

Radio California, Sacramento, Cal.—Examiner called conferences of parties to this proceeding to meet at offices of FCC, Washington, D. C. March 30, for purpose of discussing methods of developing proof relative to issues in proceeding, particularly question of objectionable interference from proposed operation, and such other matters as will aid in expeditious conduct of the hearing.

KTUR Turlock, Calif.—Granted petition for continuance of hearing proceeding re application of Radio California, Sacramento, Calif. from April to May 2, at Washington.

Granted petition of KTUR for authority to take deposition of Cecil Lynch of Modesto, Calif., at offices of KTUR in Turlock, Calif., on March 31 in proceeding re application of Radio California.

March 20 Applications . . .

ACCEPTED FOR FILING

Modification of License

WLBE Eustis, Fla.—Mod. license change main studio location AMENDI to change name of applicant from Paul Hunter to WLBE Inc.

KEPO El Paso, Tex.—Mod. license change name licensee from KWFT to Rowley-Brown Bestg. Co.

KWFT Wichita Falls, Tex.—Same. KWFT-FM Wichita Falls, Tex.—San AM—1420 kc

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

Modification of CP

WANT Richmond, Va.—Mod. CP new AM station AMENDED to change trans. location from 1705 Colorado Ave. Belle Isle and change studio location from 1705 Colo. Ave. to N.E. corner Third & Broad Sts. and change type trans.

KWPC-FM Muscatine, Iowa—Mod. CP new FM station to change ERP from 9.3 kw to .78 kw and type trans.

Following stations request mod. CP for extension of completion date: WDSU-FM New Orleans; KGMO (FM) Cape Girardeau, Mo.; KJSK-FM Columbus, Neb.; WAYS-FM Charlotte, N. C.; WWVA-FM Wheeling, W. Va.; KSDS San Diego, Calif.; KDYL-Salt Lake City.

CP to Replace CP

WRBI (FM) Blue Island, Ill.—CP replace CP for new FM station.

License for CP

WBGE-FM Atlanta, Ga.—License for CP new FM station.

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### TV—Ch. 3

WTMJ-TV Milwaukee, Wis.—CP to decrease ERP from 16 kw vis. 10 kw aur. to .925 kw vis. .578 kw aur., change type ant. etc., ant. height 985 ft.

### License Renewal

Following stations request renewal of license: KPMC Bakersfield, Calif.; KIBE Palo Alto, Calif.; KECC Pittsburgh, Calif.; KOWL Santa Monica, Calif.; WBYS Canton, Ill.; WCFL Chicago; WLOI LaPorte, Ind.; WKAM Warsaw, Ind.; KCHA Charles City, Iowa; KAYL Storm Lake, Iowa; KOFO Ottawa, Kan.; KLOU Lake Charles, La.; WKOX Framingham, Mass.; WABJ Adrain, Mich.; WKNX Saginaw, Mich.; WNEW New York (alt. main trans. only); WKBS Oyster Bay, N. Y.; WJMO Cleveland, Ohio; WPGH Pittsburgh; WRYO Rochester, Pa.; WSCR Scranton, Pa.

WFGN Gaffney, S. C.; KTRM Beaumont, Tex.; KIVY Crockett, Tex.; KXRN Renton, Wash.

### APPLICATIONS RETURNED

AM—1400 kc  
Wabash Assn. of Bcstrs. Inc., Wabash, Ind.—RETURNED application for new AM station on 1400 kc 250 w unl.

### License for CP

KNPT Newport, Ore.—RETURNED application for license to cover CP change frequency, power, install new trans. and DA-N.

KWSC Pullman, Wash.—RETURNED application for license to cover CP install new trans.

### Assignment of CP

KMLW Marlin, Tex.—RETURNED application for voluntary assignment of CP [FCC ROUNDUP, March 19].

### SSA

KTW Seattle—RETURNED application for SSA to operate from 7:30 p.m. to 8:30 p.m. DST Thurs. eves.

### APPLICATIONS DISMISSED

#### Assignment of License

KWEW Hobbs, N. M.—DISMISSED application for assignment of license [FCC ROUNDUP, Feb. 19].

WTMJ-TV Milwaukee—DISMISSED at request of applicant bid for CP in-

crease power from 16 kw vis., 10 kw aur., to 90 kw vis., 45 kw aur. New application filed to change ERP to 0.925 kw vis., 0.578 kw aur. with ant. 985 ft.

## March 21 Decisions . . .

### BY THE COMMISSION EN BANC

#### Designated for Hearing

WBET Brockton, Mass.—Designated for hearing in Washington on May 9, re application to change from 990 kc to 1460 kc, increase hours of operation from D to unl. and install DA-N with power of 1 kw; made WSAR Fall River, Mass., party to proceeding.

WHUN Huntingdon, Pa.—Designated for hearing in Washington on May 10, re application to change from 1400 kc 250 w unl. to 1010 kc 1 kw D and install new trans.

WHIP Mooresville, N. C.—Designated for hearing in Washington on May 11, re application to increase power from 1 kw D to 5 kw D on 1350 kc, and install new trans.

#### Modification of CP

WKAP Allentown, Pa.—Granted mod. CP to change trans. location, type trans., and DA-N maximum expected operating value; cond.

KMPC Los Angeles, Calif.—Granted application for mod. CP for six-month's

extension of completion date. (CP authorized increase in power from 10 to 50 kw on 710 kc DA-N).

#### Designated for Hearing

KIWW San Antonio, Tex. and KUNO Corpus Christi, Tex.—Designated for consolidated hearing in Washington on May 17 re application of KIWW to change from 1540 kc to 1400 kc 250 w D, with application of KUNO to change from 100 w to 250 w (unl. on 1400 kc); made KBOP Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding. Denied petition of KUNO for reconsideration and grant of application without hearing.

Floral City Broadcast Co., Monroe, Mich. and Ionia Bestg. Co., Ionia, Mich. and Seneca Radio Corp., Fostoria, Ohio —Designated for hearing in Washington May 21, in consolidated proceeding, re applications for new stations all requesting frequency 1430 kc: Floral City for 500 w D-DA; Ionia for 500 w D, and Seneca for 1 kw unl.; made WGRD Grand Rapids, Mich., party to proceeding with respect to Ionia application only.

WFTC Kinston, N. C. and WELS Kinston, N. C.—Designated for consolidated hearing in Washington May 23, re application of WFTC to change

(Continued on page 84)

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## Help Wanted

### Managerial

Texas ABC station desires aggressive commercial manager. Box 158J, BROADCASTING.

Experienced man as manager-salesman, to assume full charge western Pennsylvania radio station in city of 30,000, Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 165J, BROADCASTING.

Manager wanted immediately, combination engineer with emphasis on announcing. Immediate opening for man with good attitude. Have all correspondence addressed to Box 186J, BROADCASTING.

Sales executive for old established network affiliated station in thriving southern market. Opportunity to take over immediate sales direction and ultimate management. Box 197J, BROADCASTING.

Manager wanted for opening in small northeast market. 1000 day. Send complete history on managerial record. Sales a major requirement. State past radio connections. References required. This job requires full all-round radio experience. Remuneration worth effort needed to make successful operation. Box 199J, BROADCASTING.

### Salesmen

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

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Transcription salesmen, currently in field, willing to sell additional transcribed news package on commission basis. Write Box 153J, BROADCASTING.

Radio library salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 183J, BROADCASTING.

Salesman wanted—Basic ABC station in market over one million. Generous commission. Must be successful radio salesman. Reply Box 201J, BROADCASTING.

Wanted: Salesman for undeveloped market. Must like small town life. No floaters. Family man preferred. Make own deal within reason. Write: Manager, KLMR, Lamar, Colorado.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDKY, Cumberland, Maryland.

Salesman: Independent AM-FM. State experience and references. Contact direct, WFRQ, Fremont, Ohio.

Miami's leading independent has opening for alert, experienced salesman with perseverance, imagination and drive—draw against 15% commission. Full details first letter. Car necessary. References will be checked: R. P. Jones, Radio Station WMIE, Everglades Hotel, Miami, Florida.

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

## Help Wanted (Cont'd)

### Announcers

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.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 65J, 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.

Experienced announcer, central Illinois, 250 watt. Give full details, experience and salary required. Box 135J, BROADCASTING.

Immediately—Dependable, exempt, experienced announcer-engineer for morning shift, with car. New midwest 500 watt daytime. Start \$60.00. Rush details. Box 145J, BROADCASTING.

Morning man who is friendly and just "talks to 'em." Good salary at north central network station, 5 kw. Send disc and data to Box 146J BROADCASTING.

Wanted: Announcer-morning DJ. Experienced man, strong on record show and news. Good starting salary, graduated pay scale, talent. Send disc, experience, photo and salary expected to Box 202J, BROADCASTING.

Wanted: Announcer with 1st class license must not be drifter. South network station. Pay \$75.00, 44 hours. Man with auto desired, not necessary however. Box 163J, BROADCASTING.

Excellent opening on established station for trained announcer. Large south central market. Top salary scale for those who can qualify. Successful background at good station needed. Send personal and business references, photo, announcement and disc jockey samples. Reply confidential. Box 198J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 203J, BROADCASTING.

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

Wanted—Combination man April 1. Emphasis on announcing, newscasts required. Possibly sales. Give draft status. KCOG, Centerville, Iowa.

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.

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.

Announcer. Straight staff. Minimum one year experience. Established ABC affiliate single station market. Rush personal and experience resume, plus references, draft status. Expected salary, tape or disc audition. No east or west coast applicants. Ken Marsh, KWNO, Winona, Minnesota.

Opening for two announcers. Salary open subject to qualifications. Experience as chief announcer, program director, salesman, or possessor first class ticket helpful. Established small town fulltime network affiliate, KXAR, Hope, Arkansas.

## Help Wanted (Cont'd)

Experienced announcer for nice small town where hours are your own. Salary to right man. \$60.00 week. Contact Ken Bishop, KXIT, Dalhart, Texas.

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

Immediate opening for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

Combination man for network station. \$60 weekly. WKLV, Blackstone, Virginia.

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 Merritt Milligan, Program Director, WTAD, Quincy, Illinois.

### Technical

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

First phone, willing to learn announcing. Start \$45, rapid advancement, plus extras. Full details first letter. Box 106J, BROADCASTING.

Wanted: Man or woman engineer to do combination work. Write Box 150J, 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.

Chief engineer, supervision and maintenance only. Excellent opportunity with exceptional future. Send details, background, salary requirements, Radio Station KWWL, Waterloo, Iowa.

Immediate opening transmitter engineer. Union scale. Five day, forty hour week. WARL, Arlington, Va.

Chief engineer and transmitter operator. State salary, experience, references first letter either job. WASA, Havre de Grace, Maryland.

Wanted by May First. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

Technicians. AM-TV studio and transmitter vacation relief starting June 15th. Possibility several permanent. WCAU, 1622 Chestnut Street, Philadelphia.

Immediate opening for engineer with first phone, operate console, no announcing. 40 hour, five days week. Contact Dwight North, Chief Engineer, WCNT, Centralia, Illinois.

## Help Wanted (Cont'd)

Chief engineer—Reliable knowledge AM-FM and interest in hi-fi. W quick thinking trouble-shooter who likes to take initiative. Write M. Rogers, WGMS, Washington 5, D. C.

Wanted: Man for transmitter and control board operation with 1st class ticket. Experience unnecessary, 250 watt fulltime ABC station. State minimum salary in reply. Write WHDL-A, Olean, N. Y.

Position open now for operator with first class radiotelephone license. Permanent employment for right man. References required. Forty hour salary basis. WPAY, Portsmouth, Ohio.

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.

First class phone transmitter operator. Experience not necessary. Phone WSS, Petersburg, Virginia.

Studio engineer wanted. License desirable but not essential. Contact Victor Voss, Radio Station WWSA, Gary, Indiana.

Need broadcast engineer first phone. Employment immediately. Contact Chief Engineer, WWST, Wooster, Ohio.

## Production-Programming, other

New Pennsylvania independent need girl for continuity and air work. State experience and full details first reply. Good salary. Box 91J, BROADCASTING.

Copywriter-women's editor. Topnotch NBC eastern station in pleasant, nice size community. Send complete details, sample of work, voice recording availability. Box 138J, BROADCASTING.

Program director for Pacific Northwest network 1000 watt. Man with initiative, production experience, good voice. State experience, draft status, availability, salary, picture. Box 15J, BROADCASTING.

Wanted: Experienced and aggressive news director-news-caster for regional station in northeast. Must organize a direct department in addition to writing and air work. Two wire service supplied. Straight salary. In writing give full background. Box 17J, BROADCASTING.

Wanted: Radio program or spot campaign idea that has produced proven sales results for car painting and service installation firm. Write Box 19J, BROADCASTING.

## Situations Wanted

### Managerial

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

In eighteen months increased gross times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

Good, sober, experienced station manager who can really sell, produce a program shows, is open for position want permanency, decent salary. Box 73J, BROADCASTING.

Station sold. Manager available for west or midwest. 19 years experience. Can produce profits. Box 88J, BROADCASTING.

Manager-sales manager. Complete sales and radio advertising background. Now in important New York spot with national contacts. Family man, 31, wishes relocate attractive New England market, preferably Connecticut. Salary plus commission desired. Box 123J, BROADCASTING.

### Situations Wanted (Cont'd)

**Manager-sales manager**, 16 years experience radio, television, newspaper, emphasis on administration, sales and programming. Background includes 7 years as network AM-TV sales manager; 2 years station manager network radio affiliate; 5 years leading national representative; 3 years advertising department metropolitan daily. Industry wide references will vouch for ability and results. Age 39, married, family. West coast location desired but will consider elsewhere if real opportunity. Available May 1. Box 155J, BROADCASTING.

### Salesmen

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

**Radio**, newspaper, agency background. Family, 29, draft exempt, veteran. Box 164J, BROADCASTING.

**Salesman**, desires south or southeast, position. \$75.00 minimum start. Permanent! Box 169J, BROADCASTING.

**Salesman-announcer**, resonant voice. Strong on commercials, news, good DJ, sales background. Some experience. Will resettle. 25 years, vet, married. Harold K. Farley, 240 Franklin Street, Paterson, N. J.

### Announcers

**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—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.

**Versatility the keynote.** Announcer, strong on DJ, news, commercials. Some console. Will travel. Sober, veteran. Box 104J, BROADCASTING.

**Married, vet, 31, 4 years experience.** Sports, AM and TV, news, programming, desires position with reliable station. Excellent references. Box 111J, BROADCASTING.

**Announcer-engineer**, experienced, employed Wisconsin 250 watt. Strong on announcing. Proven results pop DJ, sports. Married, veteran, no reserve. Seek better conditions anywhere. Box 137J, BROADCASTING.

**Comic DJ**, trick cues, mystery voices, effects. 8 years success. Combination, married, exempt, employed. \$100. Box 139J, BROADCASTING.

**Experienced announcer**, disc jockey personality will take over AM or PM show. Sustain and build same. \$60 base plus talent. Box 140J, BROADCASTING.

**Versatile D-J** immediately available. Experienced. Young and ambitious. Draft deferred. California and southwest. California resident. Box 141J, BROADCASTING.

**All phases announcer on net and indies** desires change to midwest or Great Lakes region. Data, disc. Box 144J, BROADCASTING.

**Announcer wants more experience.** College, vet, knows RCA board. Travel. Box 148J, BROADCASTING.

**Announcer**, 39, college graduate, excellent voice. 12 years sales experience, draft exempt. Experienced staff announcer and DJ, console. Fluent German. Disc. Box 149J, BROADCASTING.

**Baseball announcer:** One of nations best. Real promoter. Not run of the mill. Available for radio-TV year-round work. Box 154J, BROADCASTING.

**Announcer**, 28, experienced, presently employed, veteran, exempt, interested television, will travel, prefer west, southwest, consider all offers, tape, photograph available. Box 170J, BROADCASTING.

### Situations Wanted (Cont'd)

**Family man**, draft exempt, would like job as librarian and disc jockey, experience 1000 and 5000 watt stations, work board, emcee shows, ad lib commercials, do hillbilly shows with guitar, nice personality available at once. Box 168J, BROADCASTING.

**Experienced announcer-engineer.** First phone. Presently employed 250 w. Seeking move east or west coast. Salary dependent, location, hours. Box 172J, BROADCASTING.

**Announcer-control board operator-continuity writer.** Limited experience. Vet, 22. Ex-comic, draft exempt. Will travel. Box 176J, BROADCASTING.

**Ex pro baseball player** with radio background desires baseball play-by-play. Age 22, draft exempt. Also news, DJ, continuity writer. Experience P. B. O. Box 177J, BROADCASTING.

**Experienced announcer**, married veteran, good newscaster, DJ. Seeks position with permanency and future. Box 180J, BROADCASTING.

**Announcer-salesman**, professional sports delivery. Draft exempt. Limited experience. Write continuity. Operate control board. Box 188J, BROADCASTING.

**Announcer**, presently employed, strong commercials, disc jockey and news, can operate console, two years experience, married, draft exempt, will relocate. Box 190J, BROADCASTING.

**Combination man.** Experienced in all phases of announcing. Strong on news. Capable disc jockey. Desire position east or southeast. \$80 minimum. Box 194J, BROADCASTING.

**Experienced commercial announcer**, presently employed, draft exempt, wants to locate south or west coast. Sober, stable, family man. Age 32, college graduate. Disc, photo, full qualifications on request. Box 196J, BROADCASTING.

**Announcer with full knowledge of writing, news editing and console operation.** Especially good on news, commercials. Draft exempt. Write Dick Brattin, 2130 S. E. Salmon, Portland, Oregon.

**Veteran**, 29, college grad, radio grad, good references. Desire straight announcing job. Lee Drake, 1102 West Edgemont, Phoenix, Arizona.

**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.

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

### Technical

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

**Field engineer** desires position with consulting radio engineering firm. Experienced in measurements and construction. Draft exempt, available 15 days. Box 122J, BROADCASTING.

**Competent engineer**, experienced all phases including chief and 5 kw operation. Draft exempt, excellent references. Will wait for suitable position. Details on request. Box 152J, BROADCASTING.

**Experienced combo man**, with 1st phone desires location in competitive market. Strong on news, DJ. Married, veteran with two years "show biz" background. References exchanged. Box 156J, BROADCASTING.

**Broadcast operator** with two and one-half years experience, available March 26. Single, vet, 33. Write Box 157J, BROADCASTING.

**Employed engineer** or combination, would like to work in Portland, Oregon or vicinity. Married, veteran. Box 161J, BROADCASTING.

**Chief engineer.** Complete experience construction, maintenance, operation, directional antenna. State wages, hours, etc., first letter. Prefer midwest or west. Box 171J, BROADCASTING.

**Transmitter operator:** AM-FM-TV experience. Preferably in potential TV station. Further information supplied on request. Box 174J, BROADCASTING.

**Engineer**, 3 years broadcast experience. Prefer within 300 miles N. Y. C. State salary first contact. Box 175J, BROADCASTING.

### Situations Wanted (Cont'd)

**Engineer**, young, experienced both transmitter and studio, AM-FM, remotes, maintenance, some announcing, draft exempt, car. New England preferred but all offers considered. Complete details through Box 181J, BROADCASTING.

**Technician**, experienced, transmitter, console, remotes, combo work. Wish to locate in midwest preferably Minnesota. Presently employed. Box 185J, BROADCASTING.

**Combination engineer-announcer**, presently employed desires job with future, married, draft exempt and experienced. Box 187J, BROADCASTING.

**Engineer with first class phone**, veteran, sober. Some experience remotes and 10 watt xmitters-receivers (portable) can relocate. Box 189J, BROADCASTING.

**Experienced engineer**, 27, single. Walter M. Dahlberg, 502 N. 21 St., Superior, Wisconsin.

**Engineer**, any size station. Thirty years experience. Go anywhere. Formerly with FCC. John F. Lamont, Seven Cleveland Avenue, Cranston, Rhode Island.

**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.

### Production-Programming, others

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

**Florida, Texas stations:** Producer, program director with topnotch personality show currently being broadcast in major metropolitan market. Box 93J, BROADCASTING.

**News, sports, production, promotion, writing.** All experience at an excellent network station. Ready for larger market. University of Minnesota grad, veteran, 2 dependents. Write Box 143J, BROADCASTING.

**Farm:** Program director-commentator-consultant available shortly. Preference dairy mixed farming northeast. Can do weekly farm page for connected newspaper. Box 167J, BROADCASTING.

**News, commercial and staff man** available. Five years radio, one year television. Last 3½ years with same 5 kw station. Looking for some security at progressive station in large market. Box 173J, BROADCASTING.

**Do you need a program director?** Two years commercial experience, five years director of radio, midwestern university. Can announce topflight morning show and give your station the very finest in programming. Conscientious, capable and willing to work day and night to improve your station. Box 182J, BROADCASTING.

**Six years experience for sale.** Background includes network announcing and production work; independent station salesman and program director; free lance writer and director, packaging. Age 28. Draft exempt. World War 2 veteran. Go anywhere if offer good. Box 191J, BROADCASTING.

### Situations Wanted (Cont'd)

**Experienced young lady.** Desires position in a metropolitan area station. Experience includes considerable broadcasting and programming with 1000 watt net work station. College education plus practical knowhow. Box 192J, BROADCASTING.

**Professional home economist** desires position as women's director with active, established station. One year behind mike. Excellent home economics and teaching background. Thorough knowledge of radio. Prefer midwest. Best references. Disc and photo on request. Box 204J, BROADCASTING.

**Young woman** desires position in program department of northeastern station. Trained in all phases of radio. Experienced. Greatly interested in children's and women's programs. Contact Miss Dorothy Guyle, 15 Spencer Street, Lyons, New York.

## Television

### Salesmen

**University graduate** desires position in TV sales. Best qualification, results. Box 195J, BROADCASTING • TELECASTING.

### Production-Programming, others

**March graduate** one of finest TV production schools in east. Six months announcing with AFRS. Age 25, draft exempt, mature, married and sober. Impeccable references from people in industry. Start in any phase of production. Photo and/or disc on request. Box 179J, BROADCASTING • TELECASTING.

### For Sale

#### Stations

**Successful 1 kw daytimer and class B FM** in large eastern metropolitan market. Gross '49 and '50 over \$200,000. Principals only. Box 205J, BROADCASTING.

### Equipment, etc.

**Best offer** takes 3 kw Federal FM transmitter, Andrew 4 bay side mounting antenna with 280 feet 1½ inch cable, hangers, etc. Box 136J, BROADCASTING.

**GE 3 kw FM transmitter and monitor.** Box 107J, BROADCASTING.

**Have new guyed radio towers** complete with #10 bare copper ground wire. Write Box 162J, BROADCASTING.

**RCA 3 kw FM and GE 3 kw FM transmitters**, two GE BM-1A station monitors, 2 bay GE antenna, reasonable. Box 166J, BROADCASTING.

**For sale:** Equipment, complete set tower lights (4) and flashing beacon Hughey-Phillips, \$200.00. Gates tuning unit model 21A less meter, \$100.00. Westinghouse tower flasher unit \$40.00. 2-Pickering 16 inch transcription arms complete with heads, \$15.00. Brush tape recorder model BK-401, \$65.00. 8 ft. rack open end, \$12.00. In good condition. Box 200J, BROADCASTING.

**GE 250 watt FM transmitter**, 2 bay antenna, frequency, modulation, aural monitors and jack strips in 6 ft. rack. Price \$3500.00 FOB. Radio Station KFMB, San Diego.

(Continued on next page)

## PRODUCER - DIRECTORS WANTED

for foreign language programs, New York and Germany. Must have minimum three years experience directing live programs network or large commercial station, and working knowledge of spoken German or French. Salary open. Must be available immediate interview N.Y.C. Send detailed resume to Box 160J, BROADCASTING.

## For Sale (Cont'd)

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-eighths inch copper conduit. 20 foot lengths. Best offer cash, F.O.B. Radio Station WHKP, Hendersonville, N. C.

500 pounds, new #10 bare copper wire. Cash only. Write Radio Station WKCT, Bowling Green, Kentucky.

For sale: One kw Western Electric transmitter, 200 foot Wincharger, tower and all necessary related equipment for studio and transmitter, including office equipment. Now in daily operation, but available April 1 because of consolidation. Also one Collins limiter and one Presto recorder. Inquire WWHG, Hornell, New York.

## Wanted to Buy

### Stations

Experienced manager desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

### Equipment etc.

Cash for quick sale. 1-5/8" rigid coax, Andrew 451 or Communications Products 1A-625. Must be perfect shape for new FM installation. Give price amount and condition. Box 108J, BROADCASTING.

Wanted: Approved kilowatt transmitter in good condition. Box 1071, Plainview, Texas.

Will pay cash for good used equipment for 250 watt installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 937, Gadsden, Alabama.

### Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 147J, BROADCASTING.

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

## Help Wanted

### ADVERTISING AGENCY

wants man with sound radio background or radio agency experience, as assistant to radio-television director. Well known Providence, R. I. agency handling important radio-television accounts. Mail complete details. REPLIES CONFIDENTIAL. Box 159J, BROADCASTING.

## Help Wanted (Cont'd)

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

## 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

## 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 Compounds Stockertown, Penna.

## Employment Service

### RADIO PERSONNEL

Wanted: Capable, experienced staff announcers, program director, disc jockey, MC-TV, newscaster, combination engineer, announcer and copywriters. Jobs waiting.

BERT ARNOLD,  
Keene Road,  
Clearwater, Florida

I am placing better men with better stations everywhere every day.

## Employment Service (Cont'd)

### EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

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

Register Today

BOROM RADIO PERSONNEL SERVICE

703 S. Vernon • Dallas 8, Texas

Licensed and Bonded

## Miscellaneous

### FOR RENT

## Television, Radio or Theatrical Use

Rendezvous Room at the centrally located Hotel Victoria. 73'6" long, 23'9" wide, 16'11" high. Accommodates 225 people. Fully air conditioned. Beautiful decor.

Phone or write:

Mr. Wm. J. Munson  
Hotel Victoria  
7th Ave. & 51st St.  
Circle 7-7800

## NEW WJR UNIT

### 100 Kw Possible If Needed

A FULL 100 kw signal can be supplied by WJR Detroit, if requested, in the event of a national emergency, it has been announced. The station dedicated its new 50 kw Western Electric transmitter March 19, 62d birthday of Founder and Owner G. A. Richards. WJR announced that the former 50 kw unit is being maintained as a supplementary or replacement unit to the new transmitter.

Mr. Richards, also owner of WGAR Cleveland and KMPC Los Angeles, dedicated the new unit to the preservation of American freedoms. Over 100 congratulatory wires and letters reportedly were received by Mr. Richards from Sen. Ferguson, Sen. Nixon, J. Edgar Hoover, C. E. Wilson, Harold Lloyd and others.

In his wire to Mr. Richards, Sen. Ferguson (R-Mich.) said, "The new facility is another example of the progressivism which has made WJR and the Richards name a symbol of public service in radio and gives real meaning to your good will and free speech mike slogans. Your own anniversary is a milestone—the life of a man who is among the foremost as a hardhitting exponent of Americanism, who was fighting on the home front against Communism long before it was popular to be doing so."

## PAGE 1 AWARD

### WFDR Wins Special Laure

ANNUAL "Page One" awards of the Newspaper Guild of New York will be presented April 13 to Tallulah Bankhead, Sid Caesar and Imogene Coca, and WFDR (FM) New York, at the Page One Ball, Astor Hotel, New York.

Miss Bankhead, NBC's *Big Show* mistress of ceremonies, was chosen by the newspapermen for "putting new life into radio in her sparkling performance on the *Big Show*," and Mr. Caesar and Miss Coca, stars of *Show of Shows*, NBC-TV, for their TV comedy.

Selection of WFDR for a special citation was based on its "consistent position championing liberalism and labor's rights, for its adult liberal approach to the field of radio, and for its responsibility to the public." Station is the outlet for the International Ladies Garment Workers Union.

## AD BUDGET

### Canada Ups Expenditures

CANADIAN GOVERNMENT is doubling its expenditures on advertising recruiting drives for the armed forces. The estimates for the fiscal year starting April 1, amount to \$3,836,000 as compared to \$1,995,000 in 1950-51 fiscal year. No breakdown was given in the estimates tabled at Ottawa last week by the Dept. of National Defense as to how much of this amount will be spent on radio advertising, but recruiting drives on radio are to be intensified.

The Canadian Army will spend in the coming fiscal year \$1,181,000 as against \$1,100,000; the Royal Canadian Navy will spend \$500,000 as against \$180,000; the Royal Canadian Air Force \$1,480,000 as against \$710,000; and the Defense Research Dept. \$15,000 as compared to \$5,000.

CKOM are call letters of a new 250 w station on 1340 kc recently authorized for Saskatoon, Sask.

## Southwest Independent \$50,000.00

Only station for TWO very attractive and growing southwest markets. This facility has been on the air several years and the installation is above average for a local station. It has operated profitably but never with the benefit of a capable owner-manager devoting fulltime. An excellent opportunity for two working partners who know radio.

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

ONE OF THE NATIONS  
OUTSTANDING  
RADIO SCHOOLS

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

NORTHWEST  
BROADCASTING  
SCHOOL

531 S. W. 12th • PORTLAND, OREGON

## Bradley, Coy to Speak

(Continued from page 23)

FCC's industrywide defense meeting scheduled today (Monday) in Washington, first such meeting in history. By convention time the plans for emergency operation are expected to be in final shape. Station operators will hear in detail just what is expected of them in case of imminent air attack. They will learn how to get ready for emergency and what to do in case a warning is sounded.

No luncheon meeting is scheduled by the convention arrangers Monday noon, with the formal membership session starting at 2 p.m. Following this meeting a reception will be held in connection with the exposition.

Tuesday morning will mark opening of the engineering program and a management meeting devoted entirely to BAB.

While the BAB program is still in the tentative stage, it is known the agenda will be strictly on the workshop level. After two or three talks outlining the BAB operation the meeting will be thrown wide open for a practical discussion of radio's competitive position and what BAB is doing about it.

### Kobak to Preside

Edgar Kobak, chairman of the BAB board, will preside at the meeting. Mr. Ryan will tell what BAB is doing, how it is doing it, and what's to be done in the future, analyzing radio from a sales promotion standpoint. Past radio advertising officials of NAB are slated to take part. A factual outline of radio's national position is planned, with a research specialist as speaker.

The morning is designed to be a complete broadcasters' meeting on radio advertising. Delegates will have a chance to say what they want from BAB in the way of sales aids, rate protection and competitive promotion. Attempt by the Assn. of National Advertisers to beat down radio rates because of TV's impact may get prominent attention.

After Gen. Bradley's luncheon address, the convention will split into two sections, a labor-manage-



WASHINGTON song contest was crowned March 19 when the District of Columbia Commissioners accepted the winning entry as the official song of Washington. The anthem, "Washington," was written by Jimmie Dodd, of Hollywood, who won out over 3,600 entries. Celebrating are (l to r) Henry J. Kaufman, Henry J. Kaufman & Assoc., agency which planned and placed all advertising in connection with the contest; Howard Mitchell, National Symphony Orchestra conductor and contest judge; Dr. Sigmund Spaeth, nationally known music authority and contest judge; William F. Sigmund, agency partner; Philip Graham, publisher, *The Washington Post*, principal owner of WTOP-AM-FM-TV Washington; Mr. Dodd, James H. Simon, Washington-Baltimore Motorola distributor who originated the song contest idea; Jeffrey A. Abel, agency partner, and Sam Jack Kaufman, leader of Loew's Capitol Theatre orchestra, which made the first recording of the song.

ment panel and a sports panel. Main topic in the sports section will be baseball broadcasting, with a review of NAB's participation in major and minor league promotion.

Taking part in the labor meeting will be Richard P. Doherty, director of the NAB Employee-Employer Relations Dept.; Lawson Wimberley, executive assistant to the international president, IBEW; A. Frank Reel, executive secretary, AFRA; Ernest de la Ossa, NBC director of personnel; Philip G. Lasky, KPIX (TV) San Francisco. Several board members will participate.

An FM meeting will feature the Wednesday morning convention agenda with Ben Strouse, WWDC-FM Washington, presiding as chairman of the FM Committee. Merrill Lindsay, WSOY Decatur, Ill., will head a panel on selling FM time. With him on the panel will be Raymond Green, WFLN (FM) Philadelphia, on value of research; Robert Dean, KOTA-FM Rapid City, S. D., on building and selling the FM audience; Josh Horne, WFMA (FM) Rocky Mount, N. C., on selling FM to networks; Michael R. Hanna, WHCU Ithaca,

N. Y., and Rural Radio Network, on FM networking.

A panel on specialized services will be headed by Frank E. Pellegrin, of H-R Representatives Inc. With him will be Stanley Joseloff, Storecast Corp. of America; Howard Lane, Field Enterprises, functional music; Hulbert Taft Jr., WKRC-FM Cincinnati, transit radio.

### FM Discussions

A discussion on progress of FM, and its future, will be directed by Everett L. Dillard, WASH (FM) Washington. With him will be Morris Novik, consultant; Leonard Marks, attorney, and one or two others. Ed Sellers, FM Dept. director of the association, will take part in the morning's meeting.

Following the Wednesday luncheon address by Chairman Coy the convention will split into research and legislative-legal panels.

Leading research figures will take part in the panel covering that subject. Included will be Kenneth H. Baker, director of the association's research department; Arthur C. Nielsen, of A. C. Nielsen Inc.; C. E. Hooper, of C. E. Hooper Inc.; Sydney J. Roslow, of The Pulse Inc.; James W. Seiler, of American Research Bureau.

Henry P. Johnston, WSGN Birmingham, will take part as chairman of the Broadcast Audience Measurement board. He will discuss the

status of that organization, formed following dissolution of Broadcast Measurement Bureau to investigate and develop a plan for industry-wide measurement.

Agenda for the legislative-legal discussion is still in the formative stage.

The annual banquet winds up the Wednesday program.

Thursday will be television day. As now planned there will be co-chairman for the proceedings—Harold Hough, WBAP-TV Fort Worth, who headed the Jan. 19 TV meeting at which video stations decided to organize under the NAB banner; and Robert D. Swezey, WDSU-TV New Orleans, chairman of the association's TV committee and an important figure in developing the video unit.

Interest in the TV program jumped last week as FCC came out with its proposed TV allocations in the VHF and UHF bands (story page 19). The day's program will include a sports panel, with leading sports figures taking part, and a panel on TV programming during morning hours. A feature of the day will be the contest on "Profitable Program Ideas for TV, 1951." Awards will be made to stations for best programs suitable for local telecasting. Advertising agencies can participate in the contest through local stations but the stations will get the awards.

A TV business session winds up the day's program and closes the convention. Mr. Thomas will preside as chairman of the TV board of directors.

## THE GREATEST IMPACT MEDIUM IN CINCINNATI

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY.

L.B. Wilson

**WCKY**

CINCINNATI

**50,000 WATTS OF SELLING POWER**

## HOUSE for SALE

**Douglas Manor** Center hall, powder room, unusual living, dining room and kitchen. Four master bedrooms, two baths second, two rooms and bath third floor. Basement game room, built-in bar with refrigerator, lavatory, excellent hot water oil heating. 120 feet on Hollywood Avenue at Center Drive, block from club, one more to exclusive beach and dock with tender service. Construction—hollow tile with tile roof. 24 minutes to New York. Radio executive transferred out of town; will sacrifice \$37,500. BA 9-0602.

**WLBH**  
MATTOON (20,000 pop.)  
CHARLESTON (10,000 pop.)

500,000 POPULATION  
in 1/2 millivolt primary



**WLBH FILLS THE GAP**  
between your metropolitan  
station coverage

**WLBH WLBH-FM**

1170 KC 250 W. 96.9 mc 23,000 W.

J. R. Livesay, Pres. & Mgr.

HAL HOLMAN, Nat'l Rep.

## FCC Actions

(Continued from page 79)

### Decisions Cont.:

from 1230 kc 250 w unl. to 1 kw unl.; 960 kc install DA-N, and change trans. location, with application of WELS to change from 1010 kc 1 kw D to 960 kc 1 kw-N 5 kw-LS, install DA-N new trans.

Clarksville Bestg. Co., Clarksville, Tex. and Texo Bestg. Co., Clarksville, Tex.—Designated for consolidated hearing in Washington on May 24, re applications, both requesting new stations on 1350 kc 500 w D.

### Request Denied

KTED Laguna Beach, Calif.—Denied request for reconsideration of FCC action of Feb. 21 which denied request for reconsideration of action taken Dec. 27, 1950, refusing further time for station KTED to remain silent.

### Order Adopted

Radio Reading, Reading, Pa.—Adopted an order amending issues in order of Sept. 6, 1950, designating for hearing application to include following as issue 4 therein: "To determine whether the installation and operation of the proposed station would constitute a hazard to air navigation." (Applicant requests new station on 1510 kc 1 kw unl. DA.)

### Designated for Hearing

Aurora Broadcasters, Inc., Ketchikan, Alaska—Designated for hearing in Washington on May 8, re application for new station on 580 kc 500 w-N 1 kw-D unl.

### CP to Replace CP

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

WEWO-FM Laurinburg, N. C.—Same.

### BY THE COMMISSION

#### Action Set Aside

KRUN Ballinger, Tex.—Pursuant to Sec. 1.725(c) of rules, FCC set aside its action of Feb. 28, granting renewal of license of KRUN for regular period, and granted extension of license on a temporary basis to June 1.

#### Authority Granted

WINZ Hollywood, Fla.—Granted authority for 30 days from date to operate with 500 w-N 1 kw-D and temporary DA. Power to be determined by indirect method.

### STAs Granted

Granted STAs to four FM stations—WOR-FM New York; WHVA Poughkeepsie, N. Y.; WQAN-FM Scranton, Pa.; WHCU-FM Ithaca, N. Y., to waive provisions of Sec. 3.266 of rules to permit multiplex facsimile transmissions for five hours daily, for period March 19 to 23. Action March 16.

### ACTION ON MOTIONS

#### By Examiner H. B. Hutchison

Radio Pittston FM and Television Co., Pittston, Pa.—By memorandum opinion and order denied petition for leave to amend application to specify 1540 kc in lieu of 1450 kc.

#### By Examiner J. D. Cunningham

FCC General Counsel—Granted petition requesting that period for filing proposed findings in proceeding upon applications of KMPC Los Angeles, WJR Detroit and WGAR Cleveland for renewal of licenses, be extended from Mar. 21 to April 20.

## March 21 Applications . . .

### ACCEPTED FOR FILING

#### AM—1060 kc

KYA San Francisco—CP to change from 1260 kc 5 kw-D 1 kw-N to 1060 kc 50 kw unl., install new trans. and DA-DN etc. AMENDED to change type trans., trans. location and change DA systems.

#### AM—1080 kc

WIVX Jacksonville, Fla.—CP to change from 1050 kc 1 kw D to 1080 kc 1 kw-D 500 w-N DA-N AMENDED to decrease night power from 500 w to 250 w and change DA pattern.

#### AM—740 kc

WTAO Cambridge, Mass.—CP to increase power from 250 w to 1 kw and install new trans.

### License for CP

WICH Norwich, Conn.—License for CP new vertical ant. and change trans. location.

WIAM Williamston, N. C.—License for CP new AM station, change studio location and change type trans.

WHO-FM Des Moines, Iowa—License for CP new FM station.

### Modification of CP

KEPH Ephraim, Utah—Mod. CP new non-commercial FM station for extension of completion date.

### License Renewal

Following stations request renewal of license: KNX Los Angeles; KXLA Pasadena, Calif.; KSMO San Mateo, Calif.; KWSO Wasco, Calif.; WTOP Washington; WBRD Ft. Lauderdale, Fla.; WSMI Litchfield, Ill.; WLBH Mattoon, Ill.; WMRP Flint, Mich.; WREX Duluth, Minn.; WELS Kinston, N. C.; WLIO E. Liverpool, Ohio; KVOO Tulsa, Okla.; WLOA Braddock, Pa.; KRDL Dallas, Tex.; KGBC Galveston, Tex.; KWED Sequin, Tex.; KSTV Stephenville, Tex.; KSL Salt Lake City.

### APPLICATIONS RETURNED

David M. Segal, Kansas City, Mo.—RETURNED application for CP for new AM station on 1380 kc 1 kw D.

## March 22 Applications . . .

### ACCEPTED FOR FILING

#### AM—930 kc

WETO Gadsden, Ala.—CP to change from 1 kw D to 1 kw-D 100 w-N on 930 kc and change trans. equipment.

#### AM—1250 kc

Court House Bestg. Co., Washington Court House, Ohio—CP new AM station on 1250 kc 250 w D AMENDED to change from 250 w to 500 w etc.

#### AM—980 kc

KDSJ Deadwood, S. D.—CP to change from 580 kc 250 w unl. to 1420 kc 1 kw-D 500 w-N AMENDED to change from 1420 kc to 980 kc 1 kw unl. DA-N.

### License for CP

WTCN-FM Minneapolis, Minn.—License for CP new FM station.

KREL-FM Baytown, Tex.—Same.

KLAC-TV Los Angeles—License for CP new TV station and specify ERP 31.4 kw vis. 15.75 kw aur. in lieu of 28.1 kw vis. 14.8 kw aur. etc.

### Modification of CP

WMIN-FM St. Paul, Minn.—Mod. CP new FM station for extension of completion date.

# fcc roundup

New Grants, Transfers, Changes, Applications



## Box Score

SUMMARY TO MARCH 2  
Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,232	134		266	126
FM Stations	663	515	165	*1	10	4
TV Stations	107	66	43		396	171

\* On the air.

CALL ASSIGNMENTS: WDXE Lawrenceburg, Tenn. (Lawrenceburg Bestg. Co. 1370 kc, 500 w, day); WERL East Rainelle, W. Va. (Greenbrier Bestg. Co., 145 kc, 250 w, unlimited); KOCP Walnut Ridge, Ark. (Southern Baptist College, 132 kc, 1 kw, day); KDEF Albuquerque, N. M. (Frank Quinn, 1280 kc, 1 kw, day); KAPK Minden, La. (Parish Bestg. Corp., 1240 kc, 100 w, unlimited); WJET Erie, Pa. (Myron Jones, 1570 kc, 250 w, day); WCHN Charlotte, N. C. (Surety Bestg. Co., 930 kc, 5 kw-day, 1 kw-night, night directional); WPAC Patchogue, N. Y. (Patchogue Bestg. Co., 1580 kc, 250 w, day); WHOM-FM New York changed from WALK (FM) (Atlantic Bestg. Co. Inc., Ch. 222 (92.3 mc), 11 kw, antenna 631 ft.) to WHIT (FM) Clingman's Peak (Yancy County), N. C. (Mount Mitchell Bestrs. Inc. Ch. 295 (106.9 mc), 300 kw, antenna 3,076 ft.); KITE-FM San Antonio, Tex. (Charles W. Balthrope, Ch. 247 (97.3 mc), 9,225 kw, antenna 185.6 ft.).

## Docket Actions . . .

### OPINIONS AND ORDERS

KICK Springfield, Mo.—By Memorandum Opinion and Order reconsidered action of May 12, 1950 which designated for hearing application for renewal of licenses removed from hearing and granted renewal for regular period.

## Non-Docket Actions . . .

### AM GRANTS

Chattanooga, Tenn.—Lookout Bestg. Co. Granted 1 kw, day, on 1260 kc. Estimated construction cost \$20,901.65. Principals include William F. Stone, 25%, previously chief accountant WDXB Chattanooga; J. Leslie Dross, 25%, 1/2 owner Gary Finance Co.; John A. Thompson, 25%, 1/2 owner WEDR Birmingham, Ala.; J. E. Reynolds, 25%, 1/2 owner WEDR and manager of WJRD Tuscaloosa, Ala. Granted March 21.

Puyallup, Wash.—Clarence E. Wilson. Granted 100 w, unlimited, on 1450 kc. Estimated cost \$15,025. Mr. Wilson is 50% owner and manager of KWCO Chickasha, Okla. Granted March 21.

Ava, Ill.—Ava Bestg. Co. Granted 250 w, day, on 1580 kc. Estimated cost \$10,200. Partnership consists of father and son, Leonard M. and Leonard F. Johnson. Former is owner of The Ava Citizen, newspaper, and latter is journeyman carpenter. Granted March 21.

Monroe, Wis.—Green County Bestg. Co. Granted 500 w, day, on 1260 kc. Estimated cost \$15,900. Principals, each owning 25%, are Kenneth W. Stuart, Willard R. Schuetze, Edwin W. Schuetze and Doran Zwygart, all local businessmen. Granted March 21.

KALE Richland, Wash.—Granted switch in facilities from 900 kc to 1 kw, day to 960 kc, 1 kw, unlimited, night directional; engineering conditions. Granted March 21.

WTJH East Point, Ga.—Granted switch in facilities from 1 kw to 5 kw on 1260 kc. Granted March 21.

KTIN Denver, Col.—Granted switch in facilities from 990 kc to 1150 kc, 1 kw, day. Granted March 21.

### FM GRANTS

Charleston, Mo.—South Missouri Bestg. Co. Granted Ch. 269 (101.7 mc), 290 w, antenna 90 ft.; with condition. Granted March 21.

Columbia, S. C.—Radio Columbia Inc. Granted Ch. 250 (97.9 mc), 1.5 kw, antenna 260 ft.; engineering condition. Estimated cost \$12,000. Grantee is licensee WCO S Columbia. Granted March 21.

WBGU Bowling Green, Ohio—Bowling Green State University granted new non-commercial educational FM station on Ch. 201 (88.1 mc), 10 w. Granted March 16.

KRCC Colorado Springs, Col.—Colorado College granted new non-commercial educational FM station on Ch. 217 (91.3 mc), 10 w. Granted March 13.

Oklahoma City, Okla.—Board of Education, Oklahoma City, granted new non-commercial educational FM station on Ch. 205 (88.9 mc), 3 kw, antenna 65 ft. Granted March 13.

### TRANSFER GRANTS

WNLK Norwalk, Conn.—Granted transfer of control Norwalk Bestg. Co. Inc., licensee, from Benjamin Ginzburg

et al. to David W. Jefferies, Michael J. Cuneen Jr. and Joseph V. Lentini through purchase of 450 shares for \$20,000. Granted March 21.

WTBO-AM-FM Cumberland, Md.—Granted voluntary assignment of licenses from Cumberland Bestg. Co. to Maryland Radio Co. through purchase of all stock for \$115,000. Granted March 21.

KOAM Pittsburg, Kan.—Granted voluntary relinquishment of control Pittsburg Bestg. Co. Inc. by E. V. Baxter and Mrs. E. V. Baxter through sale by Mrs. Baxter, of 5 shares to Lester Lee Cox. Granted March 13.

KSPA Santa Paula, Calif.—Granted voluntary acquisition of control Santa Paula Bestrs. Inc., licensee, by Donald W. Kemp and James C. Kemp through purchase of 700 shares from Benjamin C. Brown. Granted March 12.

WCCE-WFMA (FM) Rocky Mount, N. C.—Granted assignment of license from Josh L. Horne to Eastern Carolina Electronics Inc. Granted March 9.

WBAY Green Bay, Wis.—Granted assignment of license from WHBY Inc. to Norbette Fathers. Granted March 16.

## New Applications . . .

### AM APPLICATIONS

Waco, Tex.—L. E. Richards d/b as McLennan Bestg. Co., 920 kc, 1 kw, day, estimated construction cost \$24,915. Mr. Richards is secretary-treasurer and 20% owner Good Neighbor Bestg. Co. (KIWW). San Antonio, Tex. Filed March 16.

LaFollette, Tenn.—LaFollette Bestg. Co. Inc., 1450 kc, 250 w, unlimited; esti-

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

Write, call, or wire

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager



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

5000 WATTS 1330 K.C.

PROGRAMS OF  
DISTINGUISHED FEATURES in

- ENGLISH
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3 RESPONSIVE AUDIENCES  
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THE NEW YORK  
METROPOLITAN AREA

Send for WHO'S WHO  
Among Advertisers on WEVD

WEVD  
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HENRY GREENFIELD, Mg. Director N.Y. 19

mated construction cost \$10,873.81. Principals include President and 4.3% Owner William L. Sharp Jr., President and 3% owner Sharp Distributing Co. (Gulf Oil Products), LaFollette; Vice President and 8.7% Owner William Hatfield, president and 47% owner Oak Ridge Drive-In Theatre, Oak Ridge, Tenn.; Secretary-Treasurer and 6.5% Owner Edward F. Wheeler, 1/2 owner Tri County Motor Co., LaFollette; Carlin S. French, 8.7%, 1/3 owner WATO Oak Ridge, Tenn. and 23% owner H-R Representatives Inc., Chicago; Frank E. Pellegrin, 13%, 1/3 owner WATO, and 23% owner H-R Representatives Inc., vice president of Transit Radio, Chicago and New York, and 35% owner KSTL St. Louis; Marvin Paul, 8.7%, chief engineer for WATO; and twelve others. Filed March 20.

Kosciusko, Miss.—(RESUBMITTED) Birney Imes Jr., 860 kc, 1 kw, day; estimated cost \$22,550. Mr. Imes is owner of WROX Clarksdale, Miss.; WCBI Columbus, Miss.; WELO Tupelo, Miss.; WMOX AM-FM Meridian, Miss.; WNAG Grenada, Miss. Filed March 21.

#### FM APPLICATIONS

Logan, W. Va.—Logan Bestg. Corp., Ch. 225 (92.9 mc), 20.2 kw, antenna 725 ft.; estimated construction cost \$11,500. Applicant is also licensee of WVOW Logan. Filed March 13.

#### TV APPLICATIONS

Peoria, Ill.—West Central Bestg. Co., Ch. 12 (204-210 mc), 40 kw vis., 20 kw aur., antenna 556 ft.; estimated construction cost \$497,241; estimated operating cost first year \$240,000, revenue first year \$200,000. Applicant is also licensee WEEK Peoria. Filed March 20.

Peoria, Ill.—Illinois Valley Bestg. Co., Ch. 12 (204-210 mc), 25.45 vis., 11.7 aur., antenna, 356 ft.; estimated construction cost \$192,000, operating cost \$175,000, revenue \$150,000. Applicant is licensee WIRL Peoria. Filed March 20.

Savannah, Ga.—WSAV Inc., Ch. 3 (60-66 mc), ERP 18.2 kw vis., 9.12 kw aur., antenna 369 ft.; estimated construction cost \$167,000, operating cost \$96,000, revenue \$96,000. Applicant is also licensee WSAV-AM-FM Savannah. Filed March 21.

Mobile, Ala.—Pape Bestg. Co., Ch. 3 (60-66 mc), ERP 17.4 kw vis., 8.7 kw aur., antenna, 328 ft.; estimated construction cost \$214,750, operating cost \$200,000, revenue \$250,000. Applicant is also licensee WALA Mobile. Filed March 22.

Waterloo, Iowa.—Josh Higgins Bestg. Co., Ch. 3 (60-66 mc), ERP 43.5 kw vis., 21.7 kw aur., antenna 400.7 ft.; estimated construction cost \$125,769, operating cost \$120,000, revenue \$125,000. Applicant is also licensee KXEL-AM-FM Waterloo. Filed March 22.

#### TRANSFER REQUESTS

KOLS Pryor, Okla.—Assignment of license from L. L. Gaffaney and J. B. Smith, a partnership d/b as Lakes Area Bestg. Co. to L. I. Gaffaney tr/as Lakes Area Bestg. Co. through purchase of Mr. Smith's 1/2 interest by Mr. Gaffaney for \$6,500. Mr. Gaffaney is general manager of KOLS. Filed March 20.

KSNY Snyder, Tex.—Involuntary assignment of license from John Blake to John Blake, Individual, and John Blake, Administrator of Estate of Pauline Blake, deceased. Action is routine compliance with Texas community prop-

## CBS Gross Billings

(Continued from page 26)

ing audience is of vital importance. This is the great tuned-in part of our population that can respond to any instant emergency. This is also the audience that is constantly available to hear and heed messages of public import . . .

"In peace or war, or in between, all types of programs have their special virtues and their special audiences. But so long as radio and television are mass media, and so long as most of the people most of the time want to be entertained, programs that command the biggest audiences will continue to assume the greatest importance in broadcasting. And they will continue to be available as primary carriers of urgent public information."

CBS programs in 1950, the re-

port continued, "climbed to a new height of public and sponsor acceptance," with an average of 14 radio programs in the "top 20" reported by the Nielson Radio Index. "And even disregarding the 'top 20' programs completely, the average CBS program audience in late 1950 was still 13% larger than on any other network," the report added.

CBS-TV shows, the report said, "attracted so many new advertisers to the nighttime schedule that all seven nights are now virtually filled with sponsored programs." In the 12 city Multi-Market Telepulse reports, "CBS had more programs in the 'top 10' more times than any other network," it was reported.

#### Network Owned Show

Reviewing its "long-range plan of talent and program development," the network pointed out that "programs that have been developed by CBS are owned by CBS; they can be scheduled at times that are best for their own maximum growth, and, once established, they can be held at strategic points throughout the week's schedule. . . ."

As a result of these plans, CBS said that during 1950, "CBS-built radio programs accounted for approximately one-third of the week's commercial time," and, in TV, "the major part of our nighttime commercial schedule."

Exclusive talent contracts signed during the year included those with Arthur Godfrey, Sam Levenson, Garry Moore, Harold Peary, Frank Sinatra, Ed Sullivan and Alan Young.

Public affairs programs included, among others, 110 hours of telecasts and numerous radio programs from the United Nations.

## Educational Channels

MID-CENTURY White House Conference on Children & Youth in a report last fortnight urged FCC to reserve channels for non-commercial TV stations. Also advocated was wide use of television by educational, health and social agencies in carrying out their mass educational aims.

## ORAL ARGUMENT

### Asked on Proposed Denials

ASKING reversal of FCC's proposed denial, Kansas City Broadcasting Co., seeking a new station in Kansas City, and the Reorganized Church of Jesus Christ of Latter Day Saints, applicant for Independence, Mo., requested oral argument before the FCC. Both seek 5 kw daytime on 1380 kc.

Commission issued its original decision in July of 1950, and in a revised proposal last Dec. 29 [BROADCASTING • TELECASTING, Jan. 1], held among other things, that granting the Mormon's Independence application would be a violation of the First Amendment in that church bodies may not be licensed for stations if their radio purposes includes furthering their religious interests.


In its brief last week, the applicant contended the Constitution has no such interpretation and that they had planned diversified program service with time for other religion.

The Kansas City brief last week took issue with FCC Examiner J. D. Bond's views on the qualifications of a stockholder.

## Congressional Immunity

CITING rapid news dissemination which can publicly defame an individual even before he has an opportunity to deny the allegation, Rep. Emanuel Celler (D-N.Y.) asked Congress last week to restrict a Congressman's right to insert libel-immune statements in the *Congressional Record*. Chairman Celler's House Judiciary Committee already has before it a bill by Rep. Winfield K. Denton (D-Ill.) to allow persons libeled in Congressional debate to sue the government.

AMERICAN Medical Assn. releasing, through its state and local medical societies, experimental series of 12 TV scripts on various medical topics, for use by local stations without charge.



# CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,

350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS — NOW!

#### Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 8, FM 27, TV 0. New deletions, effective dates and reasons follow:

KSNJ (FM) Salinas, Calif.—Salinas Newspapers Inc., license, March 13. Lack of public interest and financial burden.

KEFM (FM) Inglewood, Calif.—Centinela Valley Bestg. Co., construction permit, March 13. No reason given.

WWLH (FM) New Orleans, La.—Loyola U., construction permit, March 13. Insufficient audience.

WINR-FM Binghamton, N. Y.—Southern Tier Radio Service Inc., construction permit, March 13. Economic.

WVUN (FM) Chattanooga, Tenn.—Unity Bestg. Corp. of Tenn., license, March 8. No reason given.

WPAT-FM Paterson, N. J.—North Jersey Bestg. Co., license, March 8. Tower destroyed by storm; too expensive to replace.

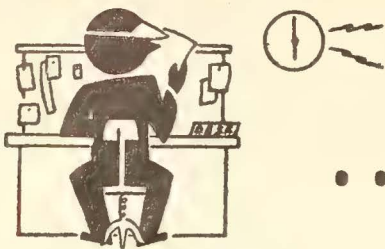
When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

## SHENANDOAH WALTZ

**On Records:** Tommy Tucker—MGM 10897; Richard Hayes—Mer. 5599; Jack Pleis-Allen Sisters—Lon. 985; Lulu Belle & Scotty—Mer. 6304; Lawrence Welk—Coral 60405; Dinning Sisters—Cap. 1429; Charlie Monroe—Vic. 20-2657; Clyde Moody—King 619; Bucky Tibbs-Jimmie Dale—Cap. 1425; Baron Elliot—Dec. 27488.

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



## ...at deadline

### NARTB PRESIDENCY GROUP MEETS IN WASHINGTON

SEVEN of eight members of NARTB (NAB) special committee authorized to select and sign contract for association presidency to meet this afternoon (Monday) in Washington. Doubt expressed James D. Shouse, WLW Cincinnati, would be back from Latin American inspection trip for State Dept.

At least half-dozen names of candidates to be considered at meeting, which will be held at secret site. Committee may designate one member or subcommittee to handle actual negotiating, if agreement is reached on one name.

Known to be receiving serious attention is Byron Price, assistant secretary general, United Nations, and wartime Director of Censorship [BROADCASTING • TELECASTING, March 12]. Though William B. Ryan, president of Broadcast Advertising Bureau, has been considered, it's known he prefers to remain at BAB. Selection of Mr. Ryan would have left vacancy at BAB. Maurice B. Mitchell, vice president of Associated Music Publishers and former BAB director, said to have indicated he would not be available for BAB presidency.

Eugene S. Thomas, WOR New York, actively mentioned for NARTB presidency as well as head of NARTB's autonomous TV section. He has been mentioned for BAB's presidency should Mr. Ryan be drafted for NAB post.

Selection committee has been doing informal screening job by telephone on long list of presidential names. Three FCC members have been discussed—Chairman Wayne Coy and Commissioners Rosel Hyde and Robert F. Jones. Most attention has been directed outside NAB headquarters but name of Robert K. Richards, public affairs director, has received serious attention. In government field, committee has considered Lewis Allen Weiss, director of Office of Civilian Requirements. Mr. Weiss is former MBS and Don Lee board chairman. Frank White, MBS president, another candidate seriously discussed.

Selection committee includes Ben Strouse, WWDC Washington, secretary; Allen W. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Robert D. Swezey, WDSU New Orleans; William A. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis; Harry R. Spence, KXRO Aberdeen, Wash., and Mr. Shouse.

### DUMONT TAKES STEPS TO MOVE TV STOCKS

INTENSIFIED advertising and merchandising programs to move merchandise from dealers' floors, including new half-hour television program, planned at Allen B. DuMont Labs. Quarterly regional sales managers meeting in East Paterson, N. J., Walter L. Stickel, national sales manager, announced Friday.

Details of new TV program were not announced, but it will be used to back up dealer efforts. For first time in DuMont history, dealers were authorized to make trade-in offers for old television sets, to be tied in with DuMont's 20th anniversary.

### AGGRESSIVE SELLING URGED TO MOVE TV RECEIVERS

DECLINE in TV set sales is seasonal, follows established pattern, and can be met by "aggressive, competitive" selling and sales promotion, according to H. G. Baker, vice president and general manager, RCA Victor Home Instrument Dept. He said TV industry "must face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door."

If that time has come, he added, industry can go far to offset sales decline "by employing its established talent for sales promotion, ... without falling back on pricing measures." He cited RCA Victor's current set advertising campaign as "a major reason" why RCA's current TV sales are higher than in same period last year.

### SEN. JOHNSON TO OPPOSE NEW FCC LEGISLATION

SEN. EDWIN C. JOHNSON (D-Col.), opponent of the Hoover Commission's recommendation to reorganize FCC vesting additional powers in chairman—measure rejected by Senate in 81st Congress—last Friday told BROADCASTING • TELECASTING he will oppose new legislation introduced last week (see story, page 24). New bill apparently would effect even greater concentration with chairman.

Sen. Johnson declared if hearings are called by Senate Expenditures Committee and if he is called to testify, he will strongly state opposition. If bill goes to Senate floor without hearing, Senator said he most likely would enter debate and exert whatever argument he could to defeat measure.

### CONVENTION INTEREST HIGH

ADVANCE registration for NARTB (NAB) convention meetings April 15-19 in Chicago increased last week, with 332 registered for management sessions, 71 for engineering and 122 for TV. Addition made to engineering agenda Friday (early story, page 23). Mal P. Mobley, KMPC Los Angeles, will read paper on "Recording Co-Channel Skywave Interference."

### MAYOR LAUDS HENNOCK

PITTSBURGH Mayor David L. Lawrence, president of U. S. Conference of Mayors, Friday wired congratulations to FCC Comr. Frieda B. Hennock on reservation of TV channels for non-commercial educational use, as reflected in Thursday proposed plan. Declaring he would seek to have all universities and schools in Pittsburgh area make application for city's one educational allocation [channel 13] on cooperative basis, Mayor Lawrence added, "Moreover . . . I shall urge all mayors to back a movement to secure non-commercial educational TV stations in every city possible."

### FCC DENIES APPLICATIONS

NEW STATION bids of Lemoyne College, Memphis, and Aaron B. Robinson tr/as Ripley Broadcasting Co., Ripley, Tenn., each seeking 250 w fulltime on 1400 kc, denied by FCC Friday in final decision. Denials based on engineering grounds, FCC said.

## Closed Circuit

(Continued from page 4)

even, with polls closing end of week.

NBC is understood to be reviewing its summer hiatus structure with one possibility being elimination of usual hiatus penalty.

THOSE disposed to look askance upon UHF as necessarily secondary in TV to VHF may have surprise coming. Technical view at FCC is that UHF will provide finer quality because there's no tropospheric interference, no F-layer and no serious sporadic E, which, with anticipated refinements, should provide better pictures even if station coverage ranges will be more restricted.

WHETHER Phonevision now that FCC does not propose additional commercial VHF allocations for Chicago? One answer is that Zenith's McDonald sees Phonevision on established stations for specified hours—not full time pay-as-you-use TV stations.

BIOW CO., New York, has taken an option on half-hour dramatic show *Congressional Investigator* owned by Rockhill Radio, for presentation in both radio and television to one of its clients.

JACKSONVILLE may get its second VHF TV hands-down as by-product of FCC's proposed TV allocations. Station was denied Channel 2 after CP had been issued, on grounds of undue delays, but city-owned WJAX contended it had to await approval of funds by city government. FCC Chairman Coy's comments on educational allocations underscore necessity of awaiting budget authorizations from state legislatures, which meet intermittently.

WILLIAM H. WEINTRAUB Co., New York preparing \$250,000 campaign to promote *Amos 'n' Andy* show on CBS-TV, sponsored by Blatz beer, starting June 28.

BYMART INC. (Tintair) to take over sponsorship of Sam Levenson show, Saturday 7-7:30 p.m. on CBS-TV, when Oldsmobile drops program April 21. Cecil & Presbrey, New York, is agency.

WHILE MEMBERS OF FCC were non-committal after viewing Skiatron's "subscriber-vision," there did not appear to be great enthusiasm evinced by either its technical or lay members. It's presumed that Skiatron's quest for authority to enter subscription TV field may be considered by FCC along with Zenith's Phonevision, now undergoing practical test in Chicago.

### ABC NET INCOME \$84,605

ABC and subsidiaries in calendar 1950 had net income of \$84,605 after Federal income taxes company reported Friday. Income figure compares with 1949's \$519,085 net loss after reduction of \$327,000 for recovery of Federal income taxes under Internal Revenue Code's carry-back provisions. Estimated useful life of certain TV equipment was lengthened, based on engineering study, with result that provision for depreciation was reduced by \$300,000 to \$1,190,000 for 1950, ABC said.

### ARKANSAS OUTLET FAVORED

NEW AM STATION on 790 kc with 1 kw day. 500 w night directional at Texarkana, Ark., would be granted to Gateway Broadcasting Co. in initial decision reported by FCC Friday.

BROADCASTING • Telecasting

# THE KANSAS CITY MARKET

## *Does Not Run in Circles!*

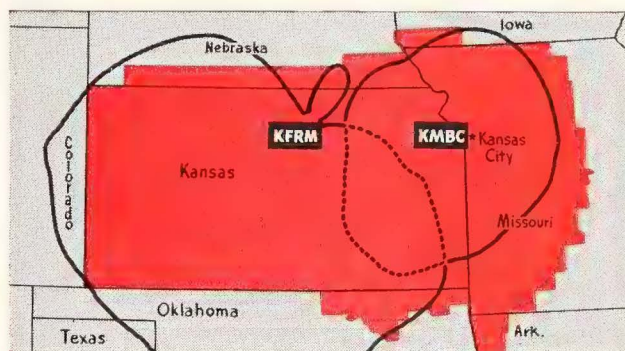


*It's a Rectangle...*

**and Only The KMBC-KFRM Team**  
**Covers It Effectively**  
**and Economically!**

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

The KMBC-KFRM Team has built effective



Daytime half-millivolt contours shown in black.

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

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



**The KMBC-KFRM Team**

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

# WJR

scores  
again !



... according to Mr. Hooper's scoreboard ...

**WJR** leads in 29 out of 40 daytime periods

( $\frac{1}{4}$  hour periods—Monday thru Friday

8 A.M. to 6 P.M.—Hooperatings December, 1950—February, 1951)\*

And after 6:00 P.M.

**WJR** leads in 38 out of 63 evening periods

( $\frac{1}{2}$  hour periods—Sunday thru Saturday

—6 P.M. to 10:30 P.M.—Hooperatings October thru December, 1950)\*



FREE  
SPEECH  
MIKE

\* Detroit Radio Hooperatings only—Detroit has 525,000 of the  
3,263,000 radio homes within the WJR  $\frac{1}{2}$  MV/M primary area.

score with

**WJR** in leadership and listenership

CBS 50,000 Watts

WJR The Goodwill Station  
Fisher Bldg., Detroit 2, Mich.  
Represented by Petry