

TELECASTING

A Service of BROADCASTING Newsweekly

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only **WOR-TV**

channel **9**

will carry the

DODGER

baseball games

in New York



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SELLS THE WHOLE FAMILY!



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Altho 7 of the "Top 10 Men's Shows" ★
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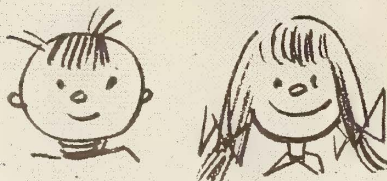
NOT JUST WOMEN--

Altho 8 of the "Top 10 Women's Shows" ★
are on **KTTLA**



NOT JUST TEENAGERS--

Altho 6 of the "Top 10 Teenagers' Shows" ★
are on **KTTLA**



not just Children--

Altho 4 of the "Top 10 Children's Shows" ★
are on **KTTLA**

★ Tele-Que, February 1951

KTTLA

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SELLS THE WHOLE FAMILY—OR ANY PART OF IT!**

CHANNEL
5



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KTTLA — THE BEST ADVERTISING BUY IN LOS ANGELES

EDUCATIONAL TIME BILL

Celler Measure Proposes 25%

FIRST attempt to legislate a fixed percentage of commercial TV station time for educators' programs was marked on Capitol Hill last Thursday.

It came in the form of a bill (HR 3543), introduced in the House by Rep. Emanuel Celler (D-N. Y.). In his words, the measure would provide "that at least 25% of the television operating schedule of each commercial television station be devoted to non-commercial educational programs."

Congressman Celler said: "This idea is partly in line with the recommendations of the distinguished Federal Communications Commissioner, Miss Frieda B. Hen-nock."

The bill states that the FCC could prescribe regulations "as may be necessary" to carry out provisions of the amendment to Sec. 307 of the Communications Act "to insure that . . . non-commercial educational programs will be carried at such times during broadcast days as will reasonably serve the public interest."

Specifies Hours

But, in a statement accompanying the bill, Rep. Celler goes further. He opined that "hours should be set aside in the evenings during the week, and in the afternoons on Saturdays, Sundays and holidays, so that these programs would not be buried in graveyard hours."

In referring to FCC hearings held on the reservation of TV

channels for non-commercial educational organizations, Rep. Celler said that he believed that the proposal to set aside a fixed percentage of stations for educational programming would be "unworkable and untenable."

Rather, he asserted, each TV station "should yield one quarter of its time for sustaining cultural, spiritual, industrial advancement—in short for educational purposes."

The Celler Bill, referred to the House Interstate and Foreign Commerce Committee, would make "each commercial television station license renewed or issued by the Commission" after the date the measure is enacted, "subject to the condition that at least 25 per centum of the time covered by the regular program operating schedule of the station shall be devoted to noncommercial educational programs."

In complying with this condition, the licensee would not be permitted to "demand or receive any money, services, or other valuable consideration" for time and facilities

furnished for educational use.

"To argue that such a plan (Celler Bill) would be too costly and uneconomic is absurd. Surely, the cost or freight could be added to the cost of the remaining hours," the Congressman asserted.

While this was the first specific request for educational TV legislation, both Sen. John W. Bricker (R-Ohio) and Rep. James I. Doliver (R-Iowa) have introduced resolutions in their respective Houses asking for FCC study and a reporting to Congress on the allocation of TV channels for use by educational institutions [BROADCASTING • TELECASTING, Feb. 12].

P&G LEADS TV Top Network Spender in January

PROCTER & GAMBLE, radio's top network advertiser, took first-place honors for January in TV network gross billings, according to figures released by Publishers Information Bureau to BROADCASTING • TELECASTING. The soap company, with purchases of \$348,835 during January, nosed out R. J. Reynolds Tobacco Co., whose expenditures totalled \$330,745.

Anchor-Hocking spent \$259,710 in gross billings to rank third, while General Foods Corp. placed fourth with \$248,160 total billings. Fifth position was taken by Ford Motor Co., which invested \$243,385 during the month.

The food group led all product categories, with a total of \$1,699,005 in network gross billings. Within this group, General Foods ranked first with purchases of \$248,160.

The tobacco manufacturers, led by R. J. Reynolds, spent \$1,151,627 to place second among the product groups while third position was taken by the Toiletries & Toilet Goods manufacturers with expendi-

tures totalling \$906,682. Colgate-Palmolive-Peet ranked first among the latter group by investing \$152,451. Fourth and fifth, respectively,

were the \$832,987 invested by the automobile manufacturers and the \$631,615 of the Household Equipment group.

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1951

Apparel, Footwear & Acces.	International Shoe Corp.	\$ 63,253
Automotive, Automotive Supplies & Equip.	Ford Motor Co.	243,385
Beer, Wine & Liquor	Pabst Sales Corp.	115,055
Confectionary & Soft Drinks	Mars Inc.	58,675
Consumer Services	Household Finance	17,100
Drugs & Remedies	Miles Labs	36,240
Food & Food Products	General Foods	248,160
Gasoline, Oil & Other Fuels	Texas Co.	127,500
Household Equip.	General Electric	121,220
Household Furnishings	Mohawk Carpet Co.	128,660
Industrial Materials	Anchor-Hocking	259,710
Insurance	Prudential Life Insurance Co.	28,350
Jewelry, Optical Goods & Cameras	Speidel Co.	63,000
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg Co.	15,260
Publishing & Media		
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	126,360
Retail Stores & Direct Mail	Kroger Co.	17,340
Smoking Materials	R. J. Reynolds	330,745
Soaps, Cleaners & Polishes	Procter & Gamble	316,285
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	152,451
Miscellaneous	Quaker Oats	44,100

TV NETWORK GROSS BILLINGS FOR JANUARY 1951 BY PRODUCT GROUPS

PRODUCT GROUP	JANUARY 1951
Apparel, Footwear & Acces.	\$ 194,943
Automotive, Automotive Supplies & Equip.	832,987
Beer, Wine & Liquor	370,848
Confectionary & Soft Drinks	171,609
Consumer Services	27,690
Drugs & Remedies	81,900
Food & Food Products	1,699,005
Gasoline, Oil & Other Fuels	203,460
Household Equip.	631,615
Household Furnishings	348,785
Industrial Materials	310,110
Insurance	41,910
Jewelry, Optical Goods & Cameras	158,050
Publishing & Media	
Office Equipment, Stationery & Writing Supplies	15,260
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	441,150
Retail Stores & Direct Mail	17,340
Smoking Materials	1,151,627
Soaps, Cleaners & Polishes	422,615
Toiletries & Toilet Goods	906,682
Miscellaneous	101,910
TOTAL	\$8,129,856



CELEBRATING the 100th performance on Easter of Philco Television Playhouse on NBC-TV, the network presented Philco with a cake bearing 100 candles. James H. Carmine (l), executive vice president of Philco Corp., is shown accepting the cake from two NBC pages who went from New York to Philco executive offices in Philadelphia to make the presentation. The program is telecast over the entire NBC-TV network Sundays.

TOP TEN TV NETWORK ADVERTISERS IN JANUARY 1951

1. Procter & Gamble	\$348,835
2. R. J. Reynolds Tobacco Co.	330,745
3. Anchor-Hocking Glass Corp.	259,710
4. General Foods Corp.	248,160
5. Ford Motor Co.	243,385
6. Liggett & Myers	242,055
7. P. Lorillard	215,311
8. National Dairy Assn.	199,400
9. Philco Corp.	175,005
10. Quaker Oats	173,265

FCC 'BLACKJACK'

FCC "wields a blackjack," chorused movie picture interests last week. Cry was the aftermath of the Commission's March 28 announcement of policy in licensing station cases in connection with violation by an applicant of laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]

One question that the FCC proposes to consider under this policy is reported withholding from television by movie firms of important films, and restriction of television performances by talent under contract to them.

Aside from the clamor of Allied States Assn. of Motion Picture Exhibitors and other movie groups, Sen. Alexander Wiley (R-Wis.) directed a letter to the Commission expressing his belief that the FCC "stepped out of bounds" in its action.

Sen. Wiley, former chairman of the Senate Judiciary Committee which was responsible for the adoption of the Administrative Procedure Act, asserted that "one of the cardinal features of that Act was that no individual or company could become subject to adverse ruling by a Federal Government Commission until the individual or company had had a fair opportunity for a thorough hearing in which it could present its side of the case."

FCC Out of Bounds

He said that the Commission had overstepped itself, as a quasi-judicial body, when it "in effect indicted" the motion picture industry without giving that industry opportunity to participate in public hearings on the question.

"An indictment without hearings amounts to . . . intimidation," he declared and asked how the Commission can justify, "if at all, its very unusual and to my way of thinking, extra-legal approach to this question."

Allied States Assn. of Motion

Picture Exhibitors, representing independent exhibitors, claimed that the report "did not even hint that the Commission wished to be enlightened as to its authority to advise applicants . . . as to the use they should make of properties which are not subject to the Commission's regulatory powers."

The group conjectured further that the FCC "to make good" on its primary principles in making case-to-case determination of applications, "must exercise strict control over the motion picture companies, even to the extent of fixing prices for their products."

ASAMPE expressed belief that TV would not pay film rentals approximating those derived from theatres and cited that patron admissions usually are 50¢ or more to movies with film rental charges

ranging from 25% to 40% of gross receipts.

If the same ratio of payment was asked of TV people, bristled the exhibitor group, "they (television) will run snivelling to the Commission and claim that the movie companies are flouting the Commission's policy."

Additionally, ASAMPE maintained jeopardizing movies for the sake of television was threatening \$300 million in admission federal taxes; that the FCC report "hurled a rock at the film companies; but it struck the exhibitors."

ITOA Charge

The Independent Theatres Owners Assn., representing most of independent houses in New York metropolitan area, likewise described the FCC action as "at-

tempting to blackjack the motion picture industry into committing hari-kari."

"If the success of television depends upon the acquisition of better films, they can have them if they pay the price," ITOA said.

Unofficial reports from Hollywood film companies were to the effect that the FCC had overreached itself; and that they should not be forced to let a major competitor give away free what the companies had to sell.

The April 3 *New York Times* comments editorially that the FCC "ignores completely" the economic realities which today separate Hollywood and television. The "least expensive" film requires a gross of \$1 million, while the "most expensive" show on TV, including talent and time, runs to \$85,000, the editorial offers as comparison.

NCAA TV BAN

Definite Plan Being Set

TV COMMITTEE of the National Collegiate Athletic Assn. is to meet this week to forge a definite plan concerning the telecasting of member football games during the upcoming season. This plan is then to be submitted to the Dept. of Justice which currently is investigating NCAA's ban on live telecasting.

The meeting reportedly will be either in New York or Chicago about Wednesday. At that time the TV steering committee is slated to crystallize into one formula several possibilities which it now has under consideration.

On April 2, members of the committee, led by Chairman Tom Hamilton, director of athletics at the U. of Pittsburgh, advanced their views in a meeting with Asst. Atty. Gen. H. Graham Morison, head of Justice's anti-trust division [BROADCASTING • TELECASTING, April 2].

The department reported that it was "mutually agreed" that NCAA would provide additional information. Meanwhile, a meeting of the TV committee, scheduled for April 6-7, was postponed until this week.

LANE BILL

FCC would have the power to censor television programs under a bill (HR 3482) introduced in the House last Tuesday by Rep. Thomas J. Lane (D-Mass.).

Thus, Congressman Lane has put into legislative form what he has asserted the television industry has "thrown all standards to the winds" and is "running wild."

Rep. Lane's bill would amend Sec. 326 of the Communications Act (see text in editorial below).

The measure was referred to the House Interstate & Foreign Commerce Committee.

The Congressman had chastised television programming coincident with criticism voiced in his home state by churchmen. In his House speech, Rep. Lane cited statements of Archbishop Richard J. Cushing of Boston and Bishop John J. Wright of Worcester, Mass. Bishop Wright had attacked a wedding ceremony telecast as without taste; the Archbishop had warned that the television industry seemed destined for censorship.

At that time, Rep. Lane warned, during an interview with BROADCASTING • TELECASTING, that he would introduce a bill to establish a censorship board if there was no initiative in either the Congress or in the FCC.

The New Englander said his bill would clean up "lewd and repulsive" television programs. He as-

Would Give FCC Power To Censor TV Shows

The Smell of Censorship

THERE is a one-sentence section of the Communications Act that more than once has been the only obstacle preventing authoritarian-minded members of the FCC from usurping control over radio and television programming.

Section 326 expressly forbids the Commission from censoring broadcasts and from interfering with the broadcasters' rights of free speech.

A Massachusetts Congressman who several weeks ago delivered a tirade in the House on what he described as the low morals of television (a few days after Archbishop Cushing of Boston made a similar attack) now seeks to remove this single barrier to FCC censorship.

The amended Section 326 proposed by Rep. Lane is worth quoting in full:

Sec. 326. No regulation or condition shall be promulgated or fixed by the Commission

which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, sign, image, picture, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency.

Without more than mentioning the obvious fact that the second half of the amendment directly contradicts the first and the inconsistency of proposing that television would be regulated but not radio, we wish to point out that the Lane amendment is unworthy of serious considerations for two reasons.

The first is that laws prohibiting the broadcasting of filth already exist, reposing where they belong in the U. S. Criminal Code which makes the broadcasting of obscenities a crime punishable by as severe penalties as \$10,000 fine and two years imprisonment.

Second, and far more important, is that

Rep. Lane's amendment would firmly establish the FCC as a board of censors.

Such support as Rep. Lane can muster for his proposal will doubtlessly invoke the argument that the measure empowers the Commission only to review programs on the question of whether or not they are lewd and hence does not constitute censorship in the sense of a broader inspection of programs.

The argument is wrong. Censorship either exists or it doesn't. You get the works or nothing at all.

In rewriting a one-sentence section of the Communications Act, Rep. Lane would make a profound change in the whole concept of free speech that has evolved from the First Amendment of the U. S. Constitution.

The measure, if passed, would revoke the rights that are among the most necessary ingredients of democracy.

AN EDITORIAL



Four years, University of Michigan,
Michigan State College (A.B.)
Three years, U. S. A. A. F.
One year, United Stove Company
One year, Foley Buick Sales Co.
Free & Peters (Chicago Office)
since June, 1950

Like father,
like son! —

WILLIAM B. WIEMERS, JR.!

Yessir, Bill's got advertising in his blood —his father is William B. Wiemers, Sr., a 25-year man with Farm Journal. Bill's background also includes Bombers, Buicks, and a B.A. The only "second generation media salesman" in our shop, Bill has proved himself in his own right, and is now one of F&P's real contributions to the TV industry.

Bill Wiemers is another example of our basic F&P philosophy that good men are the most important thing we have to

offer you. Not just good salesmen or analysts or research men, but good "all-around" men who work night and day at the job of figuring how TV can work most effectively for you. That's why we're genuinely interested in any problem you give us, and then *see it through*, down to the last detail. . . .

And that's the reason we know you agencies and advertisers value our services, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.— WHO-WOC)	WOC-TV*
FORT WORTH-DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates



FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

TVA STRIKES AT KFI-TV

First by Union

TELEVISION Authority pickets last week outlined studios of KFI-TV Los Angeles as that station suffered the unhappy honor of being the first TV station to be struck by the one-year old union. Strike was called Wednesday following inability of the union and station to reach an agreement.

After formal TVA demand to the station that it be given equal air time with the station to present its side of the dispute to the public, according to FCC regulations, George Whitney, KFI general manager, notified the union that, although the station was under no obligation to do so, it would give TVA 15 minutes of Class A time any day the union chose.

Anthony Statements

The station has gone on the air several times since beginning of the strike with statements by Owner Earle C. Anthony.

AFM Local 47 has ordered its members not to cross the picket line. The decision was reached when AFM's legal staff found such a move in keeping with the Taft-Hartley Law. Los Angeles Chapter of NABET, which has a contract with the station, at press time had not asked its members not to cross the line, but said it will protect any member who refuses to do so. AFM does not have a contract with KFI-TV.

The union charges the station

with refusal to recognize it; to bargain with it in good faith; and "discriminatory discharge" of three union members a few weeks ago [BROADCASTING • TELECASTING, March 19]. Approximately 12 artists are affected by the strike. Members of five groups making up TVA (AFRA, AGVA, AGMA, Actors Equity, Chorus Equity) have been instructed by the union not to work on TV for the station and to aid the strike in any way possible.

In a statement issued late

Wednesday afternoon, Mr. Anthony stated that he has "good reason to believe" that TVA did not represent the majority at the station and hence KFI-TV declined to participate in negotiations with them. Until the union can prove that it does represent the majority and shows proof of its authority to negotiate, the station, he said, would refuse to recognize it. Mr. Anthony further stated that release of three AM announcers charged by TVA as discriminatory,

followed separation of the radio and TV staff. At that time, he said, a large staff was no longer required to serve the radio station, whereas directors-announcers were needed for the TV station, positions which the three discharged men were not equipped to fill.

KFI-TV will continue to operate approximately six hours daily Monday through Friday with a revised schedule of filmed and live programs. TVA successfully concluded contracts with the six other local TV stations covering performers on live TV programs two weeks ago [BROADCASTING • TELECASTING, April 2].

WARN EDUCATORS

FCC Asks Engineering Data

EDUCATORS were cautioned by FCC Thursday they too will have to submit engineering statements to support contentions a reserved channel should be retained in any given city rather than moved elsewhere as a commercial facility.

Similarly, the Commission emphasized, all applicants proposing to retain or move any channel in any specific city must submit engineering support of their requests. It also was pointed out an argument favoring or opposing just the "reservation" of a channel for non-commercial educational use need not be supported by engineering statement.

Assumes Risk

However, it was explained, any person "who files a comment solely with respect to a proposal to reserve or not to reserve a specific channel for noncommercial educational use assumes the risk that from an engineering viewpoint that channel may be deleted from the community where it is proposed to be assigned."

FCC's interpretation of procedural policy contained in its "third report" on further revised TV allocation proposals (see earlier story page 52) was contained in a letter to Brig. Gen. Telford Taylor, counsel for the Joint Committee on educational Television. JCET, which pressed education's cause for 20% reservation of channels during the Commission's hearing on general allocation issues, had requested explanation of the policy that comments must be supported by engineering data.

FCC's plan would reserve 10%

lighten the public, but to enlighten the committee (of the council)."

In an editorial titled "The Frightened Councilmen," *The New York Times* recalled that council sessions were once broadcast over WNYC, New York's municipal station, and provided "a rare mixture of education and entertainment..."

The editorial continued:

The finance committee fears that it might again look foolish, and furthermore, that the sales tax on television might stir a new and incalculable lot of resentment. After Kefauver, the councilmen are a frightened lot.

of the VHF-UHF channels for educational use.

Deadline for initial comments favoring or opposing aspects of the allocation proposal is set April 23 while replies thereto must be filed by May 8. Hearing on city-by-city allocation proposals is set to commence May 23, but FCC has appeared disposed to postpone these dates in view of industry's workload in responding to the plan.

FCC told JCET in part:

Paragraph 12 of said "Third Notice" does not require that a comment filed in support of the Commission's proposal to reserve a channel for non-commercial educational use be accompanied by a supporting engineering statement. Further, such an engineering statement is not required to support a request that a given channel not now reserved for noncommercial educational use be so reserved, or that a given channel now reserved be not reserved.

However, it should be pointed out that a comment filed with respect to support for or opposition to a reservation of a particular channel, unless accompanied by an engineering statement, does not carry with it support for or opposition to the assignment of the specific channel to the specific community.

In short, a comment which seeks to support the Commission's proposal to assign a specific channel to a specific community and which also seeks to support the Commission's reservation of that channel for noncommercial educational purposes must be accompanied by an engineering statement.

In a talk before the Television Assn. of Philadelphia last week, Dr. Roy K. Marshall, lecturer, astronomer and TV educator, contended commercial stations would be better able to do the educational job programwise and felt children's educational shows should be sponsored.

"Better programs could be produced if they were financed," he said, indicating milk dealers associations might be good sponsors. He also thought education could better spend its money by buying time on commercial stations, thus acquiring expert facilities and experience.

Complete early April issue of the Federal Security Agency's *Higher Education* discusses the educational TV issue and the recent hearings.

Another Washington attorney, and a management consultant, last week also took issue with the FCC's educational reservation proposal.

L. Alton Denslow of the law firm

of Le Roy & Denslow said "while no one will dispute that ideally television should be utilized to the fullest extent for such purposes, I have serious doubts that any scheme of preemption is practical."

Management Consultant Howard S. Frazier felt FCC's reservation plan "is probably good public relations. However, unless educators today are vastly different from those two decades ago, they can be expected to do little more with television than they did with radio."

On other aspects of the proposal, Mr. Frazier felt FCC erred in not giving full consideration to the use of directional antennas, by means of which more VHF stations could be allocated instead of substituting UHF. He also saw parallels to FM history for the UHF, indicating applicants should go slow and consider all factors involved before undertaking UHF.

ABC CHANGES

Laws Heads Western TV Sales

ROBERT F. LAWS, general TV sales manager, ABC Western Division, has been named sales manager of the network's Los Angeles television affiliate, KECA-TV, as ABC continued further reorganization of its TV sales department following its recent separation of radio and television operations. Tom Sarnoff, assistant production manager of KECA-TV, joins sales staff as supervisor of sales operations and assistant to Mr. Laws.

Put in charge of TV national spot sales from Los Angeles is L. D. (Bill) Larimer, who will represent the ABC-TV network and stations WJZ-TV New York; WENR-TV Chicago; WXYZ-TV Detroit; WMAL-TV Washington.

Bill McDaniel, assistant to Mr. Laws as sales manager, KECA-TV, becomes fulltime account executive for that station and Los Angeles representative for KGO-TV San Francisco. Marvin Briggs, Rudy Rudolph, and Bob Hill, account executives, will also sell for KECA-TV and represent KGO-TV.

COUNCILCASTS

NYC Ban Is Hit

REFUSAL of New York's City Council to allow TV cameras and microphones into a public sales tax hearing scheduled Friday last week stirred a wave of indignant complaints, and prompted WOR-AM-TV New York to an "all-out saturation campaign" against the decision.

"Every available opening" on both stations would be devoted to urging listeners to telephone the council, Theodore C. Streibert, president of the stations, announced Wednesday. City Hall the following day reportedly was "deluged" with phone calls and messages.

Meanwhile, the council, which stood 6 to 4 against admitting radio and TV to the hearing, rocked glumly in a growing swell of public opinion. Broadcasters were reinforced by the Anti-Sales Tax Committee, whose chairman Bonwit Teller, and president, Walter Hoving, demanded that Mayor Impellitteri over-rule the council's decision and charged the mayor's office with "trying to hide the council hearing... under a bushel."

Majority members of the council gave varying reasons for its decision, running from "the public in general wouldn't understand the figures" to the view that the purpose of the hearing was "not to en-

**here
are the
FACTS!**

IN

HUNTINGTON

WEST VIRGINIA'S LARGEST CITY

MORE PEOPLE LISTEN* TO

WSAZ THAN ALL**

OTHER STATIONS COMBINED

ASK HOOPER . . . HE KNOWS!

HOOPER RADIO AUDIENCE INDEX JANUARY FEBRUARY 1951
SHARE OF BROADCAST AUDIENCE—HUNTINGTON, WEST VIRGINIA

MON. THRU FRI.	RADIO SETS IN USE	WSAZ	B	C	D	E	OTHER AM & FM
8:00 A.M.-12:00 NOON	16.5	76.1	4.0	5.8	7.9	5.3	1.0
12:00 NOON-6:00 P.M.	16.4	48.9	15.2	8.6+	14.7	10.8	2.1
6:00 P.M.-10:30 P.M.	18.8	54.5	16.4		7.6	15.6	5.8

+Adjusted to compensate for fact Station C signs off at 5:30 P.M. in January and at 6:00 P.M. in February.

TELLS MORE . . .
SELLS MORE . . .

To sell the HUNTINGTON-ASHLAND-
IRONTON market you need (and need only)
the 5000 watt voice of WSAZ



REPRESENTED BY BRANHAM

* Weighted average 8:00 A.M.-10:30 P.M.
Monday thru Friday.

** Includes both local and out-of-town
stations.

'Operation Summer'

(Continued from page 15)

starting the end of April for 10 weeks in about 31 markets to promote its summer canvas and rubber footwear.

Best Foods, New York, also is planning a fair size spot and participation TV schedule starting late in April in about 30 markets. Contracts through Benton & Bowles, New York, will run through until the fall.

Philip Morris (cigarettes), through Biow Co., is using TV spots in Chicago before the baseball games and a 10-minute program in New York before and after the games on WPIX (TV) and WABD (TV) for a special summer campaign.

J. B. Williams Co. (Skol), through J. Walter Thompson Co., New York, is considering a test television campaign, and Hires Root Beer, through N. W. Ayer & Son, New York, also is considering some TV spot activity.

Plan to Continue

Network advertisers already planning to continue throughout the summer without hiatus are: U. S. Tobacco, sponsoring *Martin Kane*, *Private Eye* on NBC-TV; Pepsi-Cola, sponsoring Faye Emerson on ABC-TV; Philip Morris' Horace Heidt show on CBS-TV; Bymart Inc.'s Somerset Maugham show on NBC-TV; American Safety Razor's Robert Q. Lewis show on CBS-TV and Firestone Rubber Co., *Voice of Firestone* on NBC-TV.

DuMont network listed more than a dozen advertisers who will continue through the summer, including Premier Foods' *Johnny Olsen's Rumpus Room*; Sterling Drug's *OK Mother*; Emerson Drug's *Rocky King*, *Detective*; General Foods' *Capt. Video*; Drug Store Television Productions' *Cavalcade of Bands*; Gerber's *Baby Foods' Most Important People*; National Distillers' *Famous Jury Trials*; Consolidated Cigar Corp.'s *Plainclothesman*; Kaiser-Frazer's *Ellery Queen*; Skippy Peanut Butter's *You Asked For It*; Doeskin Products' *Eloise Salutes the Stars*; Bond Clothing Stores' *Hands of Mystery*, and *Cavalcade of Stars*,



CLAIMING a scoop on radio and news wires in San Diego, KFMB-TV San Diego telecasts climax of negotiations April 2 ending a 23-day transit system bus strike in the Southern California city. Setting final okay before TV cameras are (seated l to r) R. F. McNally, vice president, San Diego transit system and Merlin Gerkin, business agent of Bus Drivers Union Local 1309. In background are other negotiators for the company and union and federal conciliators.

sponsored by Druggists of America in association with Drug Store Television Productions.

On other networks sponsors who will continue to advertise through the summer but will use less expensive shows for replacements are:

Schlitz beer will replace *Pulitzer Prize Playhouse* with a film show yet to be decided upon on ABC-TV; General Foods-Sanka looking for a hot weather replacement for *The Goldbergs* on CBS-TV, through Young & Rubicam; Kellogg Co., plans to replace the *Victor Borge* show on NBC-TV during the summer through Kenyon & Eckhardt; General Electric, through Y&R is looking for a summer replacement for Fred Waring on CBS-TV, and American Tobacco is preparing one through BBDO for *This is Show Business* also on CBS-TV.

In addition, two NBC-TV daytime five-times-a-week strips will have summer substitutes: The Bert Parks show sponsored by General Foods through Y&R, and Kate Smith, sponsored on various days, by Procter & Gamble, Corn Products, Chesborough Mfg. Co., Hunt Foods, Andrew Jergens Co., American Home Products and Hazel Bishop.

Westinghouse will replace its

Studio One on CBS-TV effective June 18 with *Westinghouse Summer Theatre*. Lipton's Tea, through Y&R, is looking for a summer replacement, for *Arthur Godfrey's Talent Scouts* on CBS-TV. Philip Morris, through Biow Co., also is looking for a summer replacement for *Truth or Consequences* on CBS-TV.

Among the shows definitely taking summer hiatus are Bigelow Sanford Carpet's *Bigelow Theatre* on CBS-TV; Texaco's Milton Berle on NBC-TV, and *Kukla, Fran & Ollie*, sponsored on NBC-TV by *Life* magazine, RCA Victor and P&G. In addition, *Your Show of Shows*, Saturday on NBC-TV sponsored by Bymart Inc., SOS, Benrus, Crosley, and R. J. Reynolds, takes off during hot weather. Ben Blue will be offered as replacement for the 9-10 p.m. segment and Doodles Weaver for the 10-10:30 p.m. period.

'40 Million Customers'

While advertisers were drawing their plans, NBC-TV's new brochure promoted summertime TV as the key to "40 million customers."

"They will watch television during the coming summer months just about as much as in other seasons. They will buy just about as much retail goods then as during the fall, winter and spring seasons," the brochure declares, carefully documenting its claims with figures from the U. S. Dept. of Commerce, the Dept. of Internal Revenue, A. C. Nielsen Co., and Elmo Roper, as well as NBC's own research department.

By next August, NBC points out, TV homes will number 14 million—compared to 7 million last summer. From this 14 million figure for TV homes NBC derived its estimate of "40 million customers" for TV summer advertisers.

"Double 1950's total to see . . . to hear . . . to remember your commercials," NBC-TV tells its prospective sponsors.

For advertisers staying on the NBC-TV air last summer, the brochure reports "an idle summer be-

came a summer idyl"; as "virtually all piled up more TV homes during the summer months than they had during the April, May and June just preceding."

This year's 14-million audience not only will double last year's but provide "almost three times greater an audience than that of the largest magazines," the brochure continues.

To explode myths which question whether TV's sales impact is as forceful in summer as in winter, NBC-TV cites statistics to show that:

(1) Viewers spent almost as many hours per week at their sets last summer as in the previous quarter (April, May, June) . . .

(2) Set usage between 7 and 11 p.m. last summer declined only 14% from the average in April, May, and June . . .

(3) Three out of four TV set owners chose television as their "most frequent" summer evening activity . . .

(4) NBC-TV advertisers actually reached more homes on the average last summer than they had in the previous months—even though their ratings dropped off slightly during the summer season.

This year's increase in TV assures a substantial increase in TV effectiveness as an advertising medium this summer, the brochure emphasizes.

NBC-TV's Straw Hat Plan No. 2, the 1951 equivalent of last summer's Straw Hat Plan No. 1, prospective sponsors are told, will give advertisers "a wide selection of fine summer programs—audience participation . . . little shows . . . movies, drama . . . revues."

Retail Sales

DROP IN RETAIL TV SALES was considered responsible for lay-off of some 10,000 radio-TV manufacturing plant workers in Chicago a fortnight ago. Industry and labor leaders estimate this number has been laid off temporarily, representing one out of every three or four workers in the entire industry. Another reason—temporary shortage of basic metal parts because of defense requirements. Admiral Corp. is understood to have laid off 1,100 of 3,200 persons at main plant. Hallicrafters reportedly cut its force from 2,200 to 1,800.

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION

NBC
TV AFFILIATE



You need the
BEST TOOLS
to do the
BEST JOB

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

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

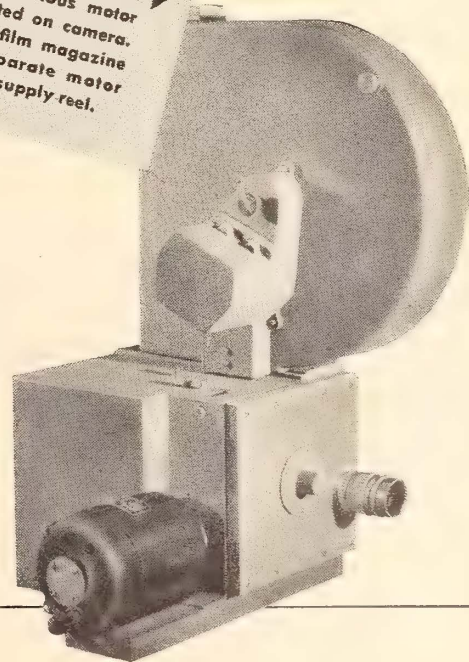
Illustration shows the Eastman 16mm. Television Projector, Model 250, from control panel side. Glass door permits full visibility of film-times.

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

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

coverage, and your program department more sales potential.

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



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

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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



it's a natural...

STANDARD RADIO'S long record of successful service to *broadcasters* now is duplicated with the same service to *telecasters*!!!.....

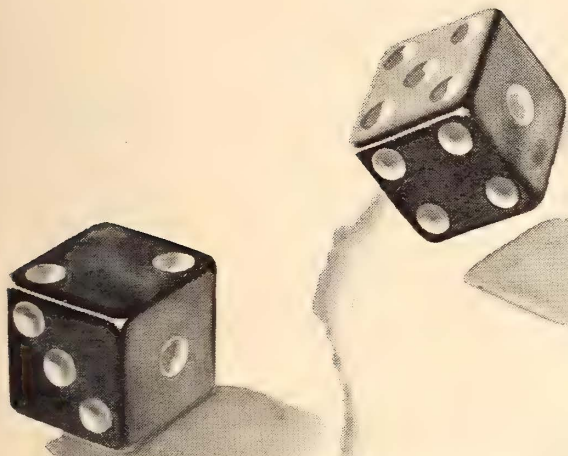
SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • 360 N. Michigan, Chicago • 665 Fifth Ave., New York

at the convention* Standard will preview new talent, new and better cataloguing devices, and new sales records for stations.



**EDWARD PETRY & CO.
INC.**

**UNITED
TELEVISION
PROGRAMS inc.**


The largest distributor of quality TV film programs

**STANDARD RADIO
TRANSCRIPTION
SERVICES, INC.**

CENTURY ARTISTS

at the convention* United

will audition its outstanding film programs, including "Royal Playhouse," "Professor Lightskull," and other offerings.

 **STANDARD and UNITED will both be looking for you in Suite 504A-507A in the Stevens Hotel in Chicago during the NAB Convention. Come on up and see what's new. You'll agree**

...it's a natural!

Station KRLD DALLAS

Serves
**THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT. WORTH**

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

NOW there are

109,264

*Television
Homes*
**in KRLD-TV's
Effective
Coverage Area**

The CBS Station
for **DALLAS and
FORT WORTH**

this is why

KRLD

AM-FM-TV

Channel 4

is your best buy

**the TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY**

telestatus



Commercial Preferences Checked in Chicago

(Report 158)

CHICAGOANS prefer animated cartoon video commercials, but singing or dancing skits with the sales message in the song rank as a close second. This was revealed last week in a survey conducted among 500 Chicago-area TV families by John Meek Industries, television manufacturer. Questionnaires were returned by 136 families, or 27.2% of the original number queried.

The animated cartoon was preferred by 24.88%, with 23% citing as their favorite the singing or dancing skit with a sales message in the song and without a product demonstration. The commercial written into the script brought favorable response from 21.12% of the viewers, while 11.26% preferred the name of the product on a standing fixture of the set, such as a curtain or desk, and telecast in camera range.

Product demonstration was approved by 9.39%; the announcer, demonstrating the product and describing its features, 5.63%, and a dramatic scene depicting what the product is supposed to do for the customer, 1.88%. The two types of commercials ranking lowest—preferred by only 1.41% of the respondents—were the station-break spot and the pitch-man or barker personality.

New Rates Set By WMAR Baltimore

RATE CARD No. 7 has been announced by WMAR (TV) Baltimore, effective May 1 but protecting current advertisers to Nov. 1. New Class A time is established for 7:30-10:30 p.m. period with one-time hour rate of \$700. Former Class A rate of \$550 becomes Class B rate, for 5:30-7:30 p.m. and 10:30-11:30 p.m. Monday through Friday, 1-7:30 p.m. and 10:30-11:30 p.m. Saturday and Sunday. Class C hour rate becomes \$350, Class D \$280. The Sunpapers station, on Channel 2 (54-60 mc), is represented by The Katz Agency.

Legislation Seeks to Ban Sets in Vehicles

COMMENTS touching on twin proposals—one designed to prohibit installation of television receivers in trucks, busses and other vehicles, and the other seeking specific authority for household movers to haul TV sets in interstate commerce—were being analyzed by the Interstate Commerce Commission last week.

A decision on the first recommendation is expected sometime in May, officials said last week. A re-study of the second suggestion, which would reverse an ICC deci-

sion of 1949, also is underway. Objection is based on the premise that TV sets are "too delicate" to be moved across state lines, although certain carriers already have such authority.

Measures seeking to ban location of TV receivers in motor vehicles have been introduced and, in some cases, passed by various state legislatures in some form this year. Bills along this line have been passed and approved by the Governor of Nebraska; approved by Senate and House in South Dakota; and introduced in other states including California, Delaware, Iowa, New Jersey, Ohio and Tennessee.

TV-equipped automobiles will be illegal in New York State after July 1. Gov. Thomas E. Dewey last week signed into law a bill barring automobiles equipped with television receivers from the public highways. The ban does not extend to mobile transmitting units used by TV stations and networks.

Nielsen Ratings Show Berle Tops

TEXACO STAR THEATRE, starring Milton Berle, maintained its hold on first place in the National Nielsen Ratings for the top 10 TV programs in the two weeks ending Feb. 24. Mr. Berle, with a tally of 62.6 in the percent of TV homes

(Continued on page 68)

Weekly Television Summary—APRIL 9, 1951 TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400	Louisville	WAVE-TV, WHAS-TV	82,858
Ames	WOI-TV	50,593	Memphis	WMCT	83,018
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	60,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	284,985	Milwaukee	WTMJ-TV	224,721
Binghamton	WNBF-TV	36,230	Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	24,781
Bloomington	WTTV	14,903	New Haven	WNHC-TV	149,700
Boston	WBZ-TV, WNAC-TV	700,510	New Orleans	WDSU-TV	62,150
Buffalo	WBEN-TV	190,911	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	68,633		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, KGN-TV, WNBC	888,034	Newark	WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Norfolk	WTAR-TV	65,377
Cleveland	WEWS, WNBK, WXEL	453,575	Oklahoma City	WKY-TV	79,495
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	73,930
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264	Phoenix	KPHO-TV	37,400
Davenport	WOC-TV	49,581	Pittsburgh	WDTV	260,000
Dayton	WHIO-TV, WLWD	190,000	Providence	WJAR-TV	105,355
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	445,679	Richmond	WTVR	68,754
Erie	WICU	50,000	Rochester	WHAM-TV	77,219
Ft. Worth-Dallas			Rock Island	WHBF-TV	49,581
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	109,264	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Kalamazoo	WLAV-TV		Salt Lake City	KDYL-TV, KSL-TV	42,600
Greensboro	WFMY-TV	111,929	San Antonio	KEYL-WOAI-TV	43,259
Houston	KPRC-TV	63,949	San Diego	KFMB-TV	91,000
Huntington		69,493	San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Indianapolis	WSAZ-TV	41,300	Schenectady		
Jacksonville	WFBM-TV	140,000	Albany-Troy	WRGB	147,000
Johnstown	WMBR-TV	28,000	Seattle	KING-TV	75,800
Kalamazoo	WJAC-TV	75,100	St. Louis	KSD-TV	268,000
Grand Rapids	WKZO-TV	120,269	Syracuse	WHEN, WSYR-TV	107,961
Kansas City	WDAF-TV	107,919	Toledo	WSPD-TV	125,000
Lancaster	WGAL-TV	84,606	Tulsa	KOTV	71,235
Lansing	WJIM-TV	46,000	Utica-Rome	WKTV	40,700
Los Angeles	KECA-TV, KFI-TV, KLCB-TV, KNBH		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	253,760
	KTLA, KTLN, KTTV	877,421	Wilmington	WDEL-TV	59,901

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,720,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



1.

The King's whole array feared the sword of Goliath. When up spoke young David, "The bum or I dieth!"



2.

He passed up a sword for his favorite appliance. "Stones, schmones," cried the men. "Now with stones we fight giants?"



3.

But were their faces red? Like the old story said, Goliath lost out because Dave used his head.

4.

MORAL: Knock over your Dayton sales with the sales tool built for the Dayton market—WHIO-TV, first and still champion!



To Get Ahead in Dayton* Saleswise

THE SHOW MUST GO ON WHIO-TV

What a market to get ahead in! 720,000 head of viewers, complete with normal wants and extra buying power—concentrated on 180,000 TV receivers as of today! And those receivers, you should remember, are nicely tuned to Channel 13—late morning, afternoon and night. That's us! Get data and information today from National Representative George P. Hollingbery Company.

* Pulse February report shows that 8 out of 10 top televised shows were aired via WHIO-TV.

Telestatus

(Continued from page 66)

reached in program station areas, led by 8.5% the runner-up, *Fire-side Theatre*, which piled up a rating of 54.1%. Following are the top 10 TV shows, listed both in number and percentage of homes reached:

NIELSEN-TV-RATING HOMES REACHED IN TOTAL U. S.		
RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	6,910
2	Fireside Theatre	4,933
3	Colgate Comedy Hour	4,898
4	Pabst Blue Ribbon Bouts	4,756
5	You Bet Your Life	4,565
6	Philco TV Playhouse	4,354
7	Martin Kane	4,347
8	Big Story	4,093
9	Your Show of Shows (Snowcrop)	3,997
10	Studio One	3,981

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA		
RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	62.6
2	Fireside Theatre	54.1
3	Colgate Comedy Hour	45.9
4	Hopalong Cassidy	45.2
5	Pabst Blue Ribbon Bouts	44.6
6	Gillette Cavalcade	44.2
7	Your Show of Shows (Snowcrop)	43.3
8	You Bet Your Life	42.7
9	Philco TV Playhouse	42.4
10	Big Story	41.5

Copyright 1951 by A. C. Nielsen Co.

WSB-TV WBTV (TV)

Announce New Rates

RATE CARD No. 4, effective March 1, was announced last week by WSB-TV Atlanta. Class A rate (6-11 p.m.) has been increased from previous \$325 for one hour, one time, to \$500. Class B rate (all other times) becomes \$250 an hour. One minute Class A announcement is \$80. Operated by Atlanta Newspapers Inc., a James M. Cox interest, WSB is assigned Channel 8 (180-186 mc) and is represented by Edward Petry & Co.

WBTV (TV) Charlotte, N. C., last week announced Rate Card No. 5, effective July 1.

New rates for one hour, one time are, Class A, \$400; Class B, \$300; and Class C, \$200, all film only. Spot announcements of one-minute or less, one time, Class A, \$65; Class B, \$50; and Class C, \$35, all slide or film only.

HOFFMAN RADIO Corp., L. A., reports that its consolidated sales in 1950 amounted to \$29,580,510, compared with \$11,987,000 in 1949.

CRIMECASTS

SOFTER ECHOES followed in the wake of the concluded telecast of the Kefauver Crime Committee hearings more than a week ago [BROADCASTING • TELECASTING, April 2].

As TV program fare returned to normal, it was up to Congress and the courts to settle the issues of (1) how far committees could go in exploiting the medium's impact and (2) whether the televising of Congressional hearings invaded a witness' right of privacy.

Preliminary test of Congressional sentiment may come when the Senate takes up a motion of Sen. Harry Cain (R-Wash.) asking that the Senate reconsider contempt citations requested by Senate Crime Investigating Committee Chairman Estes Kefauver of TV-reluctant witnesses, Morris Kleinman and Louis Rothkopf.

There was no doubt, however, that the Senate would eventually vote the citations. Next step in the contempt machinery would be forwarding of all committee records on the hearings in question to U. S. District Attorney George Morris Fay (District of Columbia), who will try to get an indictment and prosecute the cases.

Sen. Cain said he wanted the record that would go before the courts to show that the upper chamber is not unanimous in the matter of testifying before TV cameras. However, Sen. Kefauver said he would oppose the move partly because he thought the cases would bring about a court ruling on the issue "as to just what the powers of Congress are."

In other developments:

New York Judge Samuel S. Leibowitz, who had testified before the committee, urged the legal profession to act in order that "television hearings do not get out of hand." He commended the crime probe on showing the good TV can give "in informing and moulding public opinion" but warned that a time might come "when some inquiring body will go off into a smear campaign."

Rep. Jacob K. Javits (R-Lib. N. Y.), sponsor of a resolution to permit radio-TV coverage of important House sessions, extended his suggestion to the President's

Private Rights Issue Awaits Settlement

news conferences in a speech before the National Paper Trade Assn. at New York's Waldorf-Astoria last Wednesday. He also called for a code of procedure to protect individuals' civil rights at Congressional committee hearings.

Columnist Walter Lippmann suggested that broadcasts and telecasts of investigatory hearings of Congress be prohibited for the time being until a policy can be formulated.

The *Washington Post* editorially requested that the Congress adopt a policy of its own on TV regardless of how the courts treat the issue.

CIO United Auto Workers at its convention in Cleveland proposed government-sponsored telecasts and broadcasts of all public meetings, ranging from Congressional ses-

sions to school board gatherings. A resolution called upon Congress to "build, own and operate nationwide radio broadcast and television networks, possibly with provision for contracting with local radio and TV stations" for radio and TV coverage of all House and Senate sessions in addition to hearings.

Time magazine, sponsor over ABC of the Kefauver committee telecasts, traced the history of how Congressional hearings had opened to the press, to the public, to radio and now finally to TV, as part-answer to the question of whether video is an invasion of privacy of witnesses.

"We are proud to have taken part in the use of television to increase public interest in a news event so important to the country's welfare. And we are grateful for the opportunity it has given us to learn more about this new medium of mass communication," the magazine concluded.

TV AUTHORITY

Skips NLRB Ballot

TELEVISION AUTHORITY last week withdrew its name from the ballot for a forthcoming NLRB union representative election in Hollywood insofar as actors employed by three producer associations are concerned, but will remain on the ballot for those employed by six unaffiliated production companies.

The elections are to decide whether TVA or Screen Actors Guild will represent the actors in films made for television [BROADCASTING • TELECASTING, April 2].

The decision was announced late Tuesday by David Ziskind, TVA attorney at a conference between representatives of the employers, the two unions involved and NLRB Examiner George Yeager on details of the pending elections.

In announcing the decision, TVA pointed out it never sought jurisdiction over actors in motion picture films but felt it should represent actors in TV films, maintaining production of films for TV differs from production of motion picture films for theatrical exhibition.

QUAKER OATS

NBC Dispute Settled

INJUNCTION suit filed in Chicago Federal District Court by Quaker Oats Co., same city, against NBC Tuesday was settled "amicably" out of court Thursday. James M. Best, general counsel for Quaker Oats, planned to ask dismissal of the suit Friday morning, day of continuance set by Judge William J. Campbell.

Quaker Oats brought the injunction suit against the network Tuesday, charging NBC "breached an agreement" concerning telecasting of two network shows sponsored by Quaker Oats on KNBH-TV Los Angeles, the NBC station. The programs involved were the *Gabby Hayes Show* and *Zoo Parade*, aired from 6 to 7 p.m. Pacific time.

NBC allegedly pre-empted the time for another sponsor after giving Quaker Oats sufficient notice of cancellation. Quaker Oats charged that its 13-week contract for each show ran until July 15, and that it was notified only nine days before April 1 that that was the final date for the programs. Quaker Oats alleged that such cancellation required a 30-day notice.

Settlement was arranged by Mr. Best and Tom Compere, Chicago attorney representing NBC. Case was heard Wednesday and continued to Friday.

Quaker Oats President Donald B. Lourie said, "We are pleased, of course, that our disagreement has been settled in a friendly fashion. The shows will continue to be seen and heard Sundays from 6 to 7 p.m."

The *Gabby Hayes Show*, from New York, is sponsored by the oatmeal, Aunt Jemima products and, occasionally, Puffed Wheat and Puffed Rice. *Zoo Parade* is sponsored by the Kennel products, including dog food.

SPOT SALES SPECIALISTS

Joseph Hershey McGillvra, Inc.

PIONEER

RADIO AM-FM-TV REPRESENTATIVES

Chicago—Los Angeles—San Francisco

EXECUTIVE OFFICES—366 MADISON AVENUE, NEW YORK 17

SRT-TV SRT-TV SRT-TV



SRT-TV

INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus
"Careers in Television"

SRT

(School of Radio Technique)

TELEVISION STUDIOS

America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.

SRT-TV SRT-TV SRT-TV

Urge FCC Streamlining

(Continued from page 21)

stood the test of time and local public acceptance."

Mr. Curtis also believed that S 658 prevents such policy making as the Avco rule (since rescinded), and that the portion dealing with revocation of licenses was more acceptable than the present law.

As final witness, Mr. Brown took the stand to speak extemporaneously—a move that several Committee members questioned, particularly Rep. Wolverton. The ranking minority member pointed to the procedure that required prepared statements to be submitted in advance to allow the Committee and its staff to fully analyze same.

Mr. Brown held that Sec. 10 of the McFarland Bill, which would amend Sec. 311 of the Communications Act (which allows the FCC to refuse a license or permit to those whose license has been revoked by a court under Sec. 311) is not comprehensive enough. He said that elimination of portions in the Act's original text left the Commission with no way "to punish" anti-trust violators.

Close to "Borderline"

Mr. Brown has long maintained that a station, whether independent or network affiliated, should be allowed to pick up a network program of an advertiser, if that sponsor is agreeable. Accordingly, he told the committee that networks have been close to the "borderline of anti-trust and restraint of trade."

The witness brought into the committee record an April 4 speech of Rep. Harry R. Sheppard (D-Calif.) on the House floor in which the Congressman flayed alleged monopolistic and restraint of trade practices by the four major networks. Rep. Sheppard's attack included copies of a WSAY complaint to the FCC, following failure of that Rochester station, an independent, to get ABC permission to pick up audio portions of the ABC telecasts from the Kefauver crime hearings last month.

Rep. Sheppard has a bill in the current Congress which would have networks licensed by the FCC [BROADCASTING • TELECASTING, Jan. 8].

Mr. Brown told the Committee Thursday that the sponsor, who pays for talent, time and other expenses, should have a prerogative as to the stations carrying the program, but that networks limited this choice.

Rep. James I. Dolliver (R-Iowa) said that this appeared to be within the limitations of a contract between advertiser and network. Rep. F. Ertel Carlyle (D-N. C.) also offered that a sponsor, desiring to program on a particular station, could contract with a separate outlet.

Also introduced into the hearing record were communications supporting the McFarland Bill from the Colorado Broadcasters Assn. and MBS.

Film Report

ANIMATION HOUSE, New York, is employing a "highly different" cartoon style in two series of 20-second and one minute commercials now in production for The Buffalo Savings Bank through John Muir & Co. Cartoons will be drawn with a thin, clean ultra-simple line. Edwin Rehberg, president of the production firm, declares that "this style will make for added interest, plus enhanced sponsor identification."

* * *

FRANK WISBAR PRODUCTIONS Inc., Los Angeles, is moving to new studios and offices at Eagle-Lion Studios, 7324 Santa Monica Blvd. This week, firm begins producing first six of new *Fireside Theatre* film series for Procter & Gamble. President Frank Wisbar is production director.

* * *

ALEXANDER PRODUCTIONS Inc. has sold a group of 13 independently-produced British feature movies to KECA-TV Los Angeles for first U. S. telecasts on *Chevrolet Triple Feature Theatre*.

* * *

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, has completed five one-minute TV commercials for *DeSoto*, combining animation and live action, through BBDO, New York.

MET'S TV PLAN

Sponsorship Prospects Seen

AT LEAST four offers of sponsorship reportedly were received last week within 36 hours after the Metropolitan Opera, New York, announced creation of a television department to prepare special productions for TV.

Rudolf Bing, general manager of the Metropolitan, said details of the TV department remain to be worked out, but that he hoped it would be in operation next season. The productions will be designed for studio performance and will be offered for sponsorship, he said, with the William Morris office handling the sales.

Identities of the four prospective sponsors were not disclosed.

Mr. Bing said the Met's entrance into TV was not for the possible revenue alone, but also to get in on the ground floor of the visual medium and perhaps take a leading position in the field. The Met recognizes, he said, that television as a new mass medium "has come to stay."

Herbert Graf, formerly with NBC but for several years a stage director at the Metropolitan, was appointed one of the heads of the new TV department, along with Reginald Allen and John Gutman, administrative assistants to Mr. Bing.

NITETIME
71%
SETS IN USE!

WTUV
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
**S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami**

WTUV
CHANNEL 4 MIAMI

BY A
FULL TIME
**TELEVISION
STATION**

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI
WTUV
REPRESENTED BY
FREE & PETERS

DAYTIME
32%
SETS IN USE!

WTUV
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
**S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami**

WTUV
CHANNEL 4 MIAMI

BY A
FULL TIME
**TELEVISION
STATION**

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI
WTUV
REPRESENTED BY
FREE & PETERS

The Man Fellows

(Continued from page 18)

that talent in the big fourth-floor office he will occupy at NARTB headquarters.

The new president would rather laugh than fight—much rather. He probably spends more time chuckling and smiling than anyone you can think of offhand. But he's human, too, and can get royally irked when things go wrong.

Those who have been around Mr. Fellows can supply legends by the dozen. He can take an after-dinner story or two, or three or more, and keep a roomful of cronies or an auditorium full of strangers laughing and half-strangling for hours.

He can form a barbershop quartet out of partially tone-deaf buddies and emerge with harmonies than lend new charm to the soothing strains of Sweet Adeline.

Secret is Leadership

Call it charm or call it personality. Call it anything, but put it under the microscope and the secret is revealed as leadership.

The first time he went on the radio, back in 1928, he wasn't quite sure what he was supposed to do on behalf of a WEEI paint sponsor. What did he do? He just talked, and a very ordinary amateur show became a somewhat extraordinary production. Before he could decide just what had happened he found himself serving the Harry

M. Frost agency as Boston's first radio director.

That knack of keeping a crowd entertained didn't just accumulate. Instead it was acquired through years of barnstorming around New England's cities—and villages, too. After quitting New York U. because he wearied of working on the *Tribune* all day, attending classes all evening and studying half the night, he had returned to his native Haverhill, Mass., to go into the beef-selling business.

Three decades later Harold Fellows still can come up with the biggest, tenderest and juiciest steaks in Boston. Generally these culinary treats will be unveiled in a back-street eatery known only to the local gourmets.

Having deserted New York for familiar Yankee territory, he not only got a job—he mustered the courage of his 20 years and married Janet Edgerly, his Haverhill sweetheart. The Fellows now have two daughters and five grandchildren.

After a day of beef selling, Harold generally took a vocal trio on jobs all over Massachusetts, and later all over New England. On one of these assignments he discovered that people liked to hear him talk.

So he gave up the trio and started talking every evening at banquets and meetings—for pay. He was such a hit that he had to give up beef selling because there were few chances to get more than a few brief hours of sleep. Besides, talking and monologues paid better.

That, roughly, is the type of man WEEI picked in 1932 to be assistant general manager and commercial manager. In a year the station had nearly doubled its billings. At the same time WEEI had become civic and education minded, a policy that still is enforced.

Fellows Named

When CBS leased the station from Boston Edison Co. in 1936, Mr. Fellows was appointed general manager. The station continued to increase its place in the community's life as Mr. Fellows tried new program and operating ideas.

He has served his industry many times, including a 1947-50 term on the NAB board. As a director he served on the board's Finance Committee, learning the details of NAB's operations and finances. He served, too, on NAB's Public Relations Committee and helped develop and promote the Standards of Practice.

Here is a list of his civic and business connections: president, Radio Executives Club of Boston; chairman, Massachusetts State Broadcasters Committee; member, Executive Committee, National Conference of Christians & Jews; past president, Boston Ad Club; director, Boston Better Business Bureau; vice president, Boston C. of C.; member, Advertising Committee, U. S. C. of C.; member, American Red Cross and Community Chest publicity committees; member Advisory Board, Simmons

1893 Andrew W. Bennett 1951

ANDREW W. BENNETT, 58, veteran radio attorney and identified with original litigation resulting in the ASCAP anti-trust decrees, died



Mr. Bennett

last Tuesday at Stuart Fla., following a long illness. Funeral services were to be held in Washington Saturday with interment at Ft. Lincoln Cemetery there.

Until about a year ago active in his own private radio practice in Washington, Mr. Bennett in 1939-40 had been special

College; member, executive committee, Boston Civic Progress Committee; member, New England Committee of National Planning Assn.; member, publicity committee, New England Council; member, Boston and Massachusetts Civil Defense committees.

How did he become so active, and so prominent? Once he summarized it this way, well over a decade ago:

Potato fields . . . small town shoe stores . . . three colleges . . . one newspaper . . . show business and three advertising agencies constitute the only plausible background I have to justify my being in radio.

The potato fields taught me that there's a lot of dirt in this world; the small town shoe stores that people expect a lot for their money; the three colleges (well, let's skip it); the newspaper, to sit up nights; show business, to fight for a spot on the bill; and the agencies that you can't buy yachts with blue sky and promises.

That's the Harold Fellows background. He's tackled some rough tasks in his time. Next June 4 he'll hit the roughest of them all.

He knows what's coming, and he'll be ready. Actually, he's ready right now. He has a formula—yes, the same one: "Whatever I've got I'll give to the job." That goes too, for his fishing, his story-telling and all his other activities.

copyright counsel to NAB. For a time in 1945-46 he was associated in practice with John F. Claggett radio attorney.

Mr. Bennett was born Feb. 17, 1893, at Washington. He studied law at Georgetown U., being given degrees of Master of Laws and Master of Patent Laws in 1916. From 1916-18 he engaged in special war work for the British Embassy, later becoming attorney for Office of U. S. Alien Property Custodian. In 1920 he began practice before government departments, part of which included five months in Bulgaria and southeastern Europe on claims cases.

From 1926-31 Mr. Bennett was assistant attorney for United Fruit Co., advising on legal matters including radio communication and phases of anti-trust laws. From 1931-34 he was attorney for Reconstruction Finance Corp., in the latter year joining the Dept. of Justice as special assistant to attorney general in anti-trust matters.

It was at this time that his work in the music copyright field began. Some of his anti-trust work also related to the movie field.

On leaving Justice Dept. about 1939 Mr. Bennett for a time was special assistant to the attorney general of Florida in defense of state "anti-ASCAP" legislation, supported by local broadcasters.

Mr. Bennett is survived by his wife, Lucy, and two daughters, Mrs. Bruce Langdon of Ordeal, N. J., and Mrs. Richard A. Powell of Joliet, Ill.

Guy A. Moffett

GUY A. MOFFETT, 50, assistant manager of engineering, General Electric's Control Div., Schenectady, N. Y., died March 27 after a short illness. He had been with GE for nearly 27 years. Mr. Moffett was a member of the American Institute of Electrical Engineers and the Assn. of Iron and Steel Engineers.

Advertisers frequently
consider shifts

in media. Your
advertising in

Printers' Ink
strengthens your

"consumer franchise"

with the leading

buyers of

advertising and
so keeps them
sold on you.

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

Jackson, which ranks 115th in the nation in population, ranks 68th in family spendable income. One sure way to reach these prosperous families is through WJDX . . . the Voice of Mississippi."

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERRY CO.

WEATHER CONTEST

WHBC Canton, Ohio, *Mercury Magic*, started April 2, Mon. through Fri. 8:50 a.m., sponsored by Acme Dairy, Agency: Decker Adv., Canton. Listeners try to predict temperature before weatherman, with prize being awarded by dairy to winners. Contestants are given cards to fill out with their predictions for Monday through Friday, they also send in their "... et gripe ...". Awards consist of dairy products from sponsor.

TANDOUT PROMOTION

WCCO Minneapolis sending trade and advertisers sky blue brochure with picture of photographer focusing camera, which is headed "Take second look!" Small note attached from general manager of station reports "... WCCO shows up against television (and against radio competition)." Inside has man taking picture of large group, but only one person is seen through round glass. It is headed: "Most of them are out of the picture." Effects on coverage and listening audience also are given.

BASKETBALL WINNERS

SOY Decatur, Ill., had three champions during the 97 basketball games broadcast this year. Station carried games of Decatur High School, which tied for its conference championship, James Millin U., which won a conference championship and played in the AIB tournament, and U. of Illinois, which won its conference championship and played in the CAA tournament.

CRIME SHOW

PIX (TV) New York *Exclusive Crime Clues*, started April 2, Mon. 8:30-9 p.m., weekly interview program featuring Harry Brundidge, veteran crime reporter and Kefauver New York hearings commentator. Show will "bring leading figures in police and crime news to the television screen." The opening format will be roundtable on Kefauver hearings, with emphasis on their nationwide significance.

programs promotion premiums



NBC POPULATION COVERAGE

MAP and market data on NBC-TV network being distributed to advertisers and agencies show 61% of the country's population, 149,105,500 persons (42,843,800 families) within range of NBC's video programs. Dual map shows NBC-TV coverage story on geographical basis of 1/10th millivolt signal intensity contour line for stations and proportion of families in each state within service range of NBC's TV affiliates. All data is calculated on network basis, with overlap coverage credited only once, to station with stronger signal.

HOSPITAL MUSIC SHOW

WMCA New York, *Mental Hospital Guild Show*, musical series, started April 1, Sun., 8:30-9 p.m., direct from Brooklyn State Hospital, which treats over 3,500 veterans and civilians. Performers include patients as well as students of Julliard School of Music. Emcee is Gerald Kearney, board chairman of the Mental Hospital Guild, charitable organization providing a variety of rehabilitation services, which sponsors the series.

KEEPING THE BOYS HAPPY

HAPPY exchange has been worked out by KNUJ New Ulm, Minn., and WOOF Dotham, Ala. When the 47th Viking division of the National Guard left New Ulm area for Camp Rucker, near Dotham, KNUJ's program director, Wip Robinson, planned musical request and dedication show which would follow division to camp. Listeners to Rucker Request on KNUJ send in dedications and song requests, which are forwarded to WOOF, where they are played locally for soldiers. KNUJ officials think idea can be worked out by many stations wishing to "follow the boys."

LONG DISTANCE BASKETBALL

WIRL Peoria has laid claim "to one of the longest direct remote broadcasts, in terms of miles, ever undertaken by an individual station," by broadcasting Bradley U.'s basketball game from Hawaii. Station used 2,000 miles of cable from Peoria to San Francisco and 2,400 miles of short wave transmission from San Francisco to Honolulu. Four local firms sponsored series. School was participating in tournament March 13-15.

JAPANESE VISITORS

WGAY Silver Spring, Md., *Community Reporter*, 12 noon, March 26, interviewed for what is reported the first time in this country six officials from Japan visiting the U.S. The officials are here to study municipal government. Following broadcast they visited Rockville, Md., where they spent afternoon with city officials.

AGENCY PROMOTION

EARLE LUDGIN Agency, Chicago, in second of series of full-page advertisements in Chicago *Tribune* last Tuesday, outlined its television activity. Three shows stressed in copy were *Penthouse Party*, sponsored by Shinola and *Rit* on 34 ABC-TV stations; *What's My Line*, sponsored by Stopette deodorant on CBS-TV and *Stud's Place*, sponsored by McLaughlin's Manor House coffee on WENR-TV Chicago and aired on the ABC-TV network. Agency, which started series of self-promotion advertisements with one headed "We're Tired of Being the Agency Only Agency Men Know About," expects to establish its name among prospective clients and to attract clients who are changing agencies.

WINDOW PLUG

WOOD Grand Rapids, Mich., using point of sales displays in local drug and grocery stores throughout area. Displays, measuring 4x2x3 feet, are built with wide platform for arrangement of packaged merchandise. Photo frame with glass is open at top so picture of radio personality can be dropped into place. Cards describe radio star and time program can be heard.

TRANSIT PROMOTION

WLAW Lawrence, Mass., using car cards on buses of Massachusetts Northeastern Transportation Co. which serves commuters in two states. Cards feature eight of station's top stars. They are headed "Variety is the spice of ... WLAW program." Piece is aimed at thousands of new listeners that will be in New England during summer months on vacations.

AUDIENCE BROCHURE

WGAR Cleveland sending trade and advertisers red and white brochure on "How many families does your advertising dollar actually buy?" Inside has large chart giving data on homes reached during day by station, based on recent survey. Back gives information on families reached for the cheapest price by WGAR.

MIAMI SPREAD

WTVJ (TV) Miami scheduled 15 page supplement in *Miami Daily News* March 27. Titled "Television Shows the Way," section covered development of WTVJ during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplement on all shows to insure wide distribution. WTVJ also had race named after it at Gulfstream Park March 28. "WTVJ Handicap" was another celebration of WTVJ's second anniversary week.

HOOP STARS

WCSC Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE

Are An **IDEAL, LOW COST** Sales Promotion For Radiomen



An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION	
Dept. AL, Midland, Mich.	
Please send free samples and full information about "window-back" Sight Savers.	
Name
Company
Address
City	State

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

experienced sales
personnel will sell community
programs throughout
your coverage area

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

L. N. ANDERSON, vice president The Commercial Cable Co., elected vice president All America Cables & Radio Inc., N. Y. He will handle personnel departments of The Commercial Cable Co., All America Cable & Radio Inc. and American Cable & Radio Corp.

WALLACE STONE, manager KILQ Grand Forks, N. D., to Standard Radio



Mr. Stone

FRED J. SCHAEFER appointed executive secretary Films of the Nations Distributors Inc., N. Y.

GEORGE SCHWARTZ, branch manager Universal Pictures, opening his own independent film exchange. He will handle foreign language and art cinema in Philadelphia.

MILES HEBERER resigns as director of New York State Radio Bureau, effective April 15. He has announced no future plans. He formerly was in NBC public service department.

REYNOLDS PRODUCTIONS, Beverly Hills, Calif. (program packager), acquires exclusive radio national sales rights to *Adventures of Robin Hood*. **MORT PINE** and **DAVE FRIEDKIN** are program writers.

RICHARD GEDNEY appointed western sales representative for United Artists, N. Y. He will handle TV sales program.

WLBH

MATTOON CHARLESTON
(20,000 pop.) (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.

allied arts



FANCHON & MARCO Television Productions formed in L. A. by Fanchon & Marco, theatre chain operator, for production and packaging of TV programs for national distribution. **JEFFREY LAZARUS** named manager. New office has approximately 40 story ideas under consideration, first of which has tentative title, *Join Fanchon & Marco—and See the World*. William Morris Agency Inc. named to represent firm.

CHARLES MICHELSON Inc., N. Y., transcription firm, moves to new and larger offices at 15 W. 47th St.

ANDY WISWELL, vice president in charge of recording Muzak, N. Y., and **LES BIEBL**, Associated Program Service, N. Y., are co-writers of "Recipe for Happiness," theme for new APS woman's program, *Recipe for Happiness*, released April 5. Hollis Music Inc., N. Y., is publisher.

FUERST, STRADLEY PRODUCTIONS announces opening of new offices at 618 Lexington Ave., N. Y., telephone Plaza 3-7772. Firm produces radio and TV programs and film, along with motion picture short subjects.

ABC and **NBC** have signed agreements with **A. C. NIELSEN CO.** for National Nielsen Radio Index service at substantially higher rate schedule already in effect with CBS and MBS under agreements concluded with those networks. NBC contract, last one signed, is for shorter term than those set with other networks, which run for more than two years.

LOU RONDER, assistant program director and production manager WCFL Chicago, resigned to devote more time to his company, Boulevard Production Services. He will work also with Musician **BILL WALKER** and Announcer **BILL HAMILTON** in a new package concern, Avenue Productions.

Equipment . . .

W. A. WEISS appointed manager new radio receiving tube plant Sylvania Electric Products, Burlington, Iowa. He was manager of Sylvania receiving tube plant in Emporium, Pa.

BENJAMIN ABRAMS, president Emerson Radio & Phonograph Corp., N. Y., named chairman of Greater New York Committee for State of Israel Bond Issue.

GATES RADIO Co., Quincy, Ill., announces new company transmitter accessories and parts catalog, now available to those writing company. Book covers open wire transmission line equipment, meter switches, relays and many other parts.

JACK PEGLER and **F. G. BACK**, officers Television Zoomar Corp., N. Y., have returned to this country after attending Inter-American Assn. of Broadcasters convention in Sao Paulo, Brazil.

CROSLEY Division of Avco Mfg. Corp. announces sales operations of Phila. regional office will be transferred to N. Y.

GENERAL ELECTRIC announces new professional tone arm FA-21-A. Transcription arm is made for lateral tran-

scriptions and recordings. It has been reduced to ultimate point through functional design and use of magnesium alloy for moving parts, firm reports.

W. B. WHALLEY, engineering specialist Sylvania Electric Products, N. Y., appointed adjunct professor of electrical engineering for Institute of Brooklyn "In recognition of his professional standing and . . . distinguished experience in the electrical and electronic fields." Mr. Whalley, former assistant professor of engineering physics at Cornell U., earlier was associated with the Radio Valve Co. of Toronto, RCA Mfg. Co., and RCA Labs.

Technical . . .

RONALD PANTON, KDON Salinas; **FREDERICK C. JOHNSTONE**, KLOK San Jose; and **ORRIS ADIN**, Mountain States Telephone & Telegraph Co., all to KCBS San Francisco engineering staff.

EDMUND J. SMITH, chief studio engineer, and **LOUISE MOSIMANN**, bookkeeper WTMA Charleston, S. C., announce their marriage.

ROBERT HIBBARD, assistant operations director WGN-TV Chicago, named acting director of operations replacing **VERNON R. BROOKS**, resigned.

Strictly Business

(Continued from page 10)

representative field. Mr. Wise took this advice, visited all the radio representatives and decided that of all of them he would like to work for Hollingbery. Mr. Hollingbery felt differently about the prospect.

While pondering this unfortunate situation and considering a return to the *Tribune*, Mr. Wise and Grace Picton decided to get married and went to Mexico City for their honeymoon. During that time he wrote Mr. Hollingbery, told him he agreed with him and that it would not be fair to inflict himself

upon his organization. In the next mail a reply came from the head of that firm telling him to report to work as soon as possible.

The arrangement seems to have worked out well for both parties concerned. Harry Wise joined the firm's Chicago office at that time. A year and one-half later he was sent to Los Angeles to open the company's first office there. The following year he opened the San Francisco office. Since the opening of the first West Coast branch the number of stations the firm represents in that area has been increased from one to 12.

Born in Chicago in 1919, Harry was one of a family of three children. Following elementary schools in that city, he graduated from high school in 1937. From there he went to Northwestern. He received his applied advertising experience working summers and during his senior year after classes from six to midnight at the *Tribune*. In 1941, during his last year there, he left to join the Air Corps. The next four years were spent as a pilot flying bombers in the South Pacific. Out with the rank of captain in 1945, he decided to stay in the air on the ground and went into radio.

Pasadena Home

The Wises make their home in Pasadena. Important but noisy supplements to the duet are Harry Hannon Wise, III, called Hannon 3½; and Sally, 2½.

When his spare time isn't taken up caring for the lawn and his pet rosebushes, Harry Wise plays golf. One night a week he puts in time at the Pasadena Filter Center, the local Aircraft Warning Service.

Clubwise, he's a member of the Big 10 Assn., University Club and National Assn. of Radio Station Representatives, of which he is Los Angeles chairman for the coming year.

CBS Leases

CBS has taken a five-year lease on the 964-seat Guild Theatre, 6126 Hollywood Blvd., from Fox West Coast theatres. The lease provides CBS can cancel after three years on a "buy out" payment penalty.

Langendorf OLD FRIEND

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

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

'Voice' Slash

(Continued from page 34)

struction program. Projects embrace "four double very high powered shortwave stations" in the U. S. and "nine overseas medium wave relay stations."

Secretary Barrett testified that the plan has been approved by the National Security Council and reflects the study of numerous scientists. [BROADCASTING • TELECASTING, March 26].

Mr. Kohler cited the mission undertaken by Mr. Shouse to relay cases, and stated that as a result of this cooperation, "we envisage the establishment of a programming operation at the relay base in Munich during the coming year which will supplement and fit it with our direct programming out of our studios in New York." The commercial radio industry has cooperated fully on development of Voice plans, he added.

Curtain Antennas

George Herrick, chief of the NBC facilities branch, testified that 10 curtain antennas will be constructed and installed by this September, with engineering tests scheduled to start about July 1.

As to Soviet jamming, Mr. Kohler declared that "if the Soviet Union went all out they could practically destroy telecommunication in the world," not alone broadcasting, and "we must recognize the fact that we are engaged in an electromagnetic war." He also cited U. S. protests in the United Nations against Russian jamming maneuvers, as well as before the International Telecommunications Union in 1947 and in recent years. Sen. Benton's warning against undercutting of the Voice came last Tuesday. He reminded that, while he had proposed an exploration of methods for more efficient Voice operation (including removal from the department to a separate agency), he never suggested paring its funds. He stated:

"I have been critical chiefly of the fact that their sights still are not high enough, which may be due to their location within the (State) department."

ment. . . . To slash the Voice program at just the time when its many friends feel it is on the way to getting the frog out of its throat would be extremely unwise. . . . I have found it an increasingly skillful and militant operation. . . .

Mr. Stassen's comments were issued during an exchange with Secretary Barrett. He cited testimony by notable military authorities and others, advocating establishment of a separate agency for the Voice. Mr. Stassen expressed belief that the Voice could obtain fivefold its requested sum if it were to function as a separate department, and also be freed of the complications arising from State Dept. foreign policy.

Secretary Barrett, in turn, said the Advisory Commission had recommended that "on balance" the function would best remain within the department. He noted that the State Dept. has the always current advice of U. S. embassy officials abroad and felt the radio arm is an integral part of American foreign policy. He corrected Mr. Stassen at one point claiming that, while top military authorities had urged the program be expanded, they had not necessarily proposed removal of the Voice from the department.

LESTER LOUCKS

Well-Known Musician, Dies

LESTER K. LOUCKS, 63, York, Pa., brother of Philip G. Loucks, former NAB managing director and radio attorney, died April 1. Mr. Loucks suffered a heart attack while in church. He also is the brother of Myles Loucks, one-time managing director of FM Broadcasters Inc., which was absorbed into NAB in the middle '40's.

Mr. Loucks was director of the Spring Garden Band, of York, which recorded an album of march tunes for RCA-Victor last year. WSBA York broadcast a special memorial program April 1 to Mr. Loucks, playing some of the recordings he made. Burial services were held in York Thursday.

W. E. BEAKES

Radio Pioneer, Dies at 70

WILLIAM E. BEAKES, 70, former president of the Tropical Radio Telegraph Co., and a radio pioneer, died in Miami, Fla., March 30. In 1941, he received the Marconi Wireless Pioneer Medal of the Veteran Wireless Operators Assn. for outstanding pioneering in radio in the North Atlantic and tropical zones.

Born in Newburgh, N. Y., Mr. Beakes, shortly after 1900 took part in the first transmission of radio telegraph signals across the North Atlantic.

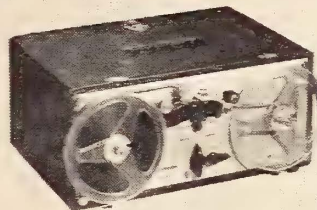
Mr. Beakes served on a communications advisory committee to the Defense Communications Board. He is survived by his widow, Mrs. Mary H. Beakes.



HE CHOSE

Magnecorder

THE FIRST CHOICE OF RADIO ENGINEERS



FLEXIBILITY

In rack or console, or in its really portable cases, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3 3/4", 7 1/2", 15") if preferred.

FIDELITY

Lifelike tone quality, low distortion meet N.A.B. standards — and at a moderate price! PT63 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.



FEATURES

PT7 accommodates 10 1/2" reels and offers 3 heads, positive timing and push-button control. PT7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecorder line — PT6, PT63 and PT7.



WRITE FOR NEW CATALOG

Magnecord, Inc., Dept. B-4
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord Equipment.

Name.....
Address.....
City.....Zone.....State.....

Magnecord, INC.

360 NORTH MICHIGAN AVE
CHICAGO 1, ILLINOIS

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

March 29 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Consolidated

Capital Radio Enterprises, Sacramento, Calif.—Consolidated for hearing application of Capitol Radio Enterprises for CP for new AM station on 1380 kc 1 kw D DA with that of Radio California, seeking Sacramento station on 1380 kc 500 w D, on which hearing is scheduled for May 2 at Washington.

Petition Denied

Charles H. Chamberlain, Bellefontaine, Ohio—By order, denied petition requesting leave to amend, reconsideration, and grant of application for CP new AM station on 1390 kc 500 w D, and scheduled hearing at Washington on May 25.

March 29 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

KGPH Flagstaff, Ariz.—CP to change from 1230 kc 1 kw-D 250 w-N to 1420 kc 1 kw-D 500 w-N and install new trans.

AM—1090 kc

KGRH Fayetteville, Ark.—CP to change from 1450 kc 250 w unl. to 1090 kc 50 kw unl. DA-N and change trans. location.

Modification of License

WFYC Alma, Mich.—Mod. license to change name of licensee from Alma Bestg. Co. Inc. to WFYC Inc.

License for CP

KNEB Scottsbluff, Neb.—License for CP to change frequency, power, hours operation and install DA-D-N.

KNPT Newport, Ore.—License for CP to change frequency, increase power, install new trans. and DA-N.

KWIE Kennewick, Wash.—License for CP to change frequency, power, install new trans. and DA-N etc.

WARL-FM Arlington, Va.—License for CP new FM station.

WMCR (FM) Kalamazoo, Mich.—License for CP non-commercial educational FM station.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

WLOK-FM Lima, Ohio—Same.

WIUC Urbana, Ill.—Mod. CP for changes in non-commercial educational FM station for extension of completion date.

WFPL Louisville, Ky.—Same.

APPLICATIONS RETURNED

KWEM West Memphis, Ark.—RETURNED application for mod. license

fcc actions



MARCH 29 TO APRIL 5

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
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

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

to change hours of operation from daytime to specified hours, 5:30 a.m. to 7:15 p.m.

March 30 Decisions . . .

BY THE COMMISSION
Extension of Authority

WIBK Knoxville, Tenn.—Granted extension of temporary authority to operate WIBK until June 29, and provided that WIBK may make application for further extension of temporary authorization upon a showing that it is proceeding diligently in the prosecution of its appeal from the Commission's decision of Aug. 11, 1949, denying license to operate AM station WIBK and construction permit for a new Class B FM station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

KIMP Mt. Pleasant, Tex.—CP to change from 1 kw D to 1 kw-D 500 w-N DA-N on 960 kc.

Modification of CP

WHP Harrisburg, Pa.—Mod. CP change frequency, power, etc. for extension of completion date.

KPFA (FM) Berkeley, Calif.—Mod. CP to change class of station from A to B, change frequency, trans. site, studio location, ERP etc.

License Renewal

Following stations request renewal of license: KTIM San Rafael, Calif.; KSCO

Santa Cruz, Calif.; WDWD Dawson, Ga.; KNMC Moberly, Mo.; WWOL Buffalo, N. Y.; WABZ Albermarle, N. C.; WEEB Southern Pines, N. C.; WCMW Canton, Ohio; WPTW Piqua, Ohio; WWSO Springfield, Ohio; WIBG Philadelphia; WENA Bayamon, P. R.; KLIF Oak Cliff, Tex.; KIIWW San Antonio, Tex.; KTER Terrell, Tex.

License for CP

WDAE-FM Tampa, Fla.—License for CP new FM station.

WLEE-FM Richmond, Va.—License for CP new FM station.

APPLICATIONS RETURNED

WACR Columbus, Miss.—RETURNED application for renewal of license.

KPUG Bellingham, Wash.—RETURNED application for renewal of license.

APPLICATION DISMISSED

Clarksdale Bestg. Co., Clarksdale, Miss.—DISMISSED application for CP new AM station on 1230 kc 250 w unl.

April 2 Decisions . . .

BY THE COMMISSION

Extension of License

KQ2XBB Detroit, Mich.—Granted temporary extension of license of experimental TV station to June 1.

Modification of CP

WJPR Greenville, Miss.—Granted mod. CP to change trans. location, ant. system and type of trans.

BY THE SECRETARY

WWWR Russellville, Ala.—Granted CP to install new trans.

WGAL Lancaster, Pa.—Granted CP to install new trans.; cond.

WFYC Alma, Mich.—Granted mod. license to change name of licensee to WFYC Inc.; cond.

Following were granted extension of completion dates as follows: KOB-TV Albuquerque to 7-1-51; WENE Endicott, N. Y. to 5-12-51; cond.; WAO Chatanooga to 7-4-51; WPTF Raleigh, N. C. to 11-1-51; WTTV Bloomington, Ind. to 7-1-51; KACE Dallas, Tex. to 12-30-51; KJCF Festus, Mo. to 4-25-51; WHP Harrisburg, Pa. to 6-2-51; WCAP Lowell, Mass. to 6-1-51; WJSW-FM Altoona, Pa. to 6-9-51; WLAN-FM Lancaster, Pa. to 10-13-51; WJBY-FM Gadsden, Ala. to 10-15-51; WAFM Birmingham, Ala. to 6-15-51; WGAL-FM Lancaster, Pa. to 11-1-51; WIUC Urbana, Ill. to 8-15-51; WFPL Louisville, Ky. to 6-18-51; WCUM-FM Cumberland, Md. to 6-13-51; cond.; WEGG Moorefield, W. Va. to 1-1-52; WGBS-FM Miami, Fla. to 7-12-51.

WCHV Charlottesville, Va.—Granted license for move of aux. trans. to present location of main trans. 1240 kc 250 w for aux. purposes only.

KFXD Nampa, Ida.—Granted license for installation new trans. and changes in trans. equipment.

Fort Bend Bestg. Co., Rosenberg, Tex.—Granted license new remote pickup KA-7826.

Northeast Iowa Radio Corp., Oelwein, Iowa—Same KA-7319.

Donald C. Treloar, Kalispell, Mont.—Same KA-8341.

KSON San Diego, Calif.—Granted CP to install new vertical ant. and ground system.

WHJC Matewan, W. Va.—Granted mod. CP for approval of ant. trans. and studio location.

William N. Greer, St. Thomas, V. I.—Granted CP's and licenses new remote pickups KA-8565, KA-8566.

KBIS Bakersfield, Calif.—Granted license new AM station 970 kc 1 kw DA-2 unl.; cond.

WAAA Winston Salem, N. C.—

Granted license new AM station 980 kc 1 kw D.

WEVC Evansville, Ind.—Granted license new noncommercial educational FM station; 91.5 mc, 1.9 kw 106 ft. ant.

WKYC Paducah, Ky.—Granted license for change in existing FM station 93.3 mc 31 kw 380 ft. ant.

Hildreth & Rogers Co., Lawrence, Mass.—Granted CP for new FM station KCB-44.

WLAP-FM Lexington, Ky.—Granted license new FM station Ch. 233 (94. mc) 3.5 kw ant. 320 ft.

WJBC-FM Bloomington, Ill.—Granted license new FM station Ch. 268 (101. mc) 15.5 kw ant. 425 ft.

KFCA Phoenix, Ariz.—Granted license new noncommercial educational FM station Ch. 203 (88.5 mc) 10 w.

WBEJ Elizabethton, Tenn.—Granted license for change in trans. location Mount Mitchell Bstrs. Inc., Clingman's Peak, N. C.—Granted CP's for new remote pickups KID-444, KID-445.

Crosley Bestg. Corp., Cincinnati, Ohio—Granted mod. license to change frequencies to 1606, 2074, 2102, 2758 kc for KA-4721.

ACTION ON MOTIONS

By Comr. Robert F. Jones

WJVA South Bend, Ind.—On Commission's own motion, hearing continued in proceeding upon application of WJVA from April 12 to May 1 a South Bend.

Sky Way Bestg. Corp., Columbus, Ohio—Granted petition for extension of time to April 9 in which to file reply brief to general counsel's exceptions to initial decision issued in proceeding upon application and that of Stephen H. Kovalan, Wellston, Ohio.

Central Ohio Bestg. Co., Galion, Ohio—Dismissed as moot petitions of Jan. 16, 23, and March 6, 1950 for leave to amend application since materials under consideration were inadequate as filed; petition to amend so as to reduce power at night from 1 kw to 500 w was accepted on 3/16/51, thereby rendering the material under consideration as moot.

By Examiner J. D. Bond

Circle Bestg. Corp., Hollywood, Fla.—Granted petition for continuance of hearing from April 3 to May 23 in Washington in proceeding upon application.

By Examiner Basil P. Cooper

WISE Asheville, N. C.—Granted motion for leave to amend application to change from 1230 kc 250 w unl. to 1310 kc 5 kw-D 1 kw-N in lieu of 680 kc 1 kw unl. as originally requested. Application, as amended, was removed from hearing docket.

By Examiner Leo Resnick

WINS New York—It appearing that it would be to mutual advantage of applicant, hearing examiner and Commission counsel to continue the hearing upon application of WINS for extension of completion date, ordered that hearing be continued from April 16 to April 30, 1951 in Washington.

KLOK San Jose, Calif.—Granted petition for advancement of hearing from April 30 to April 23, 1951, in Washington, in proceeding upon its application for CP and that of KCBQ San Diego, Calif. for mod. license.

Hawthorn Bestg. Co., St. Louis, Mo.—Dismissed as moot petition for continuance of hearing, presently scheduled to commence on April 3, in proceeding upon application and that of Hirsch Communication Engineering Corp., Sparta, Ill.

By Examiner Fanny N. Litvin

WCOC Meridian, Miss.—Granted pe-

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on requesting acceptance by Com-
mission of its untimely-filed appearance
proceeding upon application of
CN Blytheville, Ark.

By Examiner J. D. Cunningham
Prairie Bestg. Co., Inc., Beaver Dam,
s.—Granted petition for continuance
hearing from April 2 to May 3 in
Washington in proceeding upon its ap-
plication.

By the Secretary

n the matter of a new policy on
ensing of relay stations in the In-
trial and Land Transportation Radio
vices, Rules Parts 11 and 16, respec-
tely. Ordered that time for filing
ly comments or briefs in this pro-

ceeding be extended from April 2 to
April 16.

By Examiner Jack P. Blume

KFAB Bestg. Co., Omaha, Neb.—
Granted petition for extension of time
to April 16 in which to file an opposi-
tion to motion of KXLA Pasadena,
Calif., for leave to amend and hold
record open in proceeding upon appli-
cation of KXLA for mod. license and
in re order to show cause directed
against KXLA.

April 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCSJ Pueblo, Calif.—Mod. license to
change from DA-N to DA-DN on 590
kc.

License Renewal

Following stations request renewal of
license: KVSM San Mateo, Calif.;
WLCR Torrington, Conn.; WCNV Crest-
view, Fla. (resubmitted); WJVB Jack-
sonville Beach, Fla.; WJJD Chicago
(aux.); WPEO Peoria, Ill.; WIBC In-
dianapolis, Ind.; KSWI Council Bluffs,
Iowa; KIND Independence, Kan.;

WMRP Flint, Mich. (resubmitted);
WXRA Kenmore, N. Y.; WMAP Mon-
roe, N. C.; WJMO Cleveland, Ohio;
WBUT Butler, Pa. (resubmitted);
KHBR Hillsboro, Tex.; KING Seattle,
Wash. (aux.).

APPLICATIONS RETURNED

WMUS Muskegon, Mich.—RETURN-
ED application for renewal of license.
WSHB Stillwater, Minn.—Same.
WRIB Providence, R. I. (aux. only)—
Same.
KCTX Childress, Tex.—Same.

April 4 Decisions . . .

ACTION ON MOTIONS

By Examiner Jack P. Blume

KFFA Helena, Ark.—Granted peti-
tion for indefinite continuance of hear-
ing, scheduled for April 6, in proceed-
ing re application for CP to increase
daytime power, install new trans., etc.

By Examiner Leo Resnick

Hawthorn Bestg. Co., St. Louis, Mo.—
Granted petition for leave to amend
application to reflect plans of financing
the proposed station more adequately,
to change the site from a definite site

to a "to be determined" basis, to cor-
rect an error in its original application
etc.

April 4 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

Aurora Bestrs. Inc., Juneau, Alaska
—CP for new AM station on 630 kc 1
kw unl. AMENDED to change from
1 kw unl. to 1 kw-D 500 w-N.

Modification of License

KPAS Banning, Calif.—Mod. license
to change name of licensee from Byron-
Wood Motors to Byron-Wood Motors
d/b as Pass Bestg. Co.

Extension of SSA

KOB Albuquerque, N. M.—Extension
of Special Service Authorization to
operate on 770 kc 50 kw-D 25 kw-N,
using trans. authorized under CP, for
period ending 3 a.m. June 1.

Modification of CP

WAYS Charlotte, N. C.—Mod. CP to
increase power, install new DA and
change trans. location AMENDED to

(Continued on page 80)

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

Help Wanted

Managerial

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.

Assistant commercial manager. One of radio's most successful commercial managers expects to retire within the next few years. He is looking for an assistant whom he can train to succeed him. To be considered, you must have a successful background of at least five years of radio selling in a competitive major market, executive ability, highest character references, the desire for permanency and the willingness to work. An outstanding opportunity awaits an outstanding man. In reply, give full particulars about your past experience, salaries and all other pertinent information. All replies will be held in confidence. Box 285J, BROADCASTING.

Manager wanted for one kilowatt daytime station in southern market. \$10,000 investment will buy half interest. Box 355J, BROADCASTING.

Salesmen

Salesman: Excellent opportunity for the right man or woman with sales experience for one of New England's major markets. Salary, commission and expense account. Write Box 234J, BROADCASTING.

Wanted: Experienced radio salesmen with proven productivity in one call special feature selling. Capable of earning ten to fifteen thousand per year. Box 248J, BROADCASTING.

Wanted—Salesman for metropolitan market of 200,000. Fulltime CBS affiliate in northeast area. Salary and commission. State sales record and past radio experience, references. Opportunity unlimited. Box 274J, BROADCASTING.

Sales-promotion. Experienced in all phases of radio audience building, station promotion, advertising, with ability to build local programs that can be sold and will produce for the sponsor. Advise previous experience, salaries, references and salary expected and give your success story in detail. Salary commensurate with ability. 5 kw network station in metropolitan area. Box 284J, BROADCASTING.

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 330J, BROADCASTING.

Wanted: Top mail pull station in need of experienced mail pull salesman. Excellent proposition for right man. Write Box 342J, BROADCASTING.

Established network station excellent southern market needs man who can sell. Commission basis. Good income to start. No floaters. Desire family man with car who will enjoy living in community 50,000. Send photo and full details to Box 352J, BROADCASTING.

Salesman-announcer, Maryland network affiliate. Personable experienced man to assume sales responsibilities. Excellent opportunity, must have ability to extend success of established station to a new community. Start immediately. Write all information, references, first letter. Reply Box 354J, BROADCASTING.

Salesman for west coast metropolitan market. Major network. Good salary. Liberal commission. Strong producer can earn in five figure bracket. Give experience record, references, complete data. Our manager in east now for interviews. Get application in by wire to Box 372J, BROADCASTING.

Help Wanted (Cont'd)

Salesman, independent. Fulltime leading station in city of 2500, good market. Must have experience, car. \$300 per month basic and commission. WOHI, East Liverpool, Ohio.

Announcers

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.

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

Announcer for Gulf Coast area, with first class license. Send disc, photo, references first letter. Box 216J, BROADCASTING.

Combination announcer-first class engineer. Emphasis on announcing. Must be total abstainer and Christian of clean habits. Start \$62.40, 48 hour week. AM-FM station in Georgia. Send all details first letter. Box 235J, BROADCASTING.

Topnotch announcers (2). No "has beens" or "almost theres." These men must be good. News and DJ on hot eastern indie. Box 338J, BROADCASTING.

Immediate opening for good announcer with first class license. Salary dependent upon ability. KALT, Atlanta, Texas.

Experienced announcer with ticket. Capable, versatile announcing ability required. Salary \$250. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer, single. Send audition disc, photo, details. WAND, Canton, Ohio.

Announcers, news editor duties about fifty-fifty for small station developing news room. Reasonable salary. Good living conditions. WBUY, Lexington, N. C.

Sports announcer. Adept at play-by-play. Handle regular nightly sponsored sportscast plus some staff work. Good base plus talent. Apply in writing only, giving full background and experience. J. D. Swan, Manager, WCAX, Burlington, Vermont.

Fully experienced all-round announcers, including sports. Good salary and permanent job to qualified men. Phone for personal interview and audition. Manager, WDBC, Escanaba, Michigan.

Immediate opening for good announcer, send disc and complete information first letter. WDBL, Springfield, Tennessee.

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

Announcer-engineer, you can earn \$5.00 to \$10.00 per week more with us if you have first phone and some announcing ability. Excellent working and living conditions. WKUL, Cullman, Alabama.

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.

Help Wanted (Cont'd)

Radio station WSTA located in St. Thomas, Virgin Islands, needs, immediately, two announcers with 1st phones. Announcing ability primarily important. Ideal climate, beaches. \$50.00 week to start. Disc, full details first letter.

Announcer-engineer, emphasis on announcing. Network affiliate. \$65.00 weekly starting, raise according to ability. 36 hour week. Ideal working conditions, excellent community. Send background, disc, photo to Lee S. Bullis, WULA, Eufaula, Alabama.

Technical

Engineer: Chief with construction experience to install 1000 watt in New York state. Send complete resume of age, experience, marital and draft status, references, salary requirement. Car needed. Box 230J, BROADCASTING.

Eastern New York station wants experienced, licensed, engineer-announcer. Five day, 40 hour week, excellent salary for man with right qualifications. Box 267J, BROADCASTING.

Technician wanted for Virginia network station. No announcing required, no previous experience necessary. First class license. Box 271J, BROADCASTING.

Wanted: Engineer. Preferably combination to work in a small community station in Mississippi. Salary depends upon ability with position of chief engineer open. Give full details. Box 334J, BROADCASTING.

Wanted—engineer, prefer combination engineer-announcer. Experience not essential. 250 watt middle east network affiliate. Box 348J, BROADCASTING.

Wanted: Combination engineer-announcer and salesman. Future for hard workers. Box 351J, BROADCASTING.

Chief engineer, will stand only 2 watches per week at transmitter. Network affiliate, located in Virginia. Box 362J, BROADCASTING.

South Carolina town, 20,000, wants married man with first phone for night shift, fifty hours. Combination announcer-program director, trial 60 days, \$300.00 month, thereafter \$400.00. Two weeks vacation with pay and hospital benefits. Reply Box 363J, BROADCASTING.

Chief engineer by May 1. Prefer man with announcing experience interested permanent, good pay position. Outside maintenance police, cab radio. Rush complete background, photo, references to Manager, KSIB, Creston, Iowa.

Engineer with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, N. M.

Wanted: First phone transmitter engineer. Experience not necessary. No announcing. Chief Engineer, WHAN, Charleston, S. C.

Wanted at once, transmitter operator. \$45.00 for forty (40) hours. Write Lew Frye, c/o WLOG, Logan, West Virginia.

WMTE, Manistee, Michigan now accepting applications all departments. New station, good pay, good hours. Letter and photo, no discs or tapes.

Engineer, network station. Announcing experience helpful, not necessary. WSOY, Decatur, Illinois.

Production-Programming, others

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

Help Wanted (Cont'd)

Help wanted - female continuity writer capable of imaginative copywriting who has a good voice for women shows. This person wants to join staff of network affiliate well established in splendid community. Give full particulars including salary requirements and when available in first letter. All replies confidential. Box 242, BROADCASTING.

Program director, able to take complete charge of program department in highly rated regional station. Major market experience and ability to compete locally with network ratings, a "must." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 283J, BROADCASTING.

Wanted: Female continuity writer 500 watt midwestern network station. Excellent opportunity, good salary. Send complete information and salary expected in first letter to Box 315, BROADCASTING.

Continuity: 1000 watt independent near Chicago wants experienced advertising copywriter. Personal interview required. Box 369J, BROADCASTING.

Copywriter, male or female. Desir initiative person. Send details including salary to WBUY, Lexington, N. C.

College educated girl to run copy department of on-the-ball 250 Mutua station near seashore, Marine Corp base. Must write original, result getting copy. Airmail copy samples, availability, salary requirements, full details. WHIT, New Bern, N. C.

WOWO, Fort Wayne, needs two good men, newsmen who rewrites and a staff man. Talent possibilities. Rush disc or come for audition. Mail vital statistics, stations worked, education background.

Experienced news man, rewrite, reporting ability desirable. Top voice essential. Submit background, audition, tape or disc, photo first letter. Income commensurate with ability. All inquiries confidential. Reply 411 Board of Trade Building, Indianapolis, Indiana.

Situations Wanted

Managerial

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

Manager, now general manager highly successful network station in southwestern metropolitan market. Present owner selling station. Young and aggressive. Can furnish finest references. Prefer west or southwest. Will consider midwest. All replies confidential. Box 272J, BROADCASTING.

Available May 1st. Eight years successful experience station and sales management. Prefer established one station market in midwest with investment possibilities. Draft exempt family man. Full info from Box 337J, BROADCASTING.

Manager, 26 years actively in field. Engineering, programming, sales and administration. Presently radio station consultant, but now desire permanent association. Full details on request. Contact me during convention at Walbrook 5-3286 Chicago or through Box 343J, BROADCASTING.

Manager-sales manager, now employed. Will produce more sales and profits in competitive market. Would like city in south or southwest needing three or more salesmen. Have the knowhow if you have anything to offer. Box 347J, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each department, sales, programming, production public and employee relations, both new and going stations. Presently employed. Your interest held strict confidence. Box 360J, BROADCASTING.

General manager, 12 years experience: mature, sober, highly successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 364J, BROADCASTING.

Manager interested in change. Presently general manager independent medium market. 6 years experience all phases radio, specialize in selling, programming, etc. Prefer south. Guarantee results. For complete story write Box 366J, BROADCASTING.

Situations Wanted

Salesmen

Salesman-sportscaster, 5 years, large and small market, married, all sports. West, southwest. Box 227J, BROADCASTING.

Wireman, sales, promotion, programming man, seeks radio or TV competitive market with opportunities. Prefer western states. Box 255J, BROADCASTING.

Commercial salesman now working radio, looking for better opportunity. 40 years old, married, non drinker, college graduate, reliable. Address replies to Box 317J, BROADCASTING.

Experienced salesman with plenty of programming background wishes tough selling job when ability will be compensated accordingly. Need drawing account through orientation period. Hereafter commission only. Single, draft exempt (World War II veteran) age 29. Box 328J, BROADCASTING.

Seasoned salesman, college degree, successful producer, now employed, desires change, station reps or TV sales. Box 345J, BROADCASTING.

Announcers

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.

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

Sports announcer presently employed. Years staff, sports experience. Single. Definitely draft exempt. State salary, complete sports setup. Best references. Box 236J, BROADCASTING.

Announcer - 2 years experience, vet., all phases, specialty on play-by-play and disc shows, can also sell. Box 44J, BROADCASTING.

Experienced announcer desires position on foreign American station. Now employed, best references. Consider anywhere. Complete data. Box 247J, BROADCASTING.

Nationally known sports broadcaster available immediately. Married, veteran, draft free. Best of references. Personal interview, audition at my expense. Box 251J, BROADCASTING.

Draft exempt veteran, 26, 4 years experience. Presently employed as chief announcer at metropolitan station in New York. Desires permanent position progressive station. Box 252J, BROADCASTING.

Experienced staff announcer. College graduate. Radio major. Veteran. Operes board. Draft exempt. Young. Available. Desires position in east. Box 9J, BROADCASTING.

Baseball announcer. Topflight. Experienced all sports. Veteran. Married. College grad. References. Box 8J, BROADCASTING.

Solid 5 years experience special events, news, sports play-by-play, staff. Within miles New York City. Immediately available personal audition. Call New York Wadsworth 8-1607 or Box 305J, BROADCASTING.

Sportscaster, deejay. 13 years radio; 7 experience. Past five years with one of New York City's top indies. Presently free lancing in New York with own shows. If you want a thoroughly schooled man with a complete radio background including major league play-by-play baseball, I'm your guy. Excellent top level references. Veteran, age 33, married, family, draft exempt. \$150 minimum plus fees. Box 6J, BROADCASTING.

Year round play-by-play announcer. Must have organized baseball. Married. Draft exempt. Veteran. Box 7J, BROADCASTING.

Experienced announcer-writer. Sixty minimum. Specialty new s-classics. Travel hundred mile area New York City. Available after April Twentieth. Box 309J, BROADCASTING.

Announcer. Vet. college, seeks first position. FM experience. Travel, east. Box 310J, BROADCASTING.

Situations Wanted (Cont'd)

Sport announcer, experienced play-by-play, sport shows. Veteran, married, presently employed, wish to advance. Top salesman with car. Live discs available. Excellent references. Write own shows. Available two weeks notice. Box 311J, BROADCASTING.

Announcer, continuity writer, vet, 24, father, college graduate, available June. Year experience excellent small market station. Emphasis announcing, authoritative news, personable DJ. Familiar all phases control board operation. Prefer Rocky Mountain, southwest. Box 312J, BROADCASTING.

Combo, three years experience. Now chief engineer 250 watt. 28, draft exempt. Prefer west coast. What have you? Box 313J, BROADCASTING.

Announcer, 1st phone, 6 years experience including play-by-play. Prefer northwest. Minimum \$80. Box 314J, BROADCASTING.

Announcer, three years experience. Married, veteran, no floater, knows consoles, best references, prefers midwest. Box 316J, BROADCASTING.

Announcer, DJ and special events man. 7 years in northeastern radio. Family man. Work board and news. Starting base \$75. Write Box 319J, BROADCASTING.

Comedy DJ combination, 8 years success. Dependable, married, exempt, employed. "The voice that sells." \$100. Box 321J, BROADCASTING.

Staff man, 4 years experience. Prefers position in northeast. Strong on commercials. Disc available. Box 322J, BROADCASTING.

Draft exempt announcer, vet, now employed, desires change, two years experience, console, news, disc shows, baseball play-by-play and live talent shows. Pleasant voice, family man, age 26, steady, progressive. Prefer west or midwest, will answer all correspondence. Tape on request. Box 326J, BROADCASTING.

Announcer, first phone, draft exempt, family man, disc jockey on southern station wants change. Local newspaper write-ups, variety show, plus news and sports reporting. Prefer north. Box 331J, BROADCASTING.

Announcer-engineer 10 full years well rounded radio experience. Available two weeks notice. Presently chief engineer kilowatt directional. \$100 minimum. 40 hours. Box 333J, BROADCASTING.

Now employed 50 kw AM-TV outlet. Seven years radio. Four years TV experience announcing, disc jockeying, singing, writing. Desire to settle permanently with combined operation organization, or disc jockey opportunity with major AM station. Eastern seaboard preferred but not necessarily. Age 32, married. Disc, picture, resume, references on request. Box 335J, BROADCASTING.

Two draft exempt family men. Each employed four years at one of nations leading stations. Combined 13 years of thorough experience. Present positions good but wish to affiliate with progressive station that offers opportunity to specialize and build shows to make you money. All replies acknowledged. Box 336J, BROADCASTING.

All this and draft exempt too. Staff announcer, newscaster, news writer, continuity writer, console operator and DJ available. Four years metropolitan newspaper and radio experience. Originated local news broadcasts in an area of 225 thousand listeners. It sells. Box 339J, BROADCASTING.

Announcer, experienced all phases, desires permanent position where plans for the future are possible, can operate console, married, draft exempt. Box 340J, BROADCASTING.

Morning man, 6 years, deep voice, draft free, dependable. Prefer southwest. Available now. Box 341J, BROADCASTING.

Announcer, DJ, music librarian, program director with three years big city broadcasting experience desires position in Chicago area. Intimate quality plus shock SA in voice in presentation of patter and continuity has built terrific Chicago audience. Change in station programming reason for seeking new spot. Can produce results. Single, conscientious, reliable worker. Best of references available, plus audience availability proof. Write Box 344J, BROADCASTING.

Situations Wanted (Cont'd)

Four years experience offered to California, Oregon, Washington or other western stations who wants a solid disc jockey and/or announcer-newsman, or program director. Presently employed west coast. Box 346J, BROADCASTING.

Experienced in tape recorded remotes. Graduate leading Chicago radio school. Guitar player. 24, veteran. Will travel. Box 349J, BROADCASTING.

Announcer-salesman, limited experience. College, draft exempt. All phases radio. Control board. Box 350J, BROADCASTING.

No frills but facts. Reliable, competent, four years experience, draft exempt staff man available for northeast market. Box 367J, BROADCASTING.

Baseball man. Desire year round work. Married, veteran. College. Employed. Box 368J, BROADCASTING.

Announcing-newscasting, disc jockey shows, control board operation. Sales, writer. Married, negro, veteran. Audition available. Box 370J, BROADCASTING.

Announcer-newscaster, graduate Radio City course. Previously newspaperman, platform lecturer. Married, veteran. Prefer New York commuting. Disc available. Box 371J, BROADCASTING.

Announcer, experienced, married, draft exempt. Disc available. Write c/o Apt. 2-H, 935 East 163rd Street, New York 29, N. Y.

Look here fellows, I'm getting mighty tired spending good, hard cash on these ads. After listening to my radio I know some of you need new, more experienced deejay-announcers. I'm not desperate, turned down 4 job offers in last three weeks, just looking for a station in which I can be permanently happy. Five years experience in two stations, 29 years old, married. Sincere, homey, friendly approach that sells. Good natured, but not cute. Top deejay-commercial announcer, special events, listenable news. I won't list all my abilities, you wouldn't believe me anyway. Full details, recent photos, "unrehearsed" audition tape available. Call Division 4 6264 any day til 3. Tommy Edwards, 1708 West Walnut, Milwaukee, Wisconsin.

Announcer-salesman, 39, family, some experience, professionally trained, write copy, public speaking instructor. Sober, reliable, cooperative, draft exempt. Now in sales. Charles Freeman, phone 2-5847, 3412 Bolivar, Alton, Illinois.

Made out great in east. This dope had to come to Hollywood and starve like the rest of them. Anyway here goes again. Young vet., 3 years experience deejay. Appreciate southern California offer. Somebody please! I'm hungry. Eddie Lambert, P. O. Box 16551, Hollywood 38, California.

Draft exempt top newscaster and commercial man. Slight British accent. Address Henry Thieme, 12B, Hospital Hill, Kansas City, Missouri, Victor 8215.

Technical

Chief engineer, twenty years experience including construction three stations. Box 332J, BROADCASTING.

Phone first, permanent. Salary, hours first contact. Box 361J, BROADCASTING.

Engineer, 3 years transmitter, remotes, tape recorders. Box 375J, BROADCASTING.

Single veteran, 27, desires employment Arizona or New Mexico. Preferably transmitter. Available May 1. All replies considered. Howard Smith, 3617 Farnam, Omaha, Nebraska.

Available, radiotelephone first and second class operators 250 watt. FM experience, desire positions in Indiana or midwest. Write details, salary, etc., Indianapolis Electronic School, 312 E. Washington Street, Indianapolis, Indiana.

Production-Programming, others

Farm director: Desires change to larger market. Good voice, draft exempt. Usual notice. Box 323J, 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.

(Continued on next page)

NO SHORTAGES HERE!

The complete inventory of new broadcast speech, antenna, and transmitter units and components from Raytheon Manufacturing Company, Waltham, Massachusetts, has been purchased by ELECTRONIC SERVICE CORPORATION of Louisville, Kentucky.

Immediate delivery is offered on these standard Raytheon finished products, all brand new, in original pack, and FOB Louisville.

AUDIO EQUIPMENT

QUANTITY	PRICE EACH
6 RR-30 three channel remote amplifiers	\$350.00
24 RR-10 single channel remote amplifiers	121.00
32 RZ-10 four-channel pre-amplifier assembly	365.00
15 RM-10 10-watt monitoring amplifier	190.00
47 RP-10 program amplifiers	190.00
10 RPL-10 line amplifiers	210.00
21 RFP-10 switch and fuse panel assembly	50.00

ANTENNA EQUIPMENT

21 RT-1000 1 kw antenna tuning units	310.50
15 RLC-10H housed tower lighting chokes	145.00
12 RLC-10 tower lighting chokes, unhoused	60.00
42 RCM-10 vacuum tube current meter kit, less meter	27.00

Components and complete units for the Raytheon 250-1 kw-5 kw-10 kw AM-FM transmitters and phasing equipment will be available in limited numbers after removal from Raytheon warehouse to ELECTRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raytheon, RCA, Western Electric, Collins, Gates material on hand.

ELECTRONIC SERVICE CORPORATION, owned by Steve Cisler (WKYW) and Howard SHUMAN (KLMS) specializes in new and used broadcasting equipment of all makes.

Stations consolidating operations, changing power, deleting equipment will find this firm interested in bidding on all material on cash or trade basis.

ELECTRONIC SERVICE CORPORATION

Steve Cisler Howard Shuman
431 W. Jefferson St. 130 N. 16th St.
Louisville, Kentucky Lincoln, Nebraska
Clay 4811 2-7579

Situation Wanted (Cont'd)

Program - news director, announcer: Twelve years background all phases: Excellent musical background, good commercial voice. Family man, \$80.00 minimum. Disc, photo, references available. Box 308J, BROADCASTING.

PD. Successful experience record. Can supervise all production departments. Personal interview in NY region. Box 318J, BROADCASTING.

Program director with two years experience available two weeks' notice. 27, university, vet, family. Interested? Box 320J, BROADCASTING.

Program director: Desires change. Draft exempt. Net and independent experience. Top morning man, hillbilly, sports. Versatile, producer. Usual notice. Box 324J, BROADCASTING.

News writer, 6 years experience news, sports, continuity, some announcing, presently employed, college, veteran. Write 325J, BROADCASTING.

Draft exempt veteran, age 29, is looking for program director job in local or regional station. Background includes 6 years network production, announcing and programming, independent free lance production. Also selling experience with local station. Looking for permanent job. No floater nor boozier. Box 329J, BROADCASTING.

Programming, production, public relations, experienced all phases station operation, including selling. Prefer independent station or affiliate emphasizing strong local programming. Now program director at 1000 watt independent in large metropolitan market but want change. Can be available by May 1st. Box 374J, BROADCASTING.

Good commercials, topnotch continuity, veteran, married, 25, experienced college 5 kw station, editor college magazine, trained announcing techniques, wants radio or TV writing job with chance to work into production, available after June graduation, Alvin C. Croft, 917 Sunset Lane, East Lansing, Michigan.

Television

Salesman

Syracuse University graduate, experienced, seasoned salesman, desires position TV sales. Box 359J, 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.

For sale: 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 226J, BROADCASTING.

Equipment etc.

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.

Situation Wanted (Cont'd)

Best offer takes 3 kw Federal FM transmitter, Andrew 4 bay side mounting antenna with 280 feet 1 1/2 inch cable, hangers, etc. Box 135J, BROADCASTING.

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

For sale: Model 6N Presto instantaneous recorder with microscope. Like new. \$500.00. Box 327J, BROADCASTING.

RCA MI-11900 recording attachment complete, also MI-4928 microscope. Both items in new condition. Contact General Manager, WEOL, Elyria, Ohio.

Two RCA Universal pickup kits MI-4875-G, two filters, switches, arms, heads and mounting plates. Plus one spare head. All are in excellent condition. Cost \$350.00, first \$200.00 takes them. WHY?N, Holyoke, Mass.

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 each. Brush tape recorder model BK-401, \$65.00 8 ft. rack open end, \$12.00. In good condition. Contact J. Eric Williams, Radio Station WGAT, 250 Genesee St., Utica, N. Y.

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.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliamperere recording meter, preferably with Telechron motor. Box 296J, BROADCASTING.

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

\$300,000 purchase money by successful metropolitan S-A-L-E-S radio executive. Principals: Box 365J, BROADCASTING.

Help Wanted

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

Situation Wanted (Cont'd)

Salesmen

COMMERCIAL MANAGER

We have a good sales staff making money for themselves and us. We are seeking more sales under direction of a proven, capable sales manager. Experienced and happy staff successfully operating 1000 watt fulltime station in Midwest market of 135,000.

You need a proven successful sales or sales manager background. Personal meeting with general manager-owner at N.A.B. Convention important.

Box 356J, BROADCASTING,
—360 N. Michigan, Chicago—

Situations Wanted

Production-Programming, others

GENERAL ADVERTISING MANAGER

Versatile ad man with five years experience . . . as art director, layout man, copywriter, production manager, time buyer . . . in retail credit chain, general advertising agency, radio and TV mail order agency . . . on printed, outdoor and broadcasting media. Employed. Ready for immediate move up the ladder. Box 353J, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER

31 months in present station in programming and sales. Play-by-play, news, special events. Excellent references from general manager of this local in N. Y. area. Desire move back to program director in regional or in program-announcing capacity. B.F.A. Married. Good draft status. Willing to relocate anywhere if opportunity is good. Box 373J, BROADCASTING.

For Sale

Equipment etc.

Available—for immediate shipment—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following. Look us up at the NAB:
Warren Cozens, 720 Main St., Evanston, Illinois. Phone: Davis 8-4800.
Henry Geist, 60 East 42nd St., New York 17. Phone: Murray Hill 7-1550.
W. E. Taylor, Signal Mountain Chattanooga, Tenn. Phone: 88-2428

Wanted to Buy

Equipment etc.

WANTED—

Old Sons of the Pioneers
records or transcriptions
WPIC,
P. O. Box 541, Sharon, Pa.

Schools

ONE OF THE NATION'S 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

W. O. PLAYER JR.

State Dept. Official Dies

FUNERAL services were held April 1 for William O. Player Jr. 44, special aide to Edward W. Barrett, Assistant Secretary of State for Public Affairs, who died of a heart ailment March 30 while conferring with his deputy assistant Joseph M. Sitrick.

Mr. Player, a former newspaper man, handled many important assignments for the department's foreign information program and was particularly active in recent months in connection with the U. S. "Campaign of Truth" and expanding Voice of America activities.

A native of Greensboro, N. C. Mr. Player was associated in reporter capacities with the *Columbia (S. C.) Record*, *Birmingham Post*, *Baltimore Sun* and *New York Post*. He served as Washington correspondent for the latter newspaper from 1942 to 1949, when he was appointed foreign affairs specialist for the State Dept. He is survived by his widow, Nell; a son, William Player III, and a sister, Ann.

EMERSON RADIO & PHONOGRAPH Corp.'s board of directors has declared a quarterly dividend of 25 cents per share on 1,935,187 common stock shares outstanding, payable April 16 to stockholders of record April 5.

Our Three Offices Will Be Represented At The NARTB Convention—Chicago

Suite 1300-1301-1301A Hotel Stevens will be headquarters for our three offices during the NARTB Convention in Chicago April 15-19.

There is increased activity at this time so be sure and see us next week if you are interested in expanding or selling your radio interests.

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 E. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

AM STATION WANTED

Partners and friends of long standing wish to purchase a fulltime network affiliate now in the black, outside of a primary market and in a pleasant community in which to live.

Cash available to \$20,000. Balance to be financed. We have another going business (established 1936) with excellent bank and commercial references.

Will consider anything from Denver east meeting above conditions. Please furnish such information as you feel will be of interest so personal contact may be arranged. We will deal direct or through your broker.

BOX 357J, BROADCASTING

Advertising Tax?

(Continued from page 19)

a heavy dip in advertising expenditures. They included:

1. Discontinuance of advertising of some types of products for what it calls "the duration."
2. Reduction in the quantity of advertising by others.
3. Shift to direct advertising by mail or handbill "in case the tax could not be made to apply to these types of advertising."

According to these tax experts, if the "heavy tax had no effect on the volume of advertising or the prices charged, the yield from a 20 or 25% tax would be well over \$1 billion."

On the other hand, the writers of the recommendation opined, if the taxation succeeded in reducing advertising volume, probably the following factors would occur:

1. Lowering of the estimated tax revenue.
2. Reduction in demand for goods and materials going into advertising.
3. Cut in stimulus by advertising to cause people to buy.

It continued: "To the extent advertising media reduced their rates and absorbed part of the excise tax, their net income would also be reduced and hence the revenue from the income tax would be reduced."

Staff Reasoning

The staff further conjectured that a reduction of advertisers' profits and of income tax revenue would follow a cut in sales resulting from the reduction of advertising volume. Thus, the staff envisions a subsequent cutback in inflationary pressures and an increase in consumer saving.

In an afterthought assault on advertiser budgeting, the committee researchers asserted:

"It is even conceivable that the yield from other taxes might also be increased, especially if the tax on advertising resulted in reduced expenditures for 'good will' advertising more or less deliberately engaged in to avoid excess profits and corporation income taxes."

Sen. Joseph C. O'Mahoney (D-Wyo.) is chairman of the joint committee. In a preface to the report, he said he wanted it clearly understood that neither the committee nor any individual member is "in any way committed" to the staff's views.

Questioned about the staff members who wrote the supplemental on the ad tax, John W. Lehman, committee clerk, said no specific

individual compiled the information, but that it had been a joint project under the direction of Dr. Theodore J. Kreps, staff director.

The full committee staff is listed as: Dr. Kreps, Mr. Lehman, Associate Staff Director Grover W. Ensley; Fred E. Berquist, economist for the minority; James W. Knowles and William H. Moore, economists; Elizabeth Magill, research assistant; Marian T. Tracy, assistant clerk.

From Sen. William Benton (D-Conn.), meanwhile, came a call for a "national crusade against inflation" via "every medium of communication," including television, radio, and other media. Sen. Benton would have the media set up a national committee to dramatize the "critical nature of our current financial situation."

Coincident with these developments, Treasury Secretary John W. Snyder told the House Ways & Means Committee that the administration would not seek the \$6.5 billion revenue as an addition to the \$10 billion it currently wants from Congress. Thus, as the tax proposals now stand, the administration's recommended boost in radio-TV set excises on the manufacturer level apparently still stick.

RADIO USAGE

Trendex Studies TV Homes

INDICATIONS that radio already has suffered the most serious effects of TV competition and is back on the road to a new normalcy of set usage come from results of a study, "Survey X," released by Trendex Inc.

The survey revealed that evening radio use is 20% higher in homes which have had TV for two years or more than for homes in which the video receiver is less than a year old. Also, the study showed that TV set use is 11% lower in homes which have had TV for two years or more than in TV homes of a year or less standing.

"In the television home," Trendex noted, "a higher percentage of radio listening was found during the morning hours than in the radio only homes; this would seem to lend substance to the theory, held by many, that it was the radio enthusiast who purchased the first television sets."

Considering the use of various sets in multi-set homes, the survey reported that in TV homes with both television and radio sets operating, 32.1% of the radios in use were in the kitchen during the 6-10 p.m. period, while in radio-only homes for the same period, 53.8% of the radio sets in use were in the living room and only 17.4% in the kitchen. Multiple set usage was found to be highest in the evening hours and not in the late afternoon when juvenile programs predominate, as had been assumed.

The survey utilized the telephone coincidental interview method and was based on some 5,000 contacts.

upcoming



April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.

April 16-18: Engineering Conference, Hotel Stevens, Chicago.

April 16-19: Management Conference, Hotel Stevens, Chicago.

April 9: McFarland Bill (S 658) hearings resume. Room 1334, New House Office Bldg., 10 a.m., Washington, D. C.

April 10: House Un-American Activities Committee Entertainment Probe, Old House Office Bldg., Washington, D. C.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.

April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.

April 20: American Society of Newspaper Editors Radio-TV Forum, ASNE Convention, 3:30 p.m., Hotel Statler, Washington, D. C.

NARTB Presidency

(Continued from page 18)

association's affairs will be evident immediately to hundreds of broadcasters throughout the nation, most of whom know him personally and all of whom are familiar with his great contributions to American radio. An outstanding leader in his own community, and nationally in the profession to which he has devoted 24 years, Mr. Fellows assumes the NARTB post thoroughly experienced in all phases of broadcasting.

Speaking of the appointment, Judge Miller said:

I have worked with Harold Fellows over the years and am well acquainted with his great capacities for leadership and his thorough knowledge of the broadcasting profession. I have seen the high regard in which he is held not only by his fellow broadcasters, but by leading citizens of Massachusetts, where he has given unstintingly to civic projects. It is not difficult therefore to predict that he will contribute much to the nation's broadcasters as NARTB's president. I look forward to a pleasant and productive association with him.

Selection Group

Members of the presidential selection group, selected at the February board meeting, were in addition to Mr. Strouse: James D. Shouse, WLW Cincinnati; William A. Fay, WHAM Rochester; Robert D. Swezey, WDSU New Orleans; Patt McDonald, WHHM Memphis; Allen M. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Ia.; Harry R. Spence, KXRO Aberdeen, Wash.

Members of the TV manager selection committee, besides Mr. Storer, are Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA (TV) Los Angeles; Clair R. McCollough, WGAL-TV Lancaster, Pa.

Mr. Fellows will be the 16th president of the association and fourth to fill the post on a fulltime, paid basis. Preceding Judge Miller in the presidency in recent years were J. Harold Ryan, Fort Industry Co., a 1944-45 interim president who was drafted for the post while a permanent appointee was sought, and Neville Miller, now a Washington attorney, 1938-44. Judge Miller became president Oct. 1, 1945, coming from the Federal bench.

ADS IMPORTANT

Brophy Tells Hill Group

IMPORTANCE of advertising in a defense economy was stressed by Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt Inc., on behalf of the American Assn. of Advertising Agencies, on Capitol Hill last week.

Mr. Brophy emphasized that advertising has the chief role of moving goods and making possible an expanded economy, since "advertising is the counterpart in distribution of the machine in production." His statements were contained in testimony delivered before the House Post Office Committee in opposition to a bill (HR 2982) to readjust postal rates.

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

KDKA PITTSBURGH
50,000 WATTS
... CONSISTENT LEADERSHIP IN A LAND OF
7 MILLION LISTENERS ...
WESTINGHOUSE RADIO STATIONS Inc.

FCC Actions

(Continued from page 75)

Applications Cont.:

change power from 5 kw unl. to 5 kw-D 1 kw-N, change trans. location and DA system.

APPLICATIONS RETURNED

KVMA Magnolia, Ark.—RETURNED application for CP to change from 1 kw to 5 kw and install new trans. etc.
WSPT Stevens Point, Wis.—RETURNED application for renewal of license.

April 5 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WHBS Huntsville, Ala.—Designated for hearing at Washington on May 28 re application for CP to change from 1490 kc 10 kw-LS 250w-N to 1550 kc 10 kw-LS 500 w-N DA.

April 5 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WHIM Providence, R. I.—CP to change from 1110 kc to 550 kc and change trans. and main studio locations.

CP to Replace CP

WWGP-FM Sanford, N. C.—CP to replace expired CP for new FM station.
KGKB-FM Tyler, Tex.—CP to replace CP for new FM station.

Modification of CP

KAKC-FM Tulsa, Okla.—Mod. CP new FM station for extension of completion date.

ERP Increase

WQAN-FM Scranton, Pa.—CP to make changes in existing FM station to increase ERP to 3.16 kw.

License for CP

WGH-FM Newport News, Va.—License for CP authorizing changes in existing FM station.

Renewal of License

WOSU-FM Columbus, Ohio—Non-commercial educational FM station requests renewal of license.

License for CP

KYUM Yuma, Ariz.—License for CP to change frequency, power etc.

Modification of CP

Following stations request mod. CPs for extension of completion dates: KLX Oakland, Calif.; KIKI Honolulu, Hawaii; KUTE (FM) Glendale, Calif.; KSTA-FM San Antonio, Tex.

AM—1390 kc

WWOD Lynchburg, Va.—CP to increase daytime power from 1 kw to 5 kw and change from DA-D-N to DA-N and install new trans.

License Renewal

Following stations request renewal of license: WRES Alexander City, Ala.; WEDR Birmingham, Ala.; KJFJ Webster City, Iowa; WBET Brockton, Mass.; WREB Reidsville, N. C.; WLIO East Liverpool, Ohio; WPRM Mayaguez, P. R.; KCTX Childress, Tex.; WLOE-FM Leaksville, N. C.; WBUY-FM Lexington, N. C.; WCHA-FM Chambersburg, Pa.

APPLICATION RETURNED

TV—Ch. 6

Jacksonville Bestg. Corp., Jacksonville, Fla.—RETURNED application for CP new TV station on Ch. 6 (82-88 mc) ERP 19.4 kw vis. 10 kw aur., ant. 335 ft. because of wrong form in application.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,239	2,232	133		265	130
FM Stations	656	518	155	*1	11	4
TV Stations	107	67	42		396	171

* On the air.

Docket Actions . . .

INITIAL DECISIONS

KELT Electra, Tex.—Hearing Examiner J. D. Bond issued initial decision looking toward denial of applications by C. C. Elkins Jr. and Bill Frank Lindsay, a partnership d/b as Oil City Bestg. Co., permittee, for license and for consent to assign construction permit from that partnership to Oil City Bestg. Co., a corporation composed of Mr. Elkins, Mr. Lindsay and nine others. Decision Apr. 3.

WALE Fall River, Mass.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application by Narragansett Bestg. Co., licensee, for license renewal. Decision Apr. 4.

MEMORANDUM OPINION AND ORDER

Commission adopted a notice of proposed rule making which would amend FM allocation plan by shifting Ch. 229 from Idaho Falls, Ida. to Rexburg, Ida. and Ch. 225 from Jacksonville, N. C. to Dillon, S. C., purpose being to provide Class B channels for pending applications in Rexburg and Dillon as there are no applicants from Idaho Falls and Jacksonville.

Non-Docket Actions . . .

AM GRANTS

Alturas, Calif.—Conr Inc. Granted 1 kw daytime on 570 kc. Estimated construction cost \$36,197. Principals include 25% Owners as follows: President Chester J. Stuart, former director, stockholder and chief engineer KRCC Prineville, Ore.; Vice President Philip N. Good, engineer-announcer; Secretary Phyllis B. Stuart; Treasurer Margaret A. Good, co-owner berry farm. Granted Apr. 5.

Malvern, Ark.—David M. Segal. Granted 1 kw daytime on 1420 kc. Estimated cost \$12,500. Mr. Segal's radio interests include 100% ownership KTKS Texarkana, KDKD Clinton, Mo. and KDMS El Dorado, and 51% interest

ington, N. C.; WCHA-FM Chambersburg, Pa.

in WGVN Greenville, Miss. Granted Apr. 5.

Las Vegas, Nev.—Vegas Valley Bestg. Co. Granted 250 w, unlimited, on 1340 kc, subject to applicant satisfying certain legitimate complaints of blanket interference occurring within 250 mv/m contour and eliminating possibility of cross-modulation effects and re-radiation problems between KENO Las Vegas and proposed station due to proximity of transmitter sites. Estimated construction cost \$15,800. Applicant is licensee KOLO Reno, Nev. Granted Apr. 5.

Alton, Mo.—Robert Neathery. Granted 1 kw daytime on 1290 kc. Estimated cost \$17,600. Applicant is 100% owner KWPM West Plains, Mo. Granted Apr. 5.

Augusta, Ga.—Garden City Bestg. Co. Granted 250 w daytime on 1050 kc. Estimated cost \$23,400. Principals include President and 50% Owner Melvin Purvis, part owner WOLS Florence, S. C.; Vice President and 25% Owner George C. Nicholson, attorney; Chester H. Jones, owner controlling interest in Family Laundry, Augusta. Granted Mar. 29.

TRANSFER GRANTS

WEEK Peoria, Ill.—Granted consent to involuntary assignment of license to Robert S. Kerr et al., Callie B. Fentem and the Liberty National Bank & Trust Co., co-executors of estate of T. W. Fentem, deceased, Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership d/b as West Central Bestg. Co. Procedural step involving no money. Mr. Fentem, deceased, owned 6.944% of stock. Granted Mar. 30.

WJEJ-AM-FM Hagerstown, Md.—Granted acquisition of control Hagerstown Bestg. Co., licensee, by Grover C. Crilley and Bernice Crilley Paulsgrove through purchase of 268 sh. stock by Mr. Crilley from Bertha M. Blessing for \$6,700. Mr. Crilley and his daughter will now control 68.85%. Granted Mar. 26.

New Applications

AM APPLICATIONS

Kaneohe, Oahu, T. H.—Windward Bestg. Co. Ltd., 1250 kc, 1 kw, unlimited; estimated construction cost \$2500 (all equipment on hand). Principals include J. Robert Jensen and Sakae Kimata, KGU Honolulu employees, and Shigehara Morita, former KPOA Honolulu employee, and 23 others, for the most part Hawaiian businessmen. Filed Mar. 28.

Freeport, Tex.—King Howard Robinson and Wayne E. Marcy d/b as Brazoria Bestg. Co., 1460 kc, 500 w, day, estimated cost \$13,590. Mr. Robinson is vice president and general manager and 10% owner of KATL Houston. Mr. Marcy is vice president and sales manager and 8% owner Houston Radio Supply Co.; he also holds one share of preferred stock in KTRM Beaumont, Tex. Filed Mar. 28.

Puyallup, Wash.—Dr. Jerome H. Whisler and Lloyd C. Hannah d/b as Puyallup Valley Bests., 1490 kc, 250 w, unlimited; estimated cost \$10,725. Dr. Whisler is 3/4 partner, a dentist and real estate owner. Mr. Hannah, 1/4 partner, is an engineer-announcer for KELA Centralia-Chehalis, Wash. Filed Mar. 30.

Mobile, Ala.—Cary Lee Graham and Edwin H. Estes tr/as The Gadsden Radio Co., 1340 kc, 250 w, unlimited; estimated cost \$11,525. Applicant also owns WETO Gadsden, Ala. Filed Apr. 2.

San Antonio, Tex.—Manuel D. Leal, 990 kc, 1 kw, day; estimated cost \$20,813.66. Dr. Leal, present owner of 40% interest in KIWV San Antonio, pledges to dispose of that interest before beginning construction. Filed Apr. 2.

Chapel Hill N. C.—Village Bestg. Co., 1360 kc, 1 kw, daytime; estimated construction cost \$16,275. Partners are

51%, Roland McClamroch Jr., field representative for Specialties Corp.; 24 1/2%, Roy E. Fullen, chief engineer WTK Durham, N. C., and 24 1/2%, L. T. Dark Jr., attorney and partner in law firm of Dixon & Dark, Siler City, N. C.
Albany, Ga.—James S. Rivers tr/as The Southwestern Bestg. System, 1050 kc, 250 w, daytime; estimated construction cost \$24,467. Applicant owns WMJM Cordele, Ga. and 90% of WTJH East Point, Ga.

TRANSFER REQUESTS

WAKE Greenville, S. C.—Acquisition of control Piedmont Bestg. Co., licensee, by Vardry Ramsey and John A. Ramsey, father and son, through purchase of 50% interest from Joe H. Britt and Charles B. Britt for \$17,500. Each of the applicants now owns 25% in station. Filed Mar. 30.

KTXL San Angelo, Tex.—Acquisition of control Westex Bestg. Co., licensee, by B. P. Bludworth and Armistead D. Rust through purchase of 20% interest from J. Edward Johnson for \$12,000. Mr. Bludworth and Mr. Rust each own 40% interest at present. Filed Apr. 2.

KOSA Odessa, Tex.—Assignment of license from Southwestern Bestg. Corp. to Odessa Bestg. Co. for \$73,200. Principals are 80% Owner Cecil L. Trigg, manager of KOSA and present 10% owner Southwestern Bestg. Corp.; 10% Owners Wilbur B. Stowe and Brooks L. Harman, partners in law firm of Stowe & Harman. Filed Apr. 5.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 10 FM 33 TV 0. New deletions, effective dates and reasons follow:

KFMA Davenport, Iowa—L. W. Andrews Inc., construction permit, Apr. 2. Revoked by Commission which also dismissed application for modification of construction permit for extension of completion date.

WWHG Hornell, N. Y. — Station WWHG on 1590 kc deleted. New WWHG on 1320 kc, resulting from purchase of WLEA Hornell by WWHG, remains. (WWHG Hornell now allocated 1320 kc). Effective Feb. 1.

WSM-FM Nashville, Tenn.—WSM Inc., license, Mar. 28. Material shortage, small audience, heavy operating expenses.

KTOK-FM Oklahoma City, Okla.—KTOK Inc., construction permit, Mar. 28. Continued operation unwarranted.

WJBW-FM New Orleans—Louise C. Carlson, construction permit, Mar. 26. Unable to complete construction.

KELT CASE

FCC Would Deny License

INITIAL decision to deny a license to KELT Electra, Tex., and to deny proposed transfer of control—tantamount to deletion of the outlet—was reported last week by FCC. The ruling charged illegal transfer and ownership-financial misrepresentation.

Hearing Examiner J. D. Bond concluded the public interest would not be served by granting a license for the 250 w daytime outlet on 1050 kc to Oil City Broadcasting Co., a partnership of C. C. Elkins Jr. and Bill Frank Lindsay, nor to approve transfer of the permit to a corporation of the same name and composed of Messrs. Elkins and Lindsay, Allen Melton, their Dallas attorney, and others. The examiner contended that the station actually had been constructed by the corporation, that information being concealed from FCC.

BASEBALL SOUND EFFECT RECORDS

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

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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.

WSM-FM DELETED

KFI-FM to Suspend

FIRST LICENSE for a commercial FM station in the U. S.—that for WSM-FM Nashville—was deleted by FCC last week at the request of the station because of insufficient audience and impending materials shortage caused by defense mobilization.

Meanwhile, Earle C. Anthony Inc., operator of KFI-AM-FM-TV Los Angeles, last week announced it was discontinuing FM broadcasting after almost four years because it feels the public has not yet accepted FM. KFI said it is willing to re-enter FM "if and when a larger segment of the public can be served by FM broadcasting."

FCC last week also deleted permits of KTOK-FM Oklahoma City and WJBW-FM New Orleans at applicants' requests. KTOK Inc. told the Commission continued FM operation was found to be "unwarranted."

WSM President John H. DeWitt wrote FCC that "conditions today and our experience in the last 12 years have led us to the decision to discontinue the operation of our FM service." He noted WSM entered the high frequency AM field in 1939 with experimental station W4XA, operating with 1 kw on 26.15 mc. It functioned two years on a noncommercial basis, airing good music programs.

Mr. DeWitt stated when FCC decided upon FM for high frequency broadcasting, WSM went on the air "with W47NV as the first commercial FM licensee in the United States. We have continued for 10 years to operate this FM station broadcasting a separate program service from that of WSM. We have continued this operation in spite of the fact that the audience buildup was very disappointing and that the station operated at a complete loss during the entire period. This loss has mounted to nearly one quarter of a million dollars to date."

E. STALEY Mfg. Co., Decatur, Ill., which uses broadcast media, has reported a net profit of \$4,705,230 for 1950, equal to \$5.34 per share of common stock after preferred dividends.

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



March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2363	674	109
Total on the air	2239	656	107
Licensed (All on air)	2234	518	67
Construction permits	129	155	42
Conditional grants		1*	
Total applications pending	1087	196	460
Total applications in hearing	282	8	180
Requests for new stations	265	11	396
New station requests in hearing	130	4	171
Requests to change existing facilities	250	28	26
Deletion of licensed stations in March	2	6	
Deletion of construction permits	1	8	

* On the air

WBT-IBEW CASE

NLRB Hears Oral Argument

ORAL argument on the labor dispute between the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBT-TV (TV) Charlotte, N. C.) and the International Brotherhood of Electrical Workers was held last Wednesday by the National Labor Relations Board in Washington.

The hearing was the outgrowth of recommendations filed last summer by an NLRB trial examiner. The station was asked to reinstate nine of 10 technicians which it discharged in September 1949 in the heat of its dispute with the union. Attorneys for the station subsequently filed exceptions to the report.

At last week's argument, attorneys for the licensee contended that the technicians had circulated defamatory and libelous handbills, which contained adverse comments on the operation of WBT-TV, including a statement that dealers were unable to move TV receivers because of complaints over WBT-TV programming by the "general public."

WBT Claims

WBT contended that (1) the handbills were defamatory; (2) station time sales had dropped below normal following distribution of the leaflets; (3) the handbills were untrue and litigable and had no connection with the labor dispute; and (4) that it, the licensee, was not motivated to destroy the union as charged.

General Counsel David Sachs, for NLRB, held that, while the handbills were not "necessarily untrue" and the language was somewhat exaggerated, there was a direct connection between the dispute and the circulation of the leaflets. The union's purpose, he claimed, was to strengthen its bargaining position with the station.

Counsel for the unions claimed that the handbills were part of the union's "economic strategy," designed to settle current negotiations with the station. He asserted that WBT never reprimanded the technicians for distributing the handbills; corrected the contents, or attempted to stop their distribution.

Crux of the case, as seen by NLRB authorities, is whether the

union acted within its proper jurisdiction in circulating the handbills and whether the station is guilty of having dismissed the employees on general anti-union grounds. WBT already has denied that it sought to undermine the union's authority in the case, and claims it had taken retaliatory action against employees "endeavoring in various ways to hamper and totally destroy our business" [BROADCASTING • TELECASTING, Aug. 28, 1950].

Representing the Jefferson Standard Broadcasting Co. were S. H. Blakeney and F. T. Miller. The union attorney was Louis Sherman. A final decision by the board is not expected before mid-May.

BMB SUIT

Dismissed by Court

SUIT filed against Broadcast Measurement Bureau, asking \$300,000 damages, has been dismissed by the U. S. District Court for the Southern District of New York. Plaintiff was Clair Heyer, publisher of Radio Market Guide Inc.

Mr. Heyer had filed the suit last September, naming as defendants BMB and its acting president, Kenneth H. Baker; and Assn. of National Advertisers, and its president, Paul West. He had charged BMB with restraint of trade under the antitrust laws. Suit was dismissed on motion of counsel when the plaintiff failed to appear in New York in response to a court order for pre-trial examination.

Louisiana Assn. of Broadcasters on March 31 adopted a resolution notifying advertisers and agencies that BMB's data "do not necessarily reflect the true picture of broadcasting in various markets in Louisiana." The association noted many agencies and advertisers have bought time on the basis of the BMB survey which it said is "not an accurate picture of listening habits today."

LAB asked agencies and advertisers to consider authentic information furnished by individual stations instead of BMB data.

Memo to:

NARTB MEMBERS

See You in Chicago

Stevens Hotel

Howard E. Stark

Radio and Television Investment Consultants

9 E. 62nd St., New York, N. Y.

TEmpleton 8-1420

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

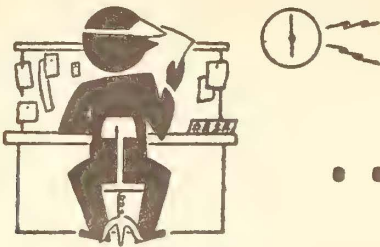
Another BMI "Pin Up" Hit—Published by Forrest

METRO POLKA

On Records: Frankie Laine—Mer. 5581; Russ Morgan—Dec. 27528; Lawrence Welk—Coral 60405; Whoopie John Wilfart—Dec. 25131; Lonzo and Oscar—Dec. 46299; Marlin Sisters—Lon. 995; Jackie Doll—Mer. 6321.

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...at deadline

'VOICE' SPLIT OPPOSED; APPROPRIATION SLASHED

OPPOSITION to separation of Voice of America operation from policy-making State Dept. structure and recommendation that program evaluation techniques be strengthened with aid of private industry rating services registered by U. S. Advisory Commission on Information in fourth semi-annual report to Congress released Sunday. Commission also praised "truth campaign" as guided by Edward W. Barrett, Assistant Secretary of State for Public Affairs. NARTB President Justin Miller is commission member.

Slash of 90% in Voice of America's requested funds approved Friday by House Appropriations Committee. Group backed subcommittee recommendations calling for reduction from \$97.5 million to \$9,533,000 (early story, page 34). Committee also pared Civil Defense Administration outlay from \$403 million to \$186.75 million, with perhaps less than \$60 million for communications and other equipment.

ATLANTA GROUP SEEKS TO PURCHASE WCON-TV

PURCHASE of WCON-TV Atlanta for \$525,000 from Atlanta Newspapers Inc., operating WSB-TV there, proposed by group of prominent Atlanta citizens, it was learned Friday. Bid to be filed for FCC approval this week.

Taking initiative to seek Commission consent, group has organized million-dollar firm under name of Broadcasting Inc. and would encompass wide ownership representation among long-time Atlanta civic and business leaders.

Principals: Walter C. Sturdivant, owner Montgomery Knitting Mills, president; John O. Chiles, large real estate operator, vice president; James C. Robinson Jr., president of Trust Co. of Georgia Assoc., which is owner Trust Co. of Georgia and several other major banks in Southeast, treasurer; Robert B. Troutman Jr., member of law firm of Spalding, Sibby, Troutman & Kelly, secretary; Clement A. Evans, senior partner Evans & Co., one of Southeast's largest investment banking houses, director.

Transfer is conditioned upon FCC approval of sale, plus licensing of WSB-TV (now on Channel 8) upon WCON-TV's present Channel 2, which facilities are under construction. Upon approval, Broadcasting Inc. group would acquire present WSB-TV technical facilities and transmitter site as WCON-TV, but would lease present WSB-TV transmitter building. Atlanta Newspapers would take over new WCON-TV plant, renaming it WSB-TV.

Broadcasting Inc., which proposed acquisition to Atlanta Newspaper interest of ex-Gov. James M. Cox of Ohio, to ask FCC to modify conditions in Commission approval of last year's merger of Atlanta Journal (original Cox paper) and Constitution (WCON group). FCC approved merger with stipulation Atlanta Newspapers surrender Channel 8 license upon licensing of Channel 2 outlet, forbidding any dual operation. WCON-TV has been conducting VHF propagation tests, however.

Also included in sale is former WSB-FM equipment for Channel 28.3. Atlanta Newspapers, upon merger approval, moved WSB-FM to WCON-FM's Channel 25.3 assignment. Both are Class B facilities.

Paul D. P. Spearman is counsel for Broadcasting Inc. with Paul A. O'Bryan and William Sims representing Atlanta Newspapers.

CBS COLOR SHOWING

PLANS for April 13 demonstration of CBS color TV in Washington, D. C., for 1,000 TV servicemen and technicians within 200-mile radius of Washington announced by CBS Friday. Site is U. S. Chamber of Commerce auditorium.

COY VOICES OPPOSITION TO McFARLAND BILL

FCC Comr. Robert F. Jones asked Friday by House Interstate & Foreign Commerce Committee to testify on McFarland Bill portion that he and Comr. Rosel Hyde favored, but which Commission majority opposes. Request made during testimony of Commission Chairman Wayne Coy as hearings on S 658 started second day (earlier story, page 21).

Present bill, with four "minor" exceptions, likened by Mr. Coy to S 1973 which passed Senate during 81st Congress, which he also opposed. Friday testimony on four changes:

(1) FCC does not favor stipulation that Commissioners' assistants receive not in excess of \$10,000. Mr. Coy said FCC proposed striking from bill all references to specific salaries for any position.

(2) Commission is not favorable to provision that secretary of FCC, chief engineer and assistants, chief accountant and assistants, general counsel and assistants, chief of each integrated division and assistant, and legal assistants to Commissioners would be enjoined from practicing before FCC within one-year period after cessation of employment. Mr. Coy remarked that Walter Bill (HR 405) provided "fairer and more logical approach" to post-government employment problem.

(3) FCC agreed to provision clarifying that Commissioners may present minority or supplementary views in legislative reports.

(4) Likewise, Commission held desirable portion providing licenses can be issued, in absence of written application therefor, during national emergencies.

Most objectionable portion of bill, he said, was that which would establish "protest" procedure under which existing station "could demand and secure a hearing on any application for new or improved facilities, grant of which might cause economic injury to it." He said this would give existing station "club" over establishment of competitive stations.

NARTB-TV SEEKS DELAY

NARTB's TV Board petitioned FCC for 10-day delays in deadlines for filing initial comments and replies, and commencement of hearings on FCC proposed allocation plan [earlier story, page 52]. Dates now April 23, May 8 and May 23, respectively. It was also learned Friday that Assn. of Federal Communications Consulting Engineers would not participate in hearings as association, but that individual members would.

HOUSE UNIT FILLS VACANCIES

REP. HARLEY O. STAGGERS (D-W. Va.) named Friday to House Interstate & Foreign Commerce Committee becoming second Representative to join group in week. Other addition was Rep. Morgan M. Moulder (D-Mo.). They replace Thomas R. Underwood (D-Ky.), now U. S. Senator, and John B. Sullivan (D-Mo.), who died early in session.

WILLIAMSBURG OUTLET

WILLIAMSBURG RADIO Co., Williamsburg, Va., Friday granted new daytime only station, 740 kc, 500 w, with provision that applicant prevent second harmonic interference to share-time stations WBBL and WLEE Richmond.

Closed Circuit

(Continued from page 4)

owner (see story, page 22). Eyebrow-lift was second-page phrase in extract which said radio must, among other things, "make a rat adjustment to meet the current situations. Extracts were circulated via BAB.

FIVE OF FCC's seven members will attend NARTB Convention in Chicago next week. Chairman Coy and Comrs. Walker, Hyde, Jones and Hennock are slated for trip, with Comrs. Sterling and Webster probably remaining behind because of previous commitments. It's expected Commissioners will witness Phonevision demonstration at invitation of Commander E. F. McDonald, of Zenith, on Tuesday, April 17.

ARMED FORCES Information Center (Army Navy, Air Force, Marines) will be on hand at NARTB Convention to answer questions of personnel as well as programming matters. Setup will be adjacent to registration desk at Stevens Hotel.

UNDERSTOOD TO BE in preliminary planning stage is new book, with working title *There's Something in the Air*, covering first quarter-century of American radio-TV in documentary and anecdotal fashion. Collaborator would be Col. E. M. Kirby, Army radio-TV chief, and Robert K. Richards, NAB public affairs director.

IT'S touch and go whether Congress will resolve question of telecasting committee hearings and various debates. Sen. Alexander Wiley's (R-Wis.) call upon Senate Rules Committee to work out Congressional TV code is finding little enthusiasm. House Rules Committee has not yet got around to consideration of Rep. J. K. Javits' (R-Lib-N.Y.) request for radio-TV coverage of important House sessions.

BOTH NBC-TV and CBS-TV negotiating for exclusive TV rights for Red Skelton through William Morris office, New York.

AS FULL impact of FCC's proposed TV allocations is felt, more and more proposals for switched assignments and even station swaps are being dreamed up. These projects would permit stations to utilize maximum antenna heights and power and still circumvent overlapping coverage.

PROPOSERS of autonomous TV wing of NARTB (NAB) already have over half of 107 licensed video stations in fold, adding up to more than \$100,000 income. Membership drive planned at Chicago convention, with number of high-income stations expected to swell operating budget.

ALL OWNED-AND-OPERATED stations of CBS (non-member of NAB) and NBC (NAB member) are now in BAB membership fold, with ABC decision expected shortly. (Mutual has no owned stations.)

FRED HART ELECTED

FRED HART, president and general manager of WLPM Suffolk, Va., elected president of Virginia AP Broadcasters Friday at final session of two-day meeting. Other officers are Maynard Dillaber, WMVA Martinsville, vice president, and Irving Abeloff, WLEE Richmond, treasurer. Frank Fuller, chief, Richmond AP bureau, continues as secretary. Three new directors also named: John Eure, WDBJ Roanoke; John L. Cole Jr., WHLF South Boston; Charles Blackley, WTON Staunton owner and general manager (early story, page 24).

THE RIGHT COMBINATION TO *Sell 1/10 of America!*



WLW
THE NATION'S STATION

With a population of 13,658,505 and 3,611,767 radio families—nearly 1/10th of the U. S. total—the 330 counties of the

WLW Merchandise-able Area present a worth-while market for any advertiser.

Using class "A" time, WLW obtains advertising impressions in this market at an average cost per thousand of only \$1.18. And this does not take into account the large bonus audience beyond this area accredited to WLW by BMB.

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Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families,

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STate 2-0366

6381 Hollywood Blvd.
Hollywood 28, Calif.
HOLLYwood 9-5408

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Columbus 2, Ohio
JEfferson 5441

4595 S. Dixie Highway
Dayton 9, Ohio
WALnut 2101



more than

400,000

sets now in the multi-billion dollar

WWJ-TV MARKET

They're multiplying rapidly . . . and so are the sales of advertisers who use the visual selling power of WWJ-TV to push their products in Detroit.

When you're on WWJ-TV, you're on Detroit's NBC station . . . the station that TV's Detroit Tigers' ballgames, Red Wings' hockey games, big-time boxing . . . the station that's 2 years ahead of the others in age, in programming know-how, in production experience . . . the station that commands the prestige that naturally goes with leadership in public service.

It's as clear to advertisers as WWJ-TV's picture is to Detroiters, that WWJ-TV is the Number One buy in a market that is headed for its twelfth consecutive year of capacity production.

FIRST IN MICHIGAN

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National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
ASSOCIATE AM-FM STATION WWJ

