

# TELECASTING

A Service of BROADCASTING Newsweekly

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## PIED PIPERS TELEVERSION

The  
**CHILDREN'S  
HOUR**  
—and a half

on the  
DuMont Television Network

Monday through Friday

CAPTAIN  
VIDEO  
7:00 pm

MAGIC  
COTTAGE  
6:30 pm

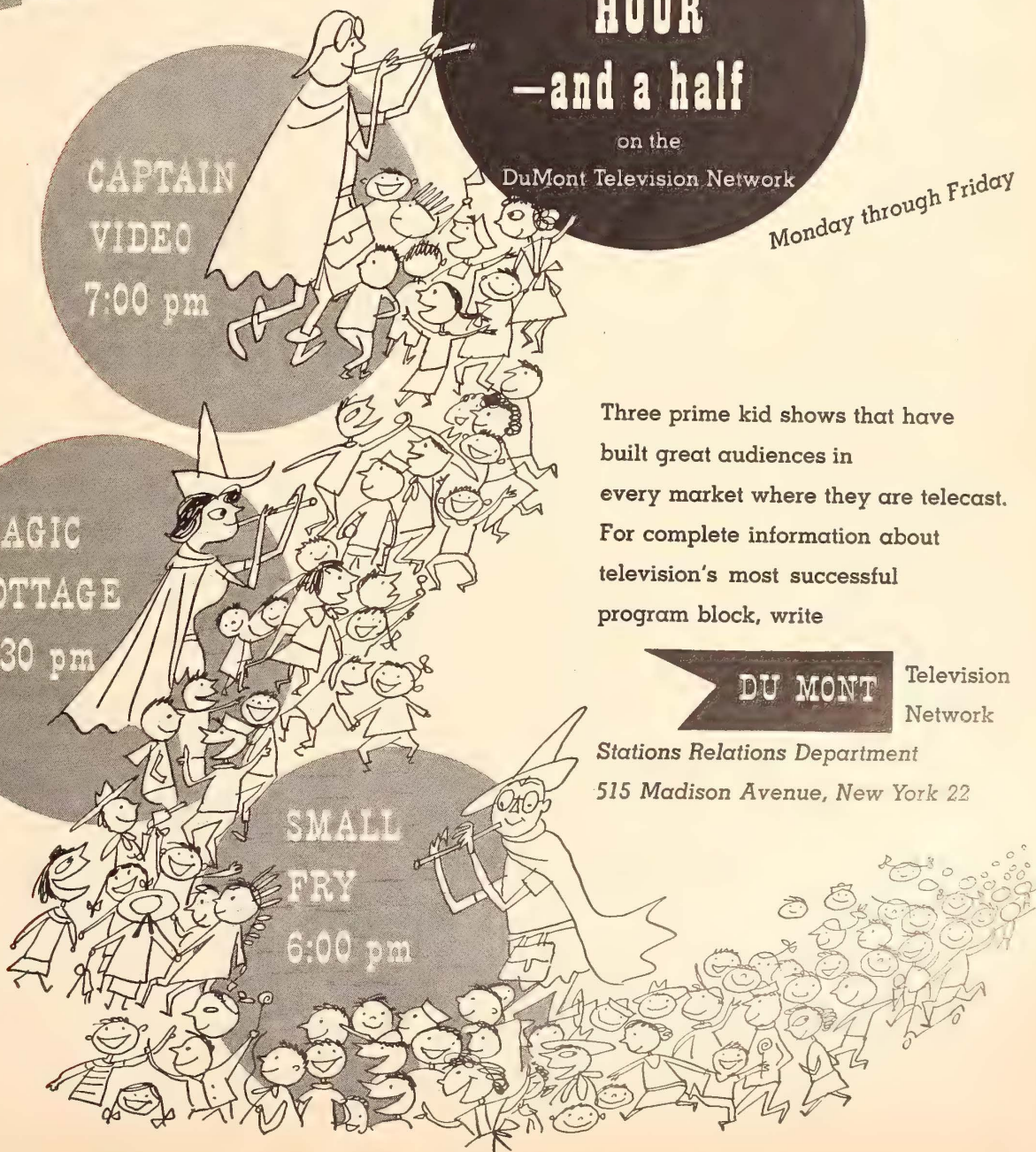
SMALL  
FRY  
6:00 pm

Three prime kid shows that have  
built great audiences in  
every market where they are telecast.  
For complete information about  
television's most successful  
program block, write

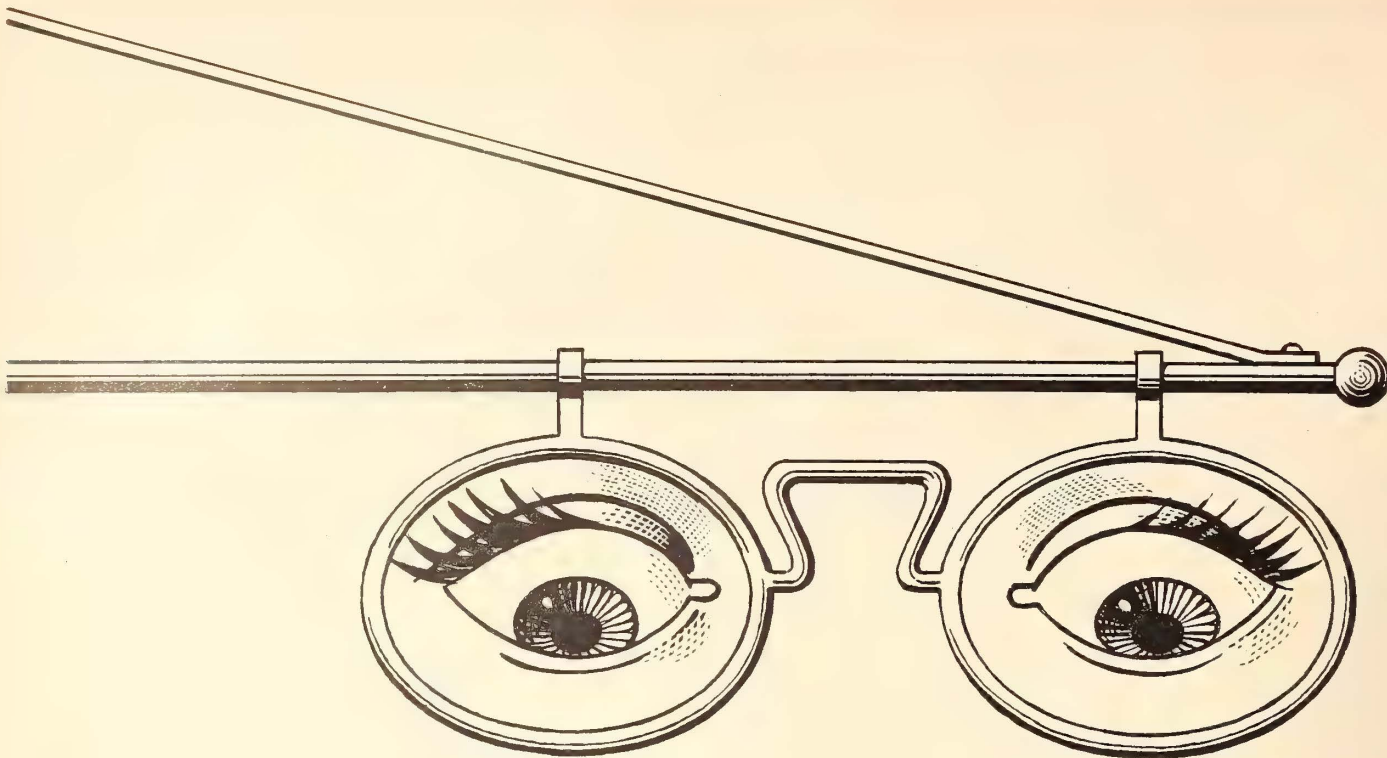
**DU MONT**

Television  
Network

Stations Relations Department  
515 Madison Avenue, New York 22







OPTICIANS' PROGRAM DRAWS MORE THAN

15,000 REPLIES

ON

WBZ-TV

BOSTON

The Boston TV area is now one of the top five in the nation.. and WBZ-TV's success stories are the biggest thing in Boston television! Both local and network sponsors are getting terrific results. Take Community Opticians, for example. According to the agency, one Sunday afternoon program in March drew more than 15,000 pieces of mail!

Although availabilities are limited, the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

**WBZ-TV BOSTON • Channel 4**

*Represented by NBC Spot Sales*

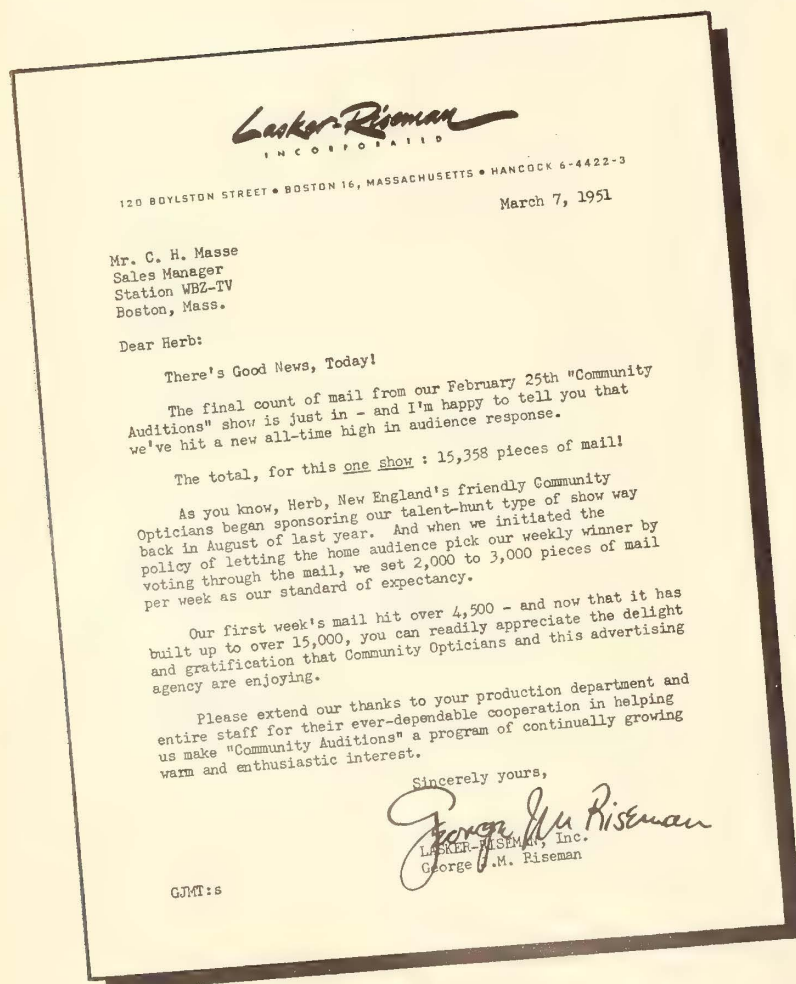
**WESTINGHOUSE RADIO STATIONS Inc**



KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

Sales Representatives for the radio stations, Free & Peters

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# VIDEO PRIORITIES

EXPANSION of the TV industry, should FCC's freeze permit new station construction, faces little chance of getting material priorities from defense authorities, Charles E. Wilson, director, Office of Defense Mobilization, told the NARTB TV convention at Chicago Thursday.

In effect, this gloomy prediction was interpreted as a sign that TV receivers have a better chance of getting materials than the transmitters and materials needed for station construction.

Mr. Wilson addressed the Thursday luncheon meeting by closed circuit television, with delegates watching him and hearing his words by means of a dozen DuMont 19-inch console receivers scattered around the Stevens Hotel Ballroom.

The Thursday morning TV business meeting took a number of important steps as the video segment of the association went into formal action for the first time.

These included:

- Agreement on a TV program standards conference to be held in May or June.

- Stand against the Benton resolution calling for a Senate TV investigation.

- Review of tax and ASCAP negotiations.

- Awards to several stations for low-cost salable TV programs.

- Demand that college football telecasting be subject to freedom of negotiation.

- Pledge of cooperation to FCC in working out thawing of TV freeze.

### No TV Priority

Mr. Wilson's prediction came at the very end of his address as he answered three prepared questions. Asked about priority for materials needed for expansion of the TV industry, he said he did not believe defense authorities could give priority to such requirements. TV stations must take their place with other civilian activities despite the obvious desirability of an expanded television industry, he said.

Looking into the future, Mr. Wilson said defense officials did not expect the impact of the mobilization to be felt seriously for a year, with the chance removal of controls could start within two years. He said defense officials are trying to superimpose military production on the bulging civilian

economy, with civilian goods cut as little as possible. He hoped high production of TV sets could be maintained. He devoted most of the talk to dangers of inflation and emphasized the important place of broadcasting and telecasting in informing the public about the need for cooperation in the mobilization.

The problem of working out TV program standards was explained to the morning meeting by Robert D. Swezey, WDSU-TV New Orleans, chairman of a special committee studying the subject. The committee plans to start its study of programming before it gets out of hand, he said, recalling the wrangling over broadcast codes.

FCC last January issued a warning that it would take up a program inquiry after the TV unfreezing process is over, Mr. Swezey said. The committee plans to hold a May or June industry conference on the subject, analyzing the problem "before someone does it for us." After referring to the Benton resolution, he said the industry itself can do an

affirmative job on program standards and avoid criticism such as "TV neckline" and similar references.

Members of the committee are George B. Storer, Fort Industry Co. stations; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Chris Witting, DuMont network; Frank M. Russell, NBC.

Eugene S. Thomas, WOR-TV New York, TV board chairman, presided at the meeting. John A. Kennedy, WSAZ-TV Huntington, W. Va., reviewed background of the TV tax problem. He heads a committee on the subject. The committee is trying to work out a formula with tax officials so TV is not penalized because it operated at a loss during the tax base period.

### ASCAP Review

Dwight Martin, WLWT (TV) Cincinnati, spoke for the industry ASCAP Per Program Committee. He described last-ditch efforts to avoid a long court battle with ASCAP, whose blanket and per piece formulas he described as en-

tirely unacceptable and violative of the consent decree. He said a fund of \$88,000 had been committed by stations to support litigation. He reported a majority of the committee feels ASCAP will soften and stay out of court.

Mr. Storer, speaking for the TV Board Finance Committee, said as of April 12, 44 stations had paid their April dues, a total of \$6,162; 10 more had written they intended to join, indicating another \$2,104, and four others are expected to come in, a total of 58 members of 107 stations, with indicated income of \$9,804 per month.

TV directors started a membership drive at the meeting. Dues are half the highest quarter-hour or the five-minute rate, whichever is higher.

W. D. Rogers Jr., KEYL (TV) San Antonio, presided over the resolutions session as chairman of the committee in charge. Other members were B. J. Rowan, General Electric Co., and Mr. Russell. A series of resolutions adopted by

(Continued on page 87)

# SUMMER TV

EMPHASIZING the effectiveness and potential of summer TV sponsorship, NBC-TV last week unveiled its "Straw Hat Plan No. 2" and predicted at least 75% of its sponsors in Class A time will stay on during the summer, with chances good that the remaining 25% of the time will be sold.

A comparably optimistic forecast was issued by ABC-TV officials as that network announced that filmed TV programs "of proved educational value," plus public health telecasts, will be an integral part of ABC-TV summer program plans, now being developed.

CBS also has indicated it expects most of its Class A time sponsors to remain while DuMont TV Network has reported all its top advertisers will continue through the summer [BROADCASTING • TELECASTING, April 9].

NBC-TV's Straw Hat Plan No. 2 emphasizes that "television will be the favorite summer activity of 'the 40 million,'" and that they "will watch television during the coming summer months just about

as much as in other seasons" and "will buy just about as much retail goods then as during the fall, winter and spring seasons."

Reviewing the statistics behind these arguments and outlining summer program plans, Edward D. Madden, NBC vice president in charge of sales and operations, said present sponsors are definitely committed to some 12 hours of Class A time this summer, as against only two hours known definitely to be given up. The two hours being vacated, he said, are Texas Co.'s *Texaco Star Theatre*, on Tuesday from 8-9 p.m.; Procter & Gamble's *Fireside Theatre*, on Tuesday from 9-9:30 p.m., and Spiedel's *What's My Name*, on Monday 8-8:30 p.m.

### Sponsors Continue

Among advertisers in the 7:30-10:30 Class A time period who either are continuing their present shows or will sponsor summer replacements, Mr. Madden said, are Hollywood Candy, General Foods, Regent Cigarettes, Firestone Tire

& Rubber Co., Tintair, P. Lorillard Co., Kraft Foods, Bristol-Myers, Armour, De Soto, Borden Co., Ford Dealers, Miles Labs, Gulf Oil, American Tobacco Co., Gillette, and Chesebrough.

Mr. Madden also reported that Lever Bros., which sponsors the Monday-Wednesday-Friday portions of *Hawkins Falls* (5-5:15 p.m.), is now adding a fourth day.

The new Straw Hat Plan has scheduled Dorothy Kilgallen and Dick Kollmar in a variety-type program as summer replacement for the *Kate Smith Show* Monday through Friday, 4-5 p.m. The cost is \$1,375 per 15-minute segment, but the network said that for the present it will accept only tentative orders.

Nor are firm orders being accepted yet on the scheduled replacements for 8-10:30 *Saturday Night Revue*. These are *Freddy Martin's Band of Tomorrow*, 8-9 p.m., being offered at a net cost of \$8,800; *Ben Blue's Barn Theatre*,

(Continued on page 87)

## Construction Materials Doubtful—Wilson



# MAC'S HOMECOMING

THE EYES and ears of Americans were attuned to their receivers last week as Gen. Douglas MacArthur came home.

And millions of listeners and viewers—perhaps an all-time record total—paid homage as the broadcasting industry bridged the geographical gap from coast to coast and, in many cities brought him into the living rooms of an enthusiastic public. TV's impact and radio's thoroughness combined to keep America informed on a play-by-play of the General's tour.

Televiewers to the four-day festivities were estimated at roughly 44 million. It is probable that every radio set owner caught at least one of the many pickups afforded by stations.

## Congressional Speech

Highlight of the MacArthur ceremonies, aside from his arrivals in San Francisco, Washington and New York, was the General's dramatic address before Congress Thursday.

The festivities also afforded desirable vehicles for sponsorship to national advertisers—all except his joint Congressional speech. Heavy schedules before and after the address also were reported by local radio-TV outlets.

Motorola-TV sponsored the Washington proceedings over NBC-TV from 11:30 a.m. to 2:30 p.m. (except the address to Congress), and also presented a 15-minute newsreel over the same network on Wednesday, showing the General's arrival in San Francisco. The contract was placed through Ruthrauff & Ryan. American Oil Co. aired the New York ceremonies through Joseph Katz, Baltimore.

## Longines-Wittnauer Buy

Longines-Wittnauer Watch Co. sponsored the CBS-TV coverage of the ceremony Thursday; the arrival in New York that evening, and the New York parade and reception on Friday. Other MacArthur activities were slated for sponsorship by Longines. *Newsweek* magazine presented a special film of Gen. MacArthur's speech to Congress in a CBS-TV program Thursday night. Victor Bennett is the agency for Longines-Wittnauer; Lennen & Mitchell for *Newsweek*.

Mutual's coverage included on-the-scene descriptions of the General's take-off from Tokyo, arrival in Honolulu, landing in San Francisco, in addition to his reception in Washington, speech to Congress and ceremonies at the Washington Monument. WOR, Mutual's New York key, also covered Gen. MacArthur's arrival in New York and the official reception and tour on Friday. WMGM, New York independent, carried the General's speech to Congress.

ABC covered the San Francisco proceedings Tuesday night and Wednesday, and kept its network open in the East past the usual

midnight closing time to report the arrival in Washington. Earlier, ABC carried a shortwave eye witness account of his Tokyo departure and Honolulu landing.

DuMont TV Network claims a first on telecasting pictures of Gen. MacArthur's arrival in San Francisco to viewers in the East and Midwest, crediting WGN-TV Chicago with a sensationally fast processing and editing job to make the beat possible. Leaving San Francisco on the last commercial plane Tuesday night, the unprocessed negatives reached WGN-TV at 8 Wednesday morning and were developed, processed edited and ready for broadcast at 11 a.m. Within five minutes DuMont had cleared a network of five stations—WNHC-TV New Haven, WABD (TV) New York, WFIL-TV Philadelphia, WDTV (TV) Pittsburgh and WGN-TV—with some of them revising their schedules in a matter of seconds. Films were retelecast by DuMont at 11:38 a.m. on a special news program.

Following is a play-by-play of

## Radio-TV Field Day

coverage by geographic areas:

### West Coast

West Coast television went "all-out" in an unprecedented cooperative coverage of Gen. MacArthur's arrival and stay in San Francisco, as all 11 California television stations pooled their resources to telecast complete on-the-spot arrival to departure proceedings.

Richfield Oil Co. sponsored the complete telecast shown on all California stations, paying \$35,000 for the package. Agency was Hixson & Jorgensen Inc., Los Angeles. Richfield used no commercials, as such, on the telecast but inserted its identification from time to time during the proceedings.

Master control for the production was located at ABC's San Francisco TV Center, with its KGO-TV transmitter sending the telecast to the micro-wave link.

What resulted in one of television's finest cooperative enterprises on behalf of public service to date was preceded by a bitter two-day controversy between the network and independent stations

## Fast Action

WHEN Jack Patterson, salesman for WPIX (TV) New York, delivered an order for American Express sponsorship of MacArthur receptions in Washington and New York to the station at 11:02 a.m. Thursday, the station went into immediate action and had the first commercial on the air at 11:25 a.m.—before Tom McDermott and William Vallee of Benton & Bowles reached WPIX with copy for the remaining commercials of the two-day contract.

in Los Angeles over the previous week-end (April 14, 15).

Following announcement of Gen. MacArthur's return to the United States, expected at first to be Monday or Tuesday, the three network stations—KNBH (NBC) KTSN (CBS) KECA-TV (ABC)—bought up portions of time on the microwave relay for those days, giving those stations exclusive control over the relay for those periods. Late Friday it was learned that the General would not arrive until Tuesday at a time that would fall

(Continued on page 79)

## TV PERIL

TELEVISION is in jeopardy because station men are "rushing headlong" to make money; because they are selling frequencies, channels and call letters rather than audiences, and because they are "too willing" to let someone else evolve their "heritage and economic welfare." This was the opinion of John M. Outler Jr., general manager of WSB-AM-TV Atlanta, a key speaker at the television session Thursday afternoon at the NARTB convention in Chicago.

Mr. Outler, speaking as "a freshman in TV doing post-graduate work in radio," ripped station managers for making the same mistakes they did in radio, which is its own "greatest fear" today. He de-

plored the "bland assumption that the public will stand hitched for anything in the way of programs, the same ignorance or indifference which radio had." His recommendation to stations: Tie-in with a local audience with live local shows "because the interest of your audience in network shows is an impersonal matter."

### Session Agenda

The television meeting, conducted by Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans, included discussion on "Holding the Line on Operation Costs," "Successful Selling," "The Big Thaw," "Making Better Use of Film,"

"Morning Programming, Does It Pay?," and "The National Collegiate Athletic Assn. Position on Football."

Successful salesmanship was defined by Mr. Outler.

Clair McCollough, president, WGAL-AM-TV Lancaster, and vice president, WDEL-AM-TV Wilmington, Del., was chairman of the operating costs panel, featuring Bob Lemon, program director, WTTV (TV) Bloomington, Ind., and Lee B. Wailes, vice president in charge of operations, Fort Industry Co. stations.

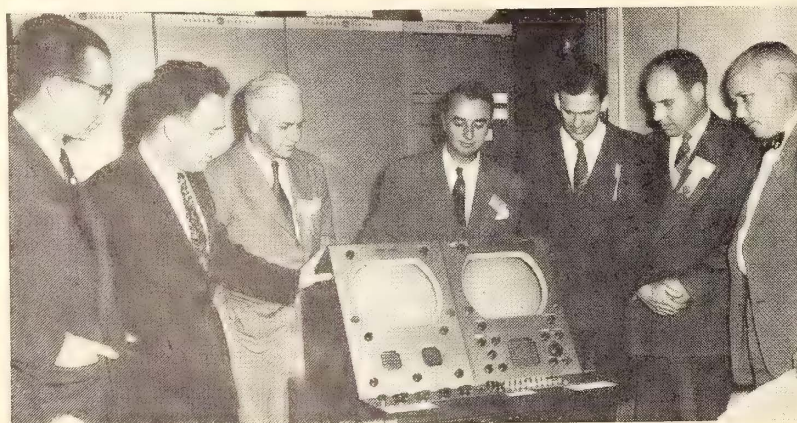
The NCAA stand on television was outlined by Walter Byers, executive assistant in the Chicago office, who was introduced by Harold Hough, director, WBAP-AM-TV Fort Worth.

### FCC Discussion Panel

The upcoming FCC television thaw was discussed by panelists introduced by E. K. Jett, vice president and director of WMAR-TV Baltimore. Speakers were Dr. T. T. Goldsmith, research director, Allen B. DuMont Labs; Raymond F. Guy, manager, radio and allocations engineering, NBC, and Glen McDaniel, president, Radio-Television Mfrs. Assn.

Better use of film was outlined by George Shupert, vice president, Paramount Television Productions, chairman, and Charles B. Brown, director of TV sales, Bing Crosby Enterprises; John H. Mitchell, director of television, United Artists Corp., and Sy Weintraub, execu-

(Continued on page 86)



GENERAL ELECTRIC salesmen demonstrated video equipment at the NARTB convention. In the group are (l to r): G. H. Stratton, C. J. Simon, John Wall, F. R. Walkerm, J. M. Comer Jr., F. J. Wiggins, all of GE, and J. A. Shay, WTVJ (TV) Miami.



# CONGRESS AND TV

## Study Appears Shelved

## 'So Well Stated'

By DAVE BERLYN  
CONGRESS is in no hurry to clasp television to its legislative bosom. This was indicated last week in the following "inactions":

● Senate Rules Committee apparently is letting die Sen. Alexander Wiley's (R-Wis.) resolution to create a study of the telecast question pending before it [CLOSED CIRCUIT, April 9].

● House Rules Committee listened to Rep. Jacob Javits (R-Lib.-N.Y.) talk in favor of his resolution that would permit radio and television coverage of important House debates, but showed itself "unfriendly," according to the Congressman.

● Rep. Arthur G. Klein (D-N.Y.) theorized the Rules Committee also was inclined to bottle his measure (HR 3656) that would permit radio-TV coverage proceedings and authorize setting up of Congressional owned - operated short-wave stations [BROADCASTING • TELECASTING, April 16]. He went along with Rep. Javits, saying the rules group is not receptive to proposals on TV.

● Sen. Ed C. Johnson (D-Col.) told BROADCASTING • TELECASTING that perhaps it was best for each committee chairman to decide whether his committee's public hearings should be telecast. He is chairman of the radio-TV important Senate Commerce Committee.

● There is no inclination in the Senate to bring up Sen. Harry Cain's (R-Wash.) motion to reconsider two contempt citations voted by the upper chamber against Morris Kleinman and Louis Rothkopf, who used TV as one of their excuses for refusing testimony to the Kefauver Crime Committee. Citations are expected to be delivered to the courts for prosecution once they clear the office of the Senate Secretary.

### Enthusiasm Reduced

Recall of Gen. Douglas MacArthur from Tokyo and his subsequent visit to the U. S. has riveted attention of legislators on the General and thus reduced enthusiasm in Congress for settling how far committees could go in exploring TV's impact.

Both Reps. Klein and Javits indicated that their battle to get TV cameras into Congress chambers on the same footing as the press would now have to be carried on the floor. For the present, the New Yorkers have surrendered the first round to the Rules Committee.

Rep. Klein asserted the Rules Committee had given "strong intimation" that his bill "would be tabled regardless of the nature of the presentation on the grounds that no space is available for [radio-TV] facilities."

He asked the committee to reschedule hearing of his bill "since

your committee procedure does not permit the appearance of witnesses other than members of Congress and the greatest support . . . lies with the public and with the . . . radio and television industry . . . I particularly need time in which to find a means to present . . . the views of those outside Congress or to gain . . . consent for the appearance of private spokesmen." The Rules Committee does not permit outsiders to testify in favor of a bill's clearance.

Rep. Klein, nevertheless, called for a public campaign to whip up interest in the media coverage.

It was understood that words  
(Continued on page 88)

INSERTING three editorials from BROADCASTING • TELECASTING, March 26, April 2, and April 16, in the *Congressional Record* last Wednesday, on the subject of televising hearings of Congressional committees, Sen. Ed C. Johnson (D-Col.) said: "I do not altogether agree with the conclusions reached in the editorials, but the arguments made in them are so well stated that I feel strongly they should be made available to the readers of the *Record*." Titles of the editorials, in order of their dates, are "Faultless Reporter," "Puzzle: Find the Television Cameras," and "The Congress and TV."

## HILL TELECASTS

## Justice Dept. Studies Nature and Scope

SPECULATION that the Dept. of Justice may assert itself in an advisory capacity on the nature and scope of Congressional telecasts was held out last week.

This conjecture was raised amid confirmation of a report that the department's Criminal Division has prepared an advisory memorandum touching on:

(1) The right of Congressional committees to adopt their own code covering telecasts of public hearings.

(2) Contempt citations stemming from refusal of certain witnesses to answer committee questions because of the presence of TV cameras.

★  
(3) The constitutional question evolving around the question of "due process of law."

Text of the memorandum was not disclosed but it was learned that the opinion will be used as a basis by the Justice Dept. in the Congressional TV issue, should it be called upon to render advisory comments.

The memorandum was understood to reflect these initial and informal legal beliefs:

● The question of Congressional committees adopting their own codes for TV coverage is habitually a legislative policy matter, and one on which the courts would act with caution and hesitancy.

● Witnesses who refuse to offer testimony on TV grounds possibly may have little legal precedent to support their charges, other than possibly recourse to "due process of law."

● Television only makes public hearings more public.

It also was reported last week that the Justice Dept. is prepared to prosecute current contempt citations, which the Senate already has approved, involving Morris Kleinman and Louis Rothkopf. The Senate Crime Investigating Committee had voted the citations.

The memorandum would be used chiefly to guide local attorneys on local questions arising out of televised hearings, it was understood, and would not be offered to Congress unless specifically requested by a member or Congressional committee. The Senate Crime Investigating Committee, focal point of the controversial issue, had not sought such an opinion, it was found.

At week's end a BROADCASTING • TELECASTING spot check revealed that none had been requested, but that at least one Congressional quarter felt such an advisory opinion would be helpful to guide Congress.

## VIDEO CO-OP

## Production Syndicate Announced

FORMATION of television's first cooperatively-owned production syndicate—a million dollar venture to be known as Consolidated Television Broadcasters Inc., was announced in Chicago last Friday, coincident with the NARTB convention.

George B. Storer, president of The Fort Industry Co., licensee of three TV stations, is the prime mover, with Richard E. Jones, managing director of WJBK-TV, Fort Industry station in Detroit, as president of the new corporation.

Harrison Dunham, former manager of KTTV (TV) Los Angeles, is vice president and general manager, and will headquarter in Hollywood.

The cooperative contemplates a maximum of 50 stations in as many markets. Mr. Dunham announced that to date 40 stations have been signed, with negotiations in progress with the balance.

Frank Wisbar, until recently in charge of production of Bing Crosby Enterprises, has been retained as production supervisor of CTBI and will promptly begin a series of 26 one-hour productions.

★  
His *Fireside Theatre* has won acclaim as the outstanding tailor-made film TV series.

Mr. Storer, it was learned, began his explorations for a cooperative TV syndicate more than two years ago. Mr. Dunham, manager of KTTV for two years, had developed a syndication project while with the *Los Angeles Times* station which contemplated primarily the membership of newspaper-owned TV stations.

Member stations, it was stated, have been selected in substantially all major markets where television stations are located. Where no stations have yet been authorized,

such as Denver and Portland, membership will be reserved until such time as stations take the air.

Primary purpose of the new corporation is to finance the production of high-quality film programs, tailored for television, which will be owned by the corporation and will be built into a library of film productions for the TV industry. Initial plans contemplate production of a schedule of two-and-one-half hours of film per week over a 26-week span.

Production will be financed out of the million dollar revolving fund established by the stations, with each member station having first refusal in its market for each program series. The pricing of the programs will be at a rate not to exceed 50% of the station's local rate card for the running time of the particular film. This will permit the station to earn its full time rate, plus customary profit on the sale of the program.

Mr. Storer said the complete list of stations, together with the board of seven directors and officers will be announced shortly. The new Delaware corporation received its charter on March 28. Mr. Dunham, an attorney, drew up the corporation papers.



Mr. Storer



Mr. Jones



Mr. Dunham



# NCAA PLAN

## Submitted to Justice Department

NCAA Television Committee last week submitted to the Dept. of Justice a three-point plan for telecasting college grid games this fall.

Justice would issue only the formalized comment that it has taken the plan "under advisement." Some action, however, is expected this week.

Under the proposed plan:

- Only one game would be telecast in any one area on any given Saturday.

- No team would be seen more than twice, once at home and once when it plays away from home.

- On at least one Saturday a blackout may be imposed and no

games may be telecast in a particular area.

Heading the 12-man committee which met in Washington last Wednesday and Thursday was Tom Hamilton, athletic director of the U. of Pittsburgh.

### No Live TV Ban

Mr. Hamilton reiterated NCAA's position that it is not banning live telecasts, it has merely imposed a moratorium by which it will be possible to measure video's impact on gate receipts. This moratorium, or experimental period, would end Nov. 24.

If the submitted plan is approved by the anti-trust division of the Justice Dept., NCAA would serve as a sort of a clearing house. Member-colleges' schedules would be offered to the highest bidder, then the sponsor would determine which games would be telecast.

The plan—which limits only live

telecasts—is expected to greatly increase use of theatre television, Phonevision, Skiatron and post game films.

Mr. Hamilton pointed out that "some 72% of college athletic programs, including intra-murals, depends on football receipts." He added that if athletics are of any value they must be in all colleges and "not restricted to the eight or

## MODERN SCHOOL

### Creighton Lists Facilities

CREIGHTON U., Omaha, with complete television production equipment on the campus, reports it now is offering up-to-the-minute courses in TV, radio, advertising and press communications. In addition, a campus radio station, KOCU, is operated by Creighton students.

Listed among many opportunities offered by the university is the annual WOW-TV Omaha training scholarships for outstanding students in the fields of radio and television.

ten colleges" which could sell games to TV sponsors.

Hugh Willett, of Southern California, NCAA president, told newsmen: "We approach this problem from the conviction that our athletic program is worth preserving. We believe there is a solution. We believe we can live with television."

## Hennock Talk

VALUE of TV as an educational tool, and need for reservation of TV channels for noncommercial educational stations, were re-emphasized last Wednesday by FCC Comr. Frieda B. Hennock in an address before the Federation of Jewish Women's Organizations Inc. in New York. She noted 56 colleges and universities, four medical schools, 19 local public school systems and two public libraries already have presented educational programs via TV. Stating the risk of neglecting education is too great, Comr. Hennock quoted Charles A. Siepmann, "a leading figure in the broadcasting field," as saying, "In a democracy, universal education is not a luxury but a necessity."

## VIDEO PROBE

### Senate Panel to Weigh

SEN. ED C. JOHNSON (D-Col.) has assigned the Benton resolution on educational TV (S Res 127) to a special Senate Commerce subcommittee (see editorial, page 60.)

The resolution, introduced by Sen. William Benton (D-Conn.) and co-sponsored by Sen. Lester C. Hunt (D-Wyo.), a member of the special group, calls for the committee to make broad investigation of the educational TV channel status [BROADCASTING • TELECASTING, April 16].

Members of the special group in addition to Sens. Johnson and Hunt are Senate Majority Leader Ernest W. McFarland (D-Ariz.), Sens. Charles W. Tobey (R-N.H.) and Homer E. Capehart (R-Ind.).

### Comments Sought

It is understood that this group has asked for comments from governmental agencies which it believes are interested in the Benton resolution. Foremost among them is the FCC, which, of course, would be directly affected by the legislation. Among other agencies are the Justice Dept. and the Federal Security Agency (which embraces the U. S. Office of Education).

Reaction to the Benton resolution is beginning to crystallize in the industry. Observers have pointed out, the resolution, if it passes the Senate, could upset the FCC TV allocation timetable and place the Senate group in a position of going over a subject which has expended years of study by technical experts. In addition, extensive hearings have been held by FCC on TV allocations.

## ABC-TV Expands Space

PURCHASE of a four-story and penthouse showroom building at Broadway and 70th St., New York, to meet the needs of ABC's expanding television department, was confirmed by the network last week. The new purchase, which is not far from the present ABC Television Center at 7 W. 66th St., contains more than 50,000 square feet of space and was used until recently as an automobile sales and showroom. Originally it was built for the Studebaker Corp.

## ATLANTA SALE

FORMAL application was filed with FCC last week for consent to assignment of license of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Inc. composed of prominent Atlanta citizens, for a total consideration of \$525,000 [BROADCASTING • TELECASTING, April 9].

The transaction is subject to FCC approval of the assignment of license for Channel 8 as well as to issuance by the Commission of a license to WSB-TV for operation on Channel 2, now under construction permit to WCON-TV there, also owned by Atlanta Newspapers.

Broadcasting Inc. proposes to use the call WYES on Channel 8. When WSB-TV moves to Channel 2, WCON-TV would be deleted.

In FCC's consent a year ago to merger of the Atlanta Journal (WSB) and Atlanta Constitution (WCON), the Commission specified that the new firm, Atlanta Newspapers Inc., would have to give up either WSB-TV or WCON-TV.

Ex-Gov. James M. Cox of Ohio, who previously owned the Journal interests, continues as chief owner of Atlanta Newspapers Inc., including the WSB properties.

Principals in Broadcasting Inc., newly organized million-dollar corporation, are: Walter C. Sturdivant, president and majority owner of Montgomery Knitting Mills, Summerville, Ga., president and 5% owner; John O. Chiles, vice president and over 25% owner Adams-Cates Co., Atlanta real estate agency, vice president 6%; Robert B. Troutman Jr., partner in Atlanta law firm of Spalding, Sibley, Troutman & Kelley, vice president-secretary 6%; Clement A. Evans, president and majority own-

## WSB-TV's Ch. 8 Plant Gets \$525,000

er Clement A. Evans & Co., Atlanta investment banking firm, director 6%; James D. Robinson Jr., president Trust Co. of Georgia Associates, treasurer 4% (plus minor interests for family trusts).

A 66% interest is held by Clement A. Evans & Co. for sale to other local Atlanta residents. When these interests are acquired, amendments to the transfer application will be filed, FCC was told.

### Reasons Given

Broadcasting Inc. gave in part the following reasons to FCC for making its offer to Atlanta Newspapers for the purchase of the Channel 8 facilities:

Since the two television stations (WSB-TV on Channel 8 and WAGA-TV on Channel 5) now operating in Atlanta are controlled by persons who are non-residents of Georgia, a group of local Atlanta citizens formed a Georgia corporation under the name of Broadcasting Inc. This corporation is owned and operated by residents of Georgia, most of whom are residents of the Atlanta area.

These persons desire to operate the television facilities which will be released by Atlanta Newspapers Inc. because they feel that a locally owned and locally operated television station will perform a constructive and worthwhile service to the people of the Atlanta area.

At the present time the only two large daily newspapers in Atlanta are controlled by persons who are not residents of Georgia. The major radio and television stations of Atlanta are also controlled by non-residents.

Assignee believes that it is very desirable for the Atlanta community to have this communication medium, owned and operated by local people,

in order for the citizens of this community to be given a larger and more important voice in affairs which vitally affect community life.

In proposing to Atlanta Newspapers the purchase of the Channel 8 facilities, Broadcasting Inc. stated its investigation of the matter "leads us to believe that such acquisition is feasible and that the FCC should have no objection to the transfer from you to us of the license to operate on Channel 8."

Atlanta Newspapers, in its reply accepting the purchase offer, said it had hoped Atlanta would not be deprived of the additional TV service because of the merger and indicated the proposed transfer would assure preservation of this added service. The letter also affirmed Atlanta Newspapers' intention to switch WSB-TV from Channel 8 to Channel 2, subject to FCC approval.

The purchase agreement, valid until Jan. 1, 1952, also sells to Broadcasting Inc. the FM transmitter for Channel 283 formerly used by WSB-FM, as well as the land at the present WSB-TV transmitter site. The present WSB-TV transmitter building, however, will be leased to Broadcasting Inc. Following the newspapers' merger, WSB-FM switched to WCON-FM's Channel 253, WCON-FM being deleted. WCON-AM also ceased operation.

FCC's newest revision of its proposed TV allocation plan would remove Channel 8 to Athens, Ga., as a noncommercial, educational facility. Channel 11 would be substituted at Atlanta for Channel 8.

In addition to the WSB properties, the Cox radio interests also include WIOD-AM-FM Miami, Fla., and WHIO-AM-FM-TV Dayton, Ohio.



## Mac's Homecoming

(Continued from page 76)

clusively into KNBH's time slot. In the meantime KTTV and KTLA had registered objection with the local FCC office at the exclusivity of the telecast. No FCC action was taken, however, according to Joseph Brenner, regional FCC attorney.

On Saturday, however, the storm was dissolved when the three network stations met and KNBH decided to relinquish its time and open up the relay to a seven-station pool.

KWKW, 1 kw independent Pasadena, Calif., station, turned up with its own exclusive the night of the MacArthur firing announcement. Following the first news of the event, William J. Beaton, general manager of the station, made a try after try unsuccessfully to get through by phone to Gen. MacArthur or other ranking officers in Tokyo for a statement. Finally giving up the attempt after midnight, Mr. Beaton decided to give his faithful listeners an exclusive, anyway. He did . . . an exclusive interview with the Tokyo telephone operator.

Another local station, KLAC-TV, also used its ingenuity in trying to get through to Tokyo, but with not as much success. A station newsman, attempting to put a call through to Cleve Roberts, another KLAC newsman, currently in Tokyo, was told by the operator there that only military calls were being respected. Undaunted, the zealous newsman in Los Angeles informed the operator that the call was being made by General Klac. He was put through to Tokyo. Unfortunately, however, he was unable to reach Mr. Roberts.

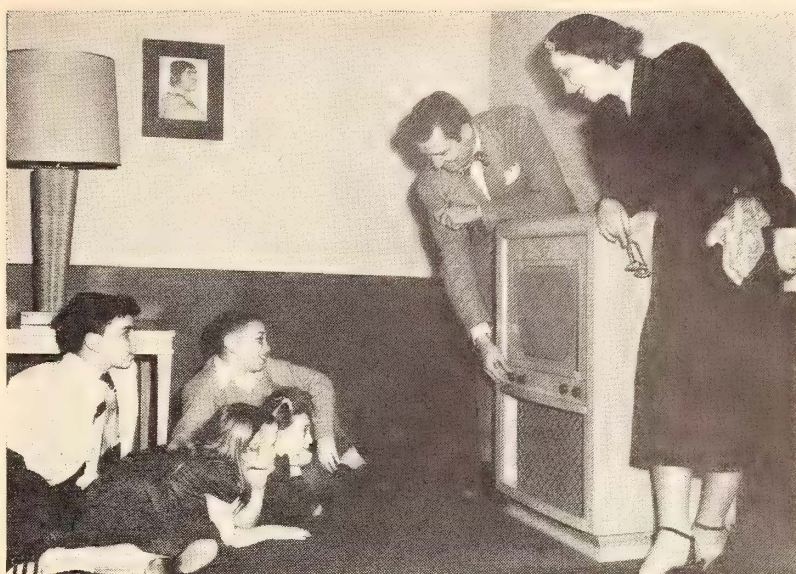
### Washington Area

The General's brief stay in the nation's capital also received thorough coverage, with telecasts on a pooled basis as elsewhere. Participating were WNBW (TV)-NBC, WMAL-TV-ABC, WTTG (TV)-DuMont and WTOP-TV-CBS. All five radio networks—ABC, CBS, NBC, MBS and LBS—and independent stations picked up the various ceremonies.

WOL, Liberty outlet in Washington, fed the joint session address to the network as well as other programs during the MacArthur visit.

The TV pool comprised 13 cameras and crews, five mobile units and a staff of 100 technicians and many program personnel. Technical details were handled by WNBW and the program was coordinated by ABC and NBC. Activities were monitored at the WNBW studios in the Wardman Park Hotel.

TV ran afoul of the law when it attempted to cover Gen. MacArthur in the Statler Hotel lobby. NBC had arranged with the management to place its cameras there, only to be thwarted by the police, headed by Police Chief Robert Barrett, who ordered them removed.



**TESTING** future audience of a United Television Programs film, *The Chimps*, in audition for Arthur Meyerhoff agency are (standing Bruce Bryant and Mrs. Carol Perel Colby, agency's timebuyer, who prepare to note youngsters' (ages six to 10 years) reaction. Film, produced by Bing Crosby Enterprises, features chimpanzees in western and whodunit dramas. Thirteen 15-minute reels have been filmed. This showing was set up by Milton M. Blink, vice president, Standard Radio Transcription Services, who supervises Midwest operations for United.

Protest by the network to the Commission's office, hinting at a possible suit against the District government, brought reverse of the orders. NBC Commentator Earl Godwin later told listeners of the "Gestapo-thinking" action, and pointed out "radio and television . . . are exactly as much in the public interest as police arrangements." He noted that private property was involved.

WBAL-TV Baltimore claims it flashed MacArthur's San Francisco landing on its screen first, beating the network announcement by some five minutes. Station presented a news film prepared by its special events department, and reported film coverage of landing on an early news program. In Washington WBAL recorded a special tape interview at National Airport with the plane's radio operator. Later he appeared in WBAL-TV's studios for a live TV interview.

### New York

The Friday TV pool started at 11:45 a.m., picking up the general at the Battery, where a parade of an estimated 10,000 veterans, servicemen, police and firemen got under way. The cameras followed the parade to City Hall for a 45-minute ceremony there before it continued on to Police Headquarters and thence to the Washington Arch.

Coordination of the Friday pool telecasts was handled by DuMont from the Empire State Bldg., under the supervision of Harry Coyle, DuMont director of remote operations.

In New York the NBC-TV cameras accompanied the General from the Waldorf-Astoria along the Broadway tickertape parade route to City Hall and thence up Fifth Ave. from noon to 2:30 p.m. Amer-

ican Oil Co., Baltimore, sponsored this 2½ hour NBC telecast, through Joseph Katz Co., Baltimore.

Reports continued to pour into BROADCASTING • TELECASTING on coverage of the MacArthur dismissal. Among those received:

An informal public opinion poll was presented by WGH Newport News, Va. Station Manager Bill Van Buren and Announcer Ambert Dail recorded downtown interviews while Promotion Director Bob McBride and Producer Bill Phyne checked reactions of passersby. Comments on the story, which found 48% of Hampton Roads citizens opposed and 13% favoring the firing of the General, were broadcast at 12:45 p.m. and at 6:45 p.m.

Newsroom of WCOP, Boston's ABC outlet, gave the MacArthur dismissal the "works" in radio coverage. Swinging into action early Wednesday morning, Program Manager Gene King and News Editor Jack Chase cleared the entire evening schedule from 9 to 11 even before it was known the President would pre-empt the 10:30-11 p.m. segment.

### Panel of Experts

By mid-morning WCOP had lined up a panel of experts for a live forum at 9 p.m. Program was followed by *People's Reaction*, a half-hour of recorded telephone conversations with Mr. Chase and Hub listeners were invited to call in and give their opinions. Although only 20 calls were used, approximately 500 were received during the day, station reported.

WTIC Hartford claimed to be first in the Connecticut area with the startling news. Station stayed on the air with NBC reports at 1:15 a.m., the newsroom following

## TV EXPANSION

### UHF Can Extend Service

MAJOR expansion of telecasting is possible and practical at UHF, Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, told engineering students at Princeton U. last week.

"Our engineers have determined that practical UHF television receivers can be built and that present television sets can be readily adapted for use at ultra high frequencies," he disclosed.

"This means," explained Dr. Jolliffe, "that sets now in use and those being manufactured will not be made obsolete by the new development." Receivers and adapters will be available when UHF television transmissions are authorized, he said.

The electronics scientist pointed out, too, that "if ultra high frequencies are used, many communities can have satisfactory television that could not have had any television service without this expansion in UHF, and existing service at very high frequencies also can be extended."

Dr. Jolliffe said that this information was gleaned from more than a year of RCA-NBC tests at the experimental station, KC2XAK Bridgeport, Conn.

### Aids Newspapers

TELEVISION is a "stimulating interest" in newspapers by sharpening the public appetite for interpretive reporting, Basil L. Walters, executive editor, John S. Knight newspapers, told the Hoosier State Press Assn. April 6. Video will become a boom to newspapers and not dampen interest in reading, he stated at the HSPA 17th annual meet. Knight newspapers own WQAM-AM-FM Miami, and hold part interest in WIND Chicago and WAKR-AM-FM Akron.

up with man-on-the-street excerpts early in the morning. Announcer Bob Steele, equipped with a mini-tape recorder, canvassed public reaction. WTIC received its initial tip from the wire services.

WCCC Hartford, a daytime independent, aired later bulletins when it took the air and also urged listeners to write or wire their Congressman "today" about where they stood on the controversial issue.

KOA Denver reported eliciting not only the views of the man-on-the-street but also top editorial comments from leading newspapers and local-national spokesmen. Comments were used on station's *Date-line Denver* at 6:15 p.m. April 11.

KECA-TV Los Angeles, reporting on the dismissal, remained on the air from the first bulletin at 10:08 p.m. (1:08 a.m. EST) until 3:30 a.m. Public reaction was so phenomenal it not only jammed trunklines but put one exchange out of action. A repair foreman was hustled to ABC Television Center.



## Engineering Trends

(Continued from page 35)

tended vehicle borne transmitters.

John W. Brush, DuMont Labs, described a video switching system. He explained, among many other important points, that although tube controls avoid the problem of clean contacts found in direct switches, the power requirements were high.

In addition to the advantages of a single crystal for both video and audio transmission, Howard M. Crosby, General Electric developments engineer, told of the amazingly long life and easy rehabilitation of his company's 5 kw klystron tube. To a question asked him concerning its "shelf life," he jokingly replied, "Every evidence indicates that the tube gains in efficiency during storage."

More seriously, he explained that a broadcaster could send his klystron back to the factory for replacement of the "gun" as the only repairs it would need. During the repair interval the station could take its spare out of storage. It would not be necessary to purchase more than two.

Last speaker of the Tuesday morning session was Bernard C. O'Brien, chief engineer, WHEC Rochester, N. Y., who explained that the FCC 1948 UHF-TV frequency allocations were spaced at 150 miles because tropospheric reflections were not taken into consideration. Five basic priorities are designed to provide TV for all areas regardless of population density.

### 'Welcome' Broadcasters

Mr. O'Brien has a cheering word for broadcasters weary of the long freeze. From his own experience he finds it best to go along with the FCC because of the "courtesy and real interest" expressed by the Commissioners for comparative newcomers to their proceedings. They will welcome broadcasters to their policy-making meetings, he said.

Turner Griffin, manager of communications section of RCA Service Co., gave a number of valuable pointers on the maintenance of transmitters during an emergency period. Lost air time will be held to a minimum by an adequate supply of replacement parts and skilled personnel, but parts are sometimes placed on an allocation basis and engineering talent is increasingly hard to get, he said. Specific recommendations can not be made to cover all cases, but more and better inspection is usually advisable.

W. Earl Stewart, manager of broadcast audio engineering, RCA Victor, said that his old photographs of early control rooms show all the apparatus painted black. Later whole transmitter chassis and louvers were chrome plated. Color now replaces chrome. Darkened rooms and dull surfaces are necessary for TV. The modern control room is a show place of compactness and unobtrusive efficiency.

Master control systems reduce costs and encourage alertness by more completely utilizing employee time and placing responsibility for error. The present trend is to design a single control to handle both audio and video.

Magnetic tape recording is constantly expanding its field of uses, but discs are still big business. Fine groove recordings are gaining slowly.

George C. Chandler, manager, CJOR Vancouver, B. C., told of large, thinly populated areas in Canada where there would be no daytime radio if

## RADIO, VIDEO POLL

WGAR, WEWS (TV) Win 'Cleveland Press' Contest

TOP honors in the sixth annual *Cleveland Press* local radio and television popularity poll went to WGAR and WEWS (TV) Cleveland.

On a point system, the tallies at counting time stood like this: WGAR, 38½; WEWS, 33; WHK, 15½; WTAM and WXEL (TV), 13; WERE, 11½; WNBK (TV), 8; WJW, 3½, and WDOX, 1.

Highest individual laurels went to WGAR's Esther Mullin (9), and WHK's Bill Gordon (8).

Ad agencies credited for the best commercials were Ohio Adv., McCann-Erickson; D'Arcy, and Gerst, Sylvester & Walsh.

Chosen as the best commercials were those of the Old Dutch Beer

the stations in some small towns transmitted at less than 1 to 5 kw. They have to practice every possible economy to operate a 5 kw station on a ¼ kw budget.

Co-channel sky wave recording was discussed by KMPC Field Supervisor Nal Mobley Jr. in Los Angeles in 1948 a general engineering group from KMPC, WGAR Cleveland and WJR Detroit developed the narrow band recorder, a crystal controlled 13.5 cycle intermediate frequency superhetrodyne receiver. With it a Brush high speed oscillograph recorded sky wave measurements to determine interference between KMPC and other co-channel stations. Results here and at 25 other stations showed poor correlation with calculated and ground wave measurements. It is suggested that future station allocation decisions be assisted by direct measurement of interfering signals.

Improved single system photography for television was the subject selected for Wednesday morning by John H. Battison, associate editor, *Tele-Tech* magazine. Because TV does not have available the funds which permit Hollywood to use multiple cameras for recording pictures and sound, it may well follow the example of Mr. Battison in film production at New York U.

### Suggests Combinations

If a camera can run continuously and shoot the whole play without stopping for special effects, the savings are obvious, but in TV closeups are essential. Mr. Battison suggests using "master" and "slave" camera combinations. The "master" continuously records both sound and pictures at one level of scene illumination. The "slave" in intermittent operation picks up angle shots, close-ups, etc. A marker light in both cameras indicates exactly the relationship of the film for ease of editing. If the "slave" shot is spoiled, there remains the "master" film. Within less than three hours after shooting completely edited and sound synchronized films are available.

The manager of radio and allocations engineering, NBC, Raymond F. Guy, presented analyzed data as proposed at the 1950 broadcast engineering conference. The program of measurements covered all phases of UHF operation in the Bridgeport

(Ohio); Forest City Lumber (Ohio), Watkins Furniture (Gerst).

The poll is conducted by Stan Anderson, *Cleveland Press* columnist. It covers 15 categories in radio; nine in television.

area. Comparisons were drawn with other UHF studies.

The inner mysteries of TV were explained by Dr. M. E. Strieby, staff executive, Long Lines Dept., AT&T, New York. He also described the necessity of coaxial cable and relays for transmission inside a large city. Microwaves and light respond much the same in means of transmission, conduction and concentration.

A four-bay antenna having a power gain of 20 was the subject of Lloyd O. Krause, of GE commercial equipment division. Most of the experimental work was done on models with vertically stacked bays, the length of the bay being five wave lengths. The mast serves as the outer conductor of the coaxial intrabay feed system. A traveling-wave on a helical antenna of simple construction produces excitation by single feed.

Albert J. Baracket, project engineer of Federal Telecommunication Labs, told the conference audience that it is not necessary to use a high priced orthocon or iconoscope camera for transmission of slides when a cheaper flying spot scanner will serve just as well and with lower operating cost. Because it is possible to obtain an excellent signal-to-noise ratio with a flying spot scanner it gives an excellent TV picture as long as the action is slow. The future possibilities for motion picture transmission are uncertain.

Much of the lack of appreciation of FM by prospective customers is due to the average listener's inability to properly tune a set. John V. L. Hogan, project engineer, Hogan Labs,

## RECORD SALES

### Westinghouse Doubles '50

NEW orders received in the first quarter of 1951 were the highest in Westinghouse history, the electric corporation reported last week from Bloomfield, N. J.

Gwilym A. Price, president, said that the orders were twice as great as in the first quarter of 1950, a year in which for the first time Westinghouse was able to exceed a billion dollars of net sales billed.

Addressing the annual meeting of stockholders, Mr. Price said also that net sales billed in the first quarter of 1951 reached a new high, totaling \$290,407,895. This compares with net sales billed of \$223,933,898 in the first three months of 1950.

He told stockholders that for 1951 the corporation is aiming even higher than the \$1,019,923,051 of net sales billed for 1950. Mr. Price pointed out that post-war expansion and improvements had increased Westinghouse productive capacity by about 50%.

said that FM set owners tune their sets to the spot of the lowest noise as he had always done with his AM radio; not knowing that the best signal on FM cannot be found that way.

Special services bring the FM broadcaster additional income. They include music with advertising slants aimed at shoppers in stores, riders on public transportation, and "background" music for factories, offices, restaurants, etc. FM will be a valuable supplementary communications system for national defense, Mr. Hogan said.

James L. Hollis, project engineer, Collins Radio Co., spoke on a modern 35 kw shortwave broadcast transmitter, covering subjects of their design and maintenance. He showed slides on the construction of a general purpose transmitter which delivers 50 kw for cw operation or 35 kw amplitude modulated and covers a range of 4 to 26 mc.

## N. E. ENGINEERS

Meet in Boston

NEW ENGLAND radio engineers were scheduled to gather Saturday at the Copley Plaza Hotel in Boston. The meeting was sponsored by the North Atlantic Region of the Institute of Radio Engineers and attendance was expected to be high, judging from early reports.

The following authorities were scheduled to address the gathering on their specialized subjects:

Radio Frequency Problems in the Design of a Linear Accelerator, H. L. Schultz and W. G. Wadey, Yale U.; Considerations in the Design of a Line of Inexpensive Test Equipment, by Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass.; Spectrum Utilization in Color Television, Robert B. Dome, Electronics Dept., General Electric Co., Syracuse; welcoming remarks at the luncheon, I. S. Coggeshall, president, IRE; Physiological Effects of Radiation, William A. Meissner, New England Deaconess Hospital and New England Baptist Hospital, Boston; Civilian Defense Against Atomic Attack, John W. M. Bunker, dean, graduate school, Massachusetts Institute of Technology, Cambridge, Mass., and Instrumentation in the Field of Radioactivity, William A. Higinbotham, Electronics Div., Brookhaven National Lab, Upton, Long Island, N. Y.

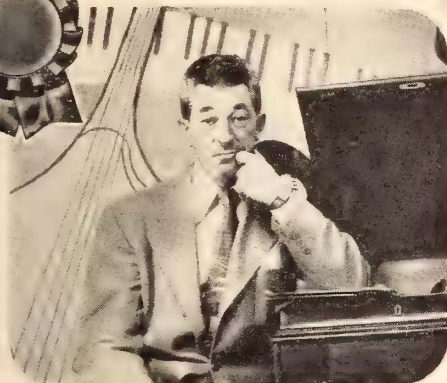
## Lee Estate Taxes

CHECK FOR \$1,047,559.55 has been turned over to the Collector of Internal Revenue by Ben H. Brown, Los Angeles County public administrator, for payment of 1950 income taxes due from the estate left by Thomas S. Lee, heir to the late Don Lee's radio and auto distributor fortune. Although other taxes are to be cleared yet on the \$14 million estate, Mr. Brown saw no litigation in spite of differences in evaluation between experts for the estate and government. Young Lee died Jan. 13, 1950, in a fall from a Los Angeles building. His estate is being contested [BROADCASTING • TELECASTING, March 26].



# FIRST

IN THE FORT WORTH-DALLAS AREA  
WITH AFTERNOON PROGRAMMING!  
IN THE FORT WORTH-DALLAS AREA  
IN AFTERNOON AUDIENCE!



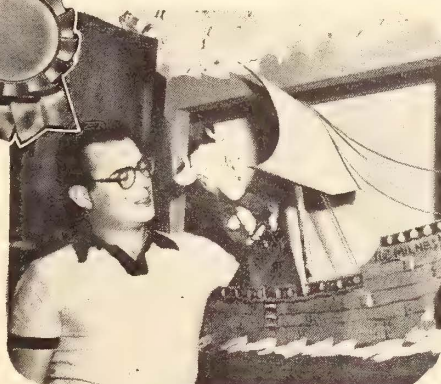
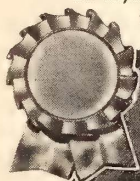
ON THE RECORD stars zany Bobby Peters, the people's choice—is typical of high-caliber local production on WBAP-TV. (12:00-12:30 p. m. Monday thru Friday.)



KATE SMITH SHOW is one of top-rated network features for daytime viewing—another reason why WBAP-TV ranks first. (3:00-4:00 p. m. Monday thru Friday.)



GABBY HAYES SHOW helps keep Fort Worth-Dallas kids tuned to Channel 5, where the kids' favorites appear every afternoon. (4:15-4:30 p. m. Mon., Wed. and Fri.)



SEE-SAW ZOO with Dean Raymond is more proof of WBAP-TV's ability to score high with local studio programming—puppets with Texas personality. (5:45-6:00 p. m. Mon. thru Fri.)



PLAYTIME WITH MARY PARKER rates tops with the young set and their parents—another WBAP-TV-originated show with high Hooper ability. (5:00-5:30 p. m. Mon. thru Fri.)



MARGRET McDONALD talks the home-maker's language—and shows the way to better meal-planning and kitchen management. Another "first" for WBAP-TV, now moving into the third full year of afternoon programming on Channel 5. (1:00-1:45 p. m. Monday thru Friday.)

To paraphrase an old saying, "The proof of the programming is in the rating." One look at Mr. Hooper's latest analysis of afternoon TV in the Fort Worth-Dallas market shows why WBAP-TV and Channel 5 are first choice with local and national TV advertisers:

Monday thru Friday	WBAP-TV	Sta. B	Sta. C
12 noon—6:00 PM	66.2	18.4	15.4*

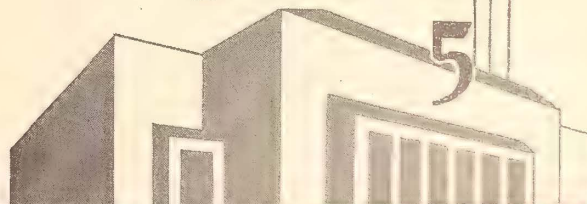
(Weekdays—on the air 12 noon to midnight)

Better, stronger programming—local and network—like the shows featured on this page—are the reason for WBAP-TV's almost 3-to-1 dominance of this great market—first market of the South.

Want the full story . . . now? It's yours from us or from your Free & Peters man.

\*Dallas-Fort Worth Television  
Audience Index, Jan. Feb., 1951

## WBAP-TV CHANNEL



**STAR-TELEGRAM STATION**  
FORT WORTH, TEXAS

FREE & PETERS, INC.  
Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.



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



## Mystery Programs Covered By Advertest Survey

(Report 160)

ADVERTEST Research, New Brunswick, N. J., made television mystery programs the subject of its March report on "The Television Audience of Today."

The investigative organization cast its trained eye on the New York City area only where it reported that as of March 1, 20 different mystery programs were being presented.

During the period March 6-13, Advertest interviewers contacted 759 TV homes in the metropolitan area.

Results show that two programs presented over WNBT (TV), *Lights Out* (Admiral) and *Martin Kane* (U. S. Tobacco), were most viewed. Placing third, fourth, and fifth were three shows telecast over WCBS-TV: *Suspense* (Auto-lite), *The Web* (Embassy) and *Big Town* (Lever Bros.).

In order of sponsor identification, the top five were *Martin Kane*, 42.3%; *Danger* (Amm-i-dent), 21.8%; *Big Story* (Pall Mall), 20.3%; *Black Cat* (Ford), 20.2%, and *Man Against Crime* (Camels), 19.9%.

Favorites, chosen on a point system, were listed in order as *Suspense*, *Martin Kane*, *Lights Out*, *Man Against Crime* and *The Web*.

\* \* \*

### 'Star Theatre' Heads Nielsen Ratings

DURING two weeks ending March

10, *Texaco Star Theatre* reached a greater number and a greater percentage of TV homes than any other TV show, according to National Nielsen Ratings of the top 10 programs. Following is a tabulation of the nation's leading 10 teleshows, as reported in a Nielsen report published last week:

#### HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,154
2	Philco TV Playhouse	5,498
3	Fireside Theatre	5,142
4	Colgate Comedy Hour	4,952
5	Your Show of Shows (Crosley)	4,709
6	Pabst Blue Ribbon Bouts	4,692
7	You Bet Your Life	4,631
8	Your Show of Shows (Snowcrop)	4,550
9	Richard Rodgers	4,442
10	Martin Kane, Private Eye	4,373

#### PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	61.3
2	Fireside Theatre	54.6
3	Philco TV Playhouse	50.7
4	Richard Rodgers	48.5
5	Colgate Comedy Hour	47.7
6	Your Show of Shows (Snowcrop)	46.8
7	Gillette Cavalcade	46.6
8	Kraft Television Theatre	44.5
9	Your Show of Shows (Crosley)	44.3
10	Your Show of Shows (Swift)	43.1

Copyright 1951 by A. C. Nielsen Co.

\* \* \*

### Video Therapy Aids Veterans' Recovery

TELEVISION affords therapy as well as entertainment to veterans at the Great Lakes Naval Hospital near Chicago. Sixteen sets are spotted throughout the wards,

which house 1,700 patients. Dr. F. H. Ocko, chief of neuropsychiatric services, said television entertainment "very definitely has therapeutic value, especially in the closed section of the psychiatric wards."

"Here, where it is important for patients not to have too much time on their hands, the baseball and the football games, and the light entertainment of the variety shows, help supplement the regular recreational program. From the psychiatric standpoint, the men derive a tremendous amount of benefit from it."

TV helps men pass recuperating time, especially in the orthopedic and surgical wards, the doctor said.

\* \* \*

### Movies Top S. F. Fare In Tele-Que Survey

FEATURE movies were the most popular television fare in San Francisco last month, according to a survey by Tele-Que, West Coast research firm.

Three movie programs placed in the top 15 programs. Groucho Marx's *You Bet Your Life* led the variety shows, with the national favorite, Milton Berle's *Texaco Star Theatre*, placing only ninth in the San Francisco survey.

Only two local programs made the top 15—KGO-TV's *Armand* (Continued on page 88)

## Weekly Television Summary—APRIL 23, 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	86,711
Ames	WOL-TV	50,590	Memphis	WMCT	83,018
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	60,000
Baltimore	WAM, WBAL-TV, WMAR-TV	292,095	Milwaukee	WTMJ-TV	233,230
Binghamton	WNBF-TV	36,230	Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	26,712
Bloomington	WTV	14,900	New Haven	WNHC-TV	149,700
Boston	WBTZ-TV, WNAC-TV	721,325	New Orleans	WDSU-TV	62,150
Buffalo	WBEN-TV	197,592	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	72,145		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	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	75,727
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	53,855	Pittsburgh	WDTV	260,000
Dayton	WHIO-TV, WLWD	190,000	Providence	WJAR-TV	105,355
Detroit	WJLB-TV, WWJ-TV, WXYZ-TV	445,679	Richmond	WTVR	68,754
Erie	WICU	52,255	Rochester	WHAM-TV	79,210
Ft. Worth-Dallas	KBAP-TV, KRLD-TV, WFAA-TV	109,264	Rock Island	WHBF-TV	53,855
Grand Rapids					
Kalamazoo	WLAV-TV	111,929	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Greensboro	WFMY-TV	63,949	Salt Lake City	KDYL-TV, KSL-TV	42,600
Houston	KPRC-TV	73,710	San Antonio	KEYL, WOAI-TV	44,127
Huntington			San Diego	KFMB-TV	91,000
Charleston	WSAZ-TV	41,300	San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Indianapolis	WFBM-TV	140,000	Schenectady		
Jacksonville	WMBR-TV	30,000	Albany-Troy	WRGB	147,000
Johnstown	WJAC-TV	75,100	Seattle	KING-TV	80,900
Kalamazoo			St. Louis	KSD-TV	282,000
Grand Rapids	WKZO-TV	120,269	Syracuse	WHEN, WSYR-TV	113,792
Kansas City	WDAF-TV	114,600	Toledo	WSPD-TV	125,000
Lancaster	WGAL-TV	88,347	Tulsa	KOTV	71,235
Lansing	WJIM-TV	46,000	Utica-Rome	WKTU	40,700
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	253,760
	KTLA, KTL, KTTV	877,421	Wilmington	WDEL-TV	59,901

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 11,818,000

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.



An illustration showing three people from behind, looking at a large board. The board has a handwritten schedule of dates and institutions. A hand is shown at the bottom left holding a pen, as if writing on the board. The background includes a house and some stars.

## Another Public Service for Atlanta

Through the facilities of WSB-TV universities and colleges of Georgia now are conducting an experiment in culture.

Half-hour programs on subjects of adult interest are televised daily, Monday through Friday. In the current series each institution is conducting eight programs.

Educators of this region have welcomed this opportunity to learn more of television and how best to develop its educational possibilities.

The unique series becomes another bond between the people of the Atlanta market and WSB-TV—the only station which gives them a complete television service. WSB-TV is represented by Edw. Petry & Co., Inc.

*Schedule*  
*Apr 23 - Georgia Tech*  
*Apr 24 - Emory U.*  
*Apr 25 - Georgia*  
*Apr 26 - Wesleyan*  
*Apr 27 - Oglethorpe*  
*Apr 30 - Agnes Scott*  
*May 1 - Atlanta Art Institute*



Affiliated with The Atlanta Journal and The Atlanta Constitution



## Coy Hits NARBA Critics

(Continued from page 28)

Mr. Coy, "is a situation where, if we were to consider breaking the clear channels down, we would be faced with a severe loss of service in the United States—as under the old treaty—rather than a higher degree of protection—as under the new treaty.

"They are afraid that this provision protecting the interest of the United States makes their coveted clear channels more vulnerable to a new national policy."

Mr. Coy said it would be "glib" to suggest that the answer to these problems "is to engage in a power war."

"I think it can be stated as a fact which cannot be contradicted," he said, "that in the present state of the world, the United States government is not going to tolerate its broadcasters engaging in such a war with other countries in the North American region."

Turning to the Commission's proposal to lift the television freeze, Mr. Coy said that principal criticism of the plan seems to be directed toward the opening of UHF frequencies.

"Those who would like to see only VHF channels in use look down their noses at UHF and belittle its potential as a competitor to VHF," he said.

It was true, he added, that there were problems with UHF, such as

power limitations and the possible effect of rough terrain of UHF coverage, but "I feel quite sure that UHF stations in the future will be able to cover almost any metropolitan area and a very large part of the rural areas with adequate television service."

Mr. Coy said that "to me the strong probability of early assignments in the UHF looks a bit more attractive than the prolonged and costly litigation in various cities of this country for the few VHF channels available."

He predicted that by the time UHF stations can be put on the air "there will be a substantial flow of receivers equipped to receive both UHF and VHF signals ready to go on the market." He thought also that most manufacturers will have converters available to adapt present sets to receive both VHF and UHF.

On the subject of color television, Mr. Coy said he was "confident that the decision of the Supreme Court will be to sustain the decision of the three-judge statutory court [which ruled for the FCC in Chicago in the suit brought by RCA] and that when they so do, there will be an end to the litigation in this field."

### Looks for Color

He said he was "looking forward to the beginning of color telecasts . . . the most exciting and most effective communications medium ever devised."

"I think it can be of greater service to the American public than any other broadcast system," he said. "And other than that, it can become the most profitable medium to those broadcasters who will serve the public interests." He recalled criticisms made of the FCC color decision last year. "I particularly refer to those who cried that the Commission's decision was academic because there wouldn't be materials to build color sets anyhow," he said.

"These same prophets of gloom predicted that there would be such a terrific cutback of the television receiving set business that it would prevent manufacturers from retooling their plants to build sets that would receive both color and black and white in both the UHF and VHF."

Mr. Coy then cited figures showing that first-quarter 1951 TV set production was bigger than that of the first quarter of 1950—2,200,000 sets this year to 1,600,000 last—and that total production for 1951 seems destined to equal that of 1950.

"It is my view," he said, "that so long as television sets can be made, color in television need not be denied the American people. Likewise, I think it important that all television receivers should have provisions for receiving both a UHF and VHF television signal."

"I think it would be most unfortunate if the American people were sold something less than they were entitled to have."

Mr. Coy closed his address with

a reference to the national defense emergency which he said broadcasters were facing up to realistically.

"In this hour of danger you are once again readjusting your normal peacetime operations and adding to your normal vexations the study of such knotty problems as security measures during air raids with perhaps the dropping of atomic bombs, the protection of your property to forestall anyone who might seek to use it to aid the enemy, materials shortages, manpower shortages and other disruptions," he said.

## VIDEO SALES

### Admiral Eyes Bank Loans

BANK LOANS to finance large inventories of TV sets which have backlogged at distribution and factory branches may be sought by the Admiral Corp., Chicago, President Ross D. Siragusa told stockholders at the annual meeting. He said the slump in sale of video sets is primarily attributable to federal credit restrictions provided for in Regulation W.

"Regulation W has killed television sales above the \$250 level, and we're attempting to get Washington to relax the regulation. If it is, we'll be selling sets again to the average wage earner," Mr. Siragusa said. He reported the drop in TV sales may affect the company's overall 1951 profit.

Contributing to the drop in TV sales, in the president's opinion, were the controversy over color television, the 10% excise tax on receivers and shortages of materials. He reported that Admiral can sell all the low-priced table model units it can produce, but is limited in its production by a shortage of plastic from which the cabinet is made. The supply of steel and critical materials used in TV sets and appliances has dropped 25%, he said.

He charged the government has given most of the electronic contracts for the defense program to "non-electronic and old electronic manufacturers. People like ourselves have very small amounts of government business, compared with our civilian business. We can't expect defense work to take up the slack caused by loss of television sales until the end of this year."

Admiral's 1950 net earnings were \$18,767,554, or \$9.73 per common share. Company reported net income in the first three months of 1951 dropped to \$2,403,344, or \$1.25 per share from \$4,158,449, or \$2.16 a share, the year before. Earnings before taxes were \$8,490,463 in the three months this year, compared with \$6,751,892 a year ago. Sales went from \$46,291,409 in 1950 to \$70,321,548 this year. Mr. Siragusa said the company set aside reserves for taxes this year amounting to \$3.16 per share, compared with \$1.35 for the same quarter last year.

## Business Session

(Continued from page 28)

hazard of similar restriction of free speech in this country.

Suggested FM stations and set manufacturers join in promotion campaign based on broadcast of transcriptions in which leading personalities endorse FM.

Reading of a proposed NARBA resolution set off the fireworks at the business meeting. All preceding resolutions had been adopted unanimously.

Mr. Sholis took the rostrum to protest. He said the record should show the meeting was sparsely attended, and asked that a ballot be taken by individual stations. "I want an actual record vote noted so I can say that to the Senate," he said. Reviewing his friendship with Chairman Coy, he said the Chairman had made reference to an "aggressive, subtle, self-serving campaign against NARBA."

That morning, he explained, CCBS members had voted funds for activity against ratification of the NARBA treaty. "There's nothing subtle about our position," he claimed. "We've been honest and straightforward. Clear channels exist today because you've got to have them. If rural listeners knew how they had been raped during AMS growth, we would still have 40 clears, we can't rape American listeners and sell out to Cuba."

"WHAS has long been a member of NAB. We believe in a trade association. We pay AM and TV dues. We believe this resolution is loaded. You're talking about a treaty that doesn't exist. This pact won't preserve orderly broadcasting. The State Dept. gave five Mexican clear channels to Cuba. I protest. There's a Cuban on our channel. What will Mexico say to us when this resolution gives the impression NAB wants NARBA ratified? I don't think NARBA should be injected into this trade association."

"If you adopt this resolution I have no choice. I will have to ask Barry Bingham and Mark Ethridge if we should pay \$7,000 or \$8,000 a year to NARTB. . . . If you force us out of the association it will be a sad day for the industry."

Mr. Sholis moved the motion be tabled, on a quorum call only 121 were counted, with 130 needed. The meeting was adjourned.

Text of the proposed Clear Channel resolution, as submitted by the resolutions committee follows:

Whereas the development and use of the radio spectrum has enlarged to the point that serious degradation of service can result from the uncoordinated assignment of frequencies among the several nations of the North American continent; and

Whereas many months of international conferences afforded an opportunity for all segments of the broadcasting industry to record their engineering conclusions toward effecting an international agreement; and

Whereas it is highly desirable that an effective and equitable treaty be consummated; and

Whereas the proposed NARBA is now before the United States Senate for treaty ratification;

Now, therefore, be it resolved that all radio broadcasters are urged to acquaint themselves with the provisions of the NARBA, and promptly express their individual views to the members of the United States Senate.

## WLW-TELEVISION LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television—Cincinnati, Dayton and Columbus—are among the highest in the nation—

	Average Sets In Use*
CINCINNATI . . . . .	13.9%
DAYTON . . . . .	12.2%
COLUMBUS . . . . .	11.1%

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience*	Leading Competitor
WLW-TV Station		
WLW-T Cincinnati . .	47.5%	37.4%
WLW-D Dayton . . . .	63.1%	26.2%
WLW-C Columbus . .	57.7%	24.3%

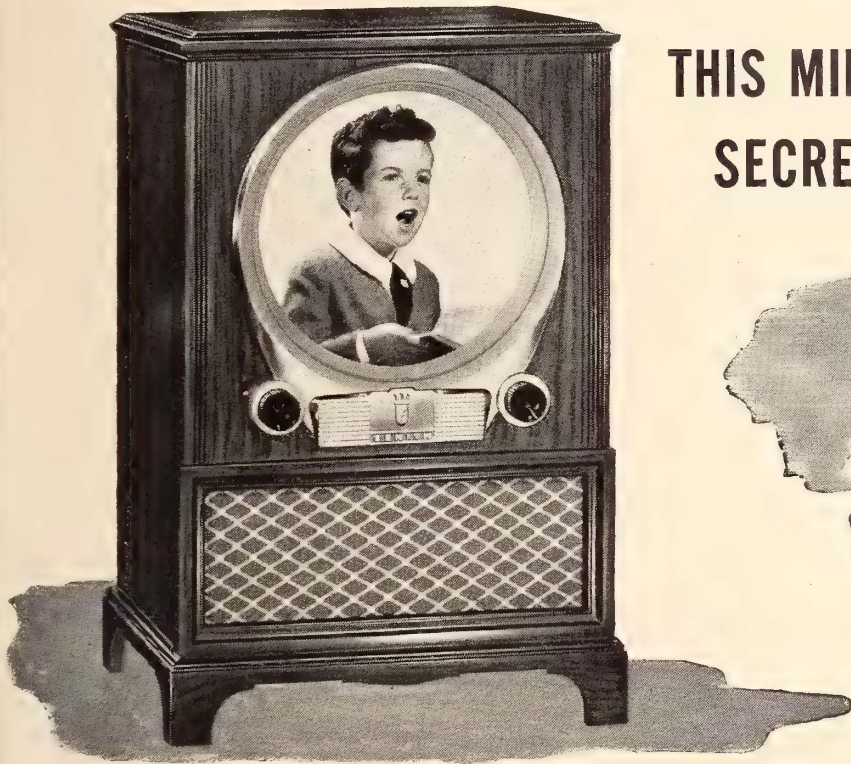
Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

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

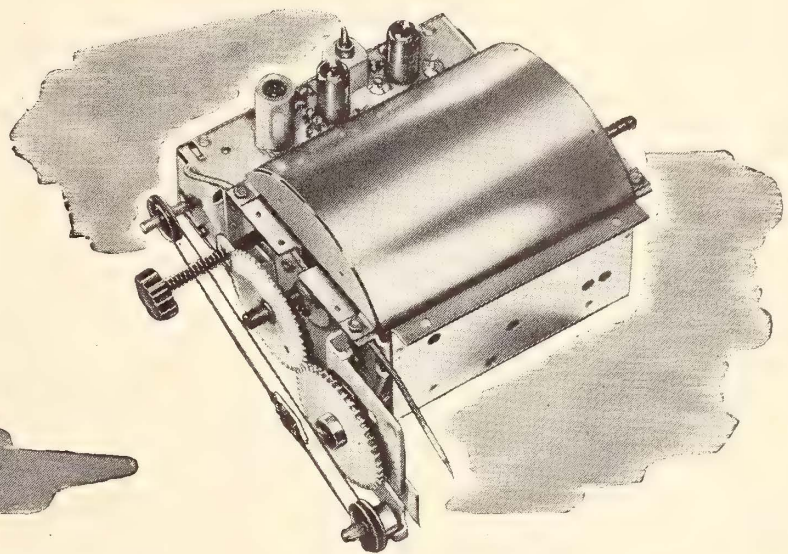
\*Videodex, December, 1950, 6:00 a.m.-6:00 p.m.



# WHY You Can Operate Zenith TV from Your Easy Chair



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



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

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

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

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

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

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



**ZENITH**  
"LONG DISTANCE" RADIO  
and TELEVISION





## TV Peril

(Continued from page 76)

tive vice president, Flamingo Films.

Charging that this is the time to take steps to avoid radio's mistakes, Mr. Outler said video station operators should "take out insurance now by protecting what we have for sale—programs produced by and under control of the station and which tie into a local audience."

Because of TV's rapid growth, a "mighty few of us have had to go out and peddle TV advertising on a basis of merit. Stations and programs have yet to face the problem of navigating between the rocks and shoals of the audience's privilege to pick and choose."

Telecasters should now build a foundation for future security, to tie the audience to a present frequency, add local impetus to set sales and increase circulation "which will justify the ever-increasing costs of program production," Mr. Outler said.

He charged too many stations are "content to be reporter stations for networks," and are therefore in "for rough sledding when some lean, keen competitor starts whittling away on the audience and the business." Although he is not against networking, and sees a need for "a backlog of network shows and some top-rated programs for window-dressing, it is program loyalty which carries a show" and live local shows build this.

"TV is its own best sales agent. Tomorrow we may not have the wish or the power to alter the thrall and TV can become just another advertising medium rather than the tremendous force we know it to be," he concluded.

### Five Basics Given

Mr. Wailes recommended five basics for new TV station men: (1) Resist temptation to overextend your original investment in studios and equipment; (2) keep the staff low in number, high in versatility, energy and enthusiasm; (3) make a continuous study of programming costs and substitutions without cutting quality or income of shows; (4) establish a fair and aggressive rate policy, and (5) avoid impulsive or ill-considered expansion of operating hours.

He noted prices have gone up 25% on coaxial cable, 15% on studio equipment and 20% on erection of towers, recommending that station managers operate within their means. The staff "should have a high degree of flexibility, and if you're in doubt about the need for another person, don't hire him." One or two-man shows are practical because of no rehearsal and low budgets. The speaker suggested hiring a well-qualified, experienced person to buy films, which are "tremendously important."

UHF transmitters will not be delivered by manufacturers for be-

tween 12 and 24 months, Mr. McDaniel reported. He said a 1 kw transmitter will cost from \$70-\$75,000, with another estimated \$20,000 for an antenna. Larger transmitters of 5 and 10 kw are expected to cost between \$130-\$160,000, with later delivery because "we've still not licked the tube problem."

Manufacturers are "delighted" about the prospect of a TV thaw, and almost all have provided for UHF in sets in some way, he said. He estimated cost of conversion and installation from VHF at from \$50 to \$75. He predicted most manufacturers will have UHF sets or convertible ones in the stores "long before UHF stations go on the air."

Mr. Byers of NCAA, commenting on the group's official plan of experimental live telecasting which was announced Wednesday (see story page 78), was introduced by Mr. Hough, who said the public will make the final decision as to which sports it wants on TV. Mr. Byers charged the stand of the NCAA in its ban against live, simultaneous telecasting, has been "grossly misunderstood and misinterpreted." He explained that surveys have shown "conclusively" that live TV hurts gate receipts, and thus lowers operating revenue for college athletic departments.

"No one in collegiate athletics opposes television as such, and broadcasters have rendered us a magnificent service," Mr. Byers said. He feels that TV and colleges "will and must adjust to each other."

### Jett Viewpoint

Mr. Jett, chairman of the discussion on "The Big Thaw," is "not too concerned about the relative value of UHF and VHF, as there is no other way to expand television on a national, competitive basis. The sooner we use UHF, the better it will be for television." Speaking on the same subject, Mr. Guy of NBC said the FCC's new proposals "show the Commission has listened to and weighed the evidence carefully, and the time has come to support it." He termed it "inconceivable that the Commission could cover that much ground and still satisfy everyone." He said the rules were sensible and the planning sound. Although he would like to see changes made, "they are not of sufficient importance to discuss further in the light of getting on with the job."

Mr. Goldsmith submitted sketches of a counter plan which will be recommended by DuMont. It provides for 31 of the first 50 markets (rather than seven) having more than four stations; for closer and "more efficient" spotting of stations; for an upset of 19 rather than 31 stations into other VHF channels, and permission for educational stations to accept commercial sponsors. He sees "serious policy errors in the Commission's thinking."

Mr. Latham of WKRC-TV Cincinnati and Mr. Murphy of Crosley and WLWT-TV Cincinnati con-

## WAAM BOARD

### Local Advisers Named

COMMUNITY leaders will have a say in the future activities of WAAM (TV) Baltimore. This was announced last Wednesday by General Manager Ben Carter with formation of a Program Advisory Board, made up of prominent members of religious, educational, civic and cultural groups.

Mr. Carter said the board will counsel the station on its activities "in the public interest, convenience, and necessity." It will function individually or as a group.

Dr. Detlev W. Bronk, president of Johns Hopkins U., is chairman. A meeting of the board members will be held at an early date, it was announced. Members of the board, in addition to Dr. Bronk, are as follows:

EDUCATIONAL: Milson C. Raver, executive secretary, Maryland State Teachers Assn.; Rev. Dr. Leo J. McCormick, superintendent, Bureau of Catholic Education, Archdiocese of

trasted activity in that town. Mr. Latham pointed out that competition has been "rough," but said it has made money for all, created audiences, sold sets and forced good programming.

Mr. Murphy described the WLWT operation, which takes the air six days weekly at 7:30 a.m. and at 10:30 on Sunday. Morning programming, in his experience, "definitely pays."

Mr. Lemon's station, WTTV (TV) Bloomington, was discussed as a small city operation. He recommended that NARTB compile case histories of smaller stations in booklet form for the use of new or planned stations, as "the vast majority of video stations will be in relatively small communities."

Another suggestion was made to the NARTB by Mr. Brown of Bing Crosby Enterprises who would like to see a standard of TV film practices set. He said producers frequently complained of reels being returned weeks after they are run, film cut and the cut portion not returned, wrong reels are sent back, film is clipped mid-scene for insertion of a commercial. He also cited a need for a glossary of terms "so we can all understand each other." Mr. Shupert, who introduced the speakers, spoke of the increasing value of film on TV, but commended networking also. He noted that Gen. MacArthur's speech before Congress Thursday was telecast in movie houses in Chicago, New York, Detroit and Minneapolis.

Mr. Weintraub suggested that stations buy films, and that film producers bypass agencies and clients. In this way, stations can control their programming. Mr. Mitchell, representing United Artists Corp., told of "fantastically high film production prices" which have to be geared to the rising time costs. He predicts national advertisers will stay with live network shows, but films will be used more and more by national spot, regional and local clients.

Baltimore (also in religious category); Dr. Franklin Dunham, chief of radio-TV, Office of Education, Washington, D. C.

CIVIC: George L. Radcliffe, president, Maryland Historical Society (former U. S. Senator); Gerald S. Wise, Baltimore, general manager, Sears Roebuck & Co., and member, Baltimore Park Board; Henry P. Irr, president, Baltimore Federal Savings & Loan Assn., member, Governor's Committee for the Study of the Reorganization of the State Government; William G. Ewald, executive vice president, Retail Merchants Credit Bureau; John J. Dickman, director, Middle Atlantic Region, The National Conference of Christians and Jews Inc. (also religious).

CULTURAL: Wilbur H. Hunter Jr., director, Peale Museum; Dr. Reginald Stewart, director, Peabody Institute, conductor, Baltimore Symphony Orchestra.

RELIGIOUS: Dr. Leon Sachs, executive director, Baltimore Jewish Council; Rev. Willis R. Ford, executive secretary. The Council of Churches and Christian Education of Maryland-Delaware Inc.

## TV MICROWAVE

### Ohio Link Set For May 14

MICROWAVE TV link between Cincinnati and Dayton is being installed by the American Telephone & Telegraph Co., according to Philco Corp.'s William Balderston, president. The Philco relay will supplement existing TV channels in the section with starting date for the new channel set at May 14.

Similar short-haul links reportedly have been supplied to AT&T by Philco for TV network service between Cherry Valley and Binghamton, N. Y., and between Richmond and Norfolk, Va. The New York system has been carrying TV broadcasts since March; the Virginia system for more than a year, Mr. Balderston said.

Philco also announced that a voice system, for which it will furnish equipment to AT&T, is scheduled for installation between San Antonio and Austin Tex., within the next few months.

## WLWT Names MCA

SEEKING to enter the national network picture with several originations from the Queen City, WLWT (TV) Cincinnati has announced the appointment of Music Corp. of America as its representative. John T. Murphy, director of television operations for Crosley Broadcasting Corp., said the move is designed to put WLWT in the same position as that enjoyed by WLW in the early days of radio, and that four of its telecasts are being considered by MCA and the station for sale as network originations. WLWT is a member of the Crosley three-station Ohio Network which also includes WLWD (TV) Dayton and WLWC (TV) Columbus.



## Video Priorities

(Continued from page 75)

the TV board was ratified by the membership.

Summary of the resolutions follows:

Freedom of contract negotiation demanded in college football telecasts, with NCAA ban on live telecasts viewed as having questionable legality; favored legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-supported institutions.

Cooperation voted with government air-raided alert procedure, with committee to be named to attain least possible interruption during alerts.

Five-point resolution on FCC allocation plan: FCC commended for action toward thaw, with cooperation offered; principles of pre-determined allocation endorsed; board authorized to name engineering committee to make recommendations to board; endorsed case-by-case method of license granting and opposed plan of reserving channels for educational purposes; endorsed portions of freeze-lifting statement.

Thanked Mr. Wilson for closed-circuit address to convention.

Urged cooperation with armed forces in reporting world events.

### Award Winners

Seven co-equal winners of TV program awards were announced Thursday during the TV luncheon held at the Stevens Hotel. They were selected from a field of 74 entries from 30 stations. Awards were presented by Mr. Swezey, TV board member, who presided at the luncheon.

The contest was originated by NARTB to encourage development of low-budget local shows with advertiser appeal.

Judges were Elon G. Borton, president, Advertising Federation of America; Lynn Poole, Johns Hopkins U. public relations director; William Brooks Smith, advertising director, Thomas J. Lipton Inc.

Winners were: KRLD-TV Dallas, *Opportunity Knocks*; WCPO-TV Cincinnati, *Paul Dixon Music Shop*; WFIL-TV Philadelphia, *University of the Air*; WSB-TV Atlanta, *Rich's in Your Home*; WTMJ-TV Milwaukee, *Gran'pa Graf Cartoon Club*; WTVJ (TV) Miami, *Quick on the Draw*; WXYZ-TV Detroit, *Charm Time-Charm Kitchen*.

### PTA's Radio-TV Panel

RADIO and television for the first time will be represented at an annual convention of the Oregon Parent-Teachers Assn., when that group meets at Seaside, April 24. Alan Courtney, NBC Hollywood station relations contact, is to be one of the principal speakers and will discuss the educational aspects of television. William H. Sener, manager, KUSC (FM) Los Angeles, is to relate how USC utilizes facilities of that station for educational purposes. Jennings Pierce, general manager, KMED Medford, Ore., and former NBC Western Division station relations manager, is PTA radio chairman.

## Film Report

**CONSOLIDATED TELEVISION Productions**, Sunset Blvd. and Van Ness Ave., Hollywood announces that its release of *Jump Jump of Holiday House* to national markets has been coupled with a complete accessory and premium package which is designed to make it possible for any sponsor to build community interest in the show and encourage point-of-purchase interest. . . . CTP also announces that *Cyclone Malone* is available to agencies, sponsors and stations for presentation at local costs. According to firm, both of the children's series have been approved by PTA and other child-interest organizations.

\* \* \*

**NATIONAL ASSN. of Manufacturers** has lined up TV stations in 53 markets to carry its weekly *Industry on Parade*, now in its third 13-week cycle of production, according to G. W. Johnstone, radio-TV director. The series was launched six months ago in 43 markets.

\* \* \*

**SNADER TELESCRIPTS Corp.**, Beverly Hills, has completed 20 TV film shorts—five featuring *Theresa Brewer*, singer; five with *Ada Leonard* and *All Girl Orchestra*; five with *Burl Ives* and five with *Les Brown* and orchestra.

\* \* \*

**UNITED TELEVISION Programs** will handle sales distribution of *Cowboy G-Men*, 30 minute TV adventure film series being produced by Telemount Pictures Inc.

### TVA STRIKE

**May Agree With KFI**

EARLY settlement of the TVA strike against KFI-TV Los Angeles [BROADCASTING • TELECASTING, April 9] became a possibility last week when Earle C. Anthony, station owner, announced he would recognize the union as bargaining agent for the majority of the station's performers and discuss contract terms with the union.

Reversal of Mr. Anthony's stand—he had previously refused to recognize the union on grounds it did not represent a majority of performers—came as result of a quarter-hour telecast put on KFI-TV by TVA April 14 in which more than a majority of KFI-TV performers announced affiliation with the union. This evidence Mr. Anthony accepted as satisfactory. He had earlier insisted upon certification by NLRB election.

Union and station representatives met last week to study contracts. TVA insists the station accept the same contract terms as those recently signed for by six other local stations. In the meantime, pickets still remained in front of KFI-TV studios, and will continue their march until a contract agreement is reached, according to a TVA spokesman.

## Summer TV

(Continued from page 75)

9-10 p. m. at \$17,000, and *Doodles Weaver Show*, 10-10:30 p.m. at \$6,800.

General summer shows lined up by NBC "for modest budgets and warm-weather viewing" include:

*Vacation Wonderlands*, a half-hour travel show being offered at \$1,025 net; *Country Store*, \$1,500 net for one half-hour or \$3,500 for five quarter hours, plus cable costs of about \$400 a week for one half-hour or \$1,200 a week for five quarter hours; *Women Are Curious*, a daily show at \$2,125 net for one half-hour; *Bill Stern's Sport Show*, \$2,525 per half-hour; *Puzzle the Panel*, with Clark Kinnaird of King Features Syndicate as master of ceremonies, offered at \$2,800 per half-hour; *What Happens Now*, a series of live dramatic sketches, at \$3,400 per half-hour; *Cameo Theatre*, \$5,925 per half-hour; *Name It and Claim It*, \$6,625 per half-hour; *Quick as a Flash*, \$7,000 per half-hour; *NBC Summer Theatre*, \$7,750 per half-hour; *Midwest Hayride*, \$7,500 per hour, plus about \$500 a week cable costs; *Stadium Concerts*, featuring the Lewisohn Stadium Orchestra, at \$8,875 for one hour or \$11,300 for two; *The Clock*, half-hour at \$9,025 in Hudson Theatre or \$8,300 in Studio 3-B; *Stars And Starters*, talent show at \$5,375; *Watch the World*, with John Cameron Swayze, at \$5,975 per half-hour; *Major League Magic*, baseball feature at \$3,575 per half-hour; *Flashback*, featuring John Daly in "interviews" with great personalities of history, at \$4,950.

Meanwhile, ABC-TV outlined some of the filmed programs which will be among its summer features. Many of them are being produced by some of the nation's major industries. In addition the public health telecasts will be produced by such organizations as the American Cancer Society, it was pointed out.

*Industries for America*, a 13-week series of half-hour films, will touch on virtually all principal facets of American industries in depicting the wartime and peacetime potentials of such industries as railroads, shipping, public utilities, commercial fishing, etc., the network said.

### Natural Beauty

Another 13-week series, *America in View*, will stress the natural wealth and beauty of various states and regions, while *Democracy's Might*, also a 13-week series, will employ films offered by the armed services to explain how the U. S. is prepared to face any threat.

ABC-TV also is planning a film series on *America's Health*, with the cooperation of the Cancer Society, the National Foundation for Infantile Paralysis, and similar groups.

*Scouting in Action*, also to run for 13 weeks, will show the work and program of the Boy Scouts.

Other public service presentations will include films obtained from the major airlines, three universities, the Columbian Fathers, Maryknoll Father, the U. S. Chamber of Commerce, and the U. S. Weather Bureau, ABC said. A new *Marshall Plan in Action* series also is scheduled.

## SMPTE MEET

Codes to Be Studied

ESTABLISHING performance and safety regulation standards for large-screen theatre television will be among the topics of technical papers presented at the society of Motion Picture and Television Engineers' 69th semi-annual convention, April 30-May 4, in New York.

Fourteen additional papers devoted to television production, recording and reproduction were scheduled for May 1 presentation.

"Random Noise Requirements for Theatre Television" by Pierre Mertz of Bell Telephone Lab will evaluate permissible random noise and suggest a limit "comparable to graininess effects in motion pictures, but slightly more severe than published performance on TV camera tubes," it was announced.

Safety measures for theatre TV installation and operation will be outlined by Samuel R. Todd, of the board of examiners of the City of Chicago. Projection room and studio safety requirements also will be covered.

W. D. Kemp of the British Broadcasting Co. will report on TV recording in England, and SMPTE's Committee on TV Films and the joint RTMA-SMPTE Committee on TV Film Equipment also will make reports.



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## Telestatus

(Continued from page 82)

Girard Show and KRON-TV's Alvin Rey Ford Time Show placing 11th and 15th, respectively. The top 15 were:

1. Star Time Theatre
2. You Bet Your Life
3. Life With Linkletter
4. The Lone Ranger
- Twenty Questions
5. Par-T-Pak Theatre
6. You Asked For It
7. Martin Kane, Private Eye
8. Trupak Movie Time
9. Texaco Star Theatre
10. Gene Autry
11. The Armand Girard Show
12. Ford Star Revue
13. The Cisco Kid
14. Stars Over Hollywood
15. Ford Time—Alvin Rey

\* \* \*

## Berle Show Leads Videodex Report

TEXACO Star Theatre led the "Top Tens" in the Videodex National Report for March 1-7, with 60.3% of TV homes in 61 cities.

The full report is as follows:

### "TOP TENS"

	% TV Homes
1. Texaco Star Theatre (61 cities)	60.3
2. Talent Scouts (23 cities)	47.7
3. Comedy Hour—Tony Martin (57 cities)	45.0
4. International Boxing—Charles vs. Walcott (52 cities)	44.5
5. Arthur Godfrey and Friends (49 cities)	40.6
6. America Applauds Richard Rodgers (47 cities)	40.5
7. Fireside Theatre (44 cities)	40.3
8. Your Show of Shows (56 cities)	37.9
9. Mama (30 cities)	36.6
10. Boxing—Gillette (34 cities)	36.3

	# TV Homes (000's)
1. Texaco Star Theatre (61 cities)	6,680
2. Comedy Hour—Tony Martin (57 cities)	4,773
3. International Boxing—Charles vs. Walcott (52 cities)	4,662
4. Arthur Godfrey and Friends (49 cities)	4,107
5. Your Show of Shows (56 cities)	3,977
6. Talent Scouts (23 cities)	3,972
7. Fireside Theatre (44 cities)	3,887
8. America Applauds Richard Rodgers (47 cities)	3,849
9. You Bet Your Life (61 cities)	3,661
10. Studio One (51 cities)	3,475

\* \* \*

## Boxing Is Champ March Multipulse Reports

BOXING headed the top 10 types of TV programs for March 1-7, Multipulse Program Trends reported last week. Quiz-audience participation and women's interest programs increased most during

March as a whole, while less time was devoted to basketball, talent programs and musical variety, it was reported.

TOP TEN PROGRAM TYPES, MARCH 1951	Rating
Type	
Boxing	32.3
Talent	19.3
Westerns	19.2
Drama & Mysteries	17.6
Comedy-Variety	15.9
Musical Variety	15.5
Comedy Situation	15.2
News	11.8
Kid Shows	11.6

\* \* \*

## 'Star Theatre' Tops Trendex April 1-7 Report

TEXACO STAR THEATRE headed the top 10 Trendex Ratings for sponsored network television shows the week of April 1-7.

Ratings, based on single live telecasts during the week:

1. Star Theatre—Gleason	53.0
2. Godfrey's Talent Scouts	47.8
3. Fireside Theatre	44.1
4. Jack Benny	41.4
5. Your Show of Shows	37.5
6. Philco TV Playhouse	36.5
7. Martin Kane, Private Eye	34.7
8. Godfrey 'n' Friends	33.7
9. Cavalcade of Sports	33.3
10. Man Against Crime	33.3

## WCAU-TV Rates

WCAU-TV Philadelphia rates were listed incorrectly in BROADCASTING • TELECASTING, April 16. The figures listed were included in a tabulation supplied by The Katz Agency, national sales representative of 15 TV stations. At the time it supplied the table, the Katz Agency pointed out that some stations may have changed rates since compilation of the table. The correct rates are one minute, \$220; five minutes, \$300; 15 minutes, \$480; 30 minutes, \$720.

## Studies Texas Market

COMPLETION of an analysis of the Spanish-American market in Texas, indicating the buying habits, general economic level, language preferences and areas of concentration of the Spanish-American population of the state, was announced last week. The study also provides listenership and readership comparisons for Spanish language stations and newspapers. Copies of the survey are available through National Time Sales, 17 E. 42nd St., New York 17.

## upcoming



April 24: McFarland Bill (S 658) hearings resume, Room 1334, New House Office Bldg., 10 a.m., Washington, D. C.

April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.

April 30-May 4: Society of Motion Picture and Television Engineers 69th Semiannual Convention, Hotel Statler, New York.

May 2-3: Ohio Assn. of Broadcasters Annual Management Meeting, Deshler-Wallick, Columbus.

May 2-4: Assn. of Canadian Advertisers 36th Annual Meeting, Royal York Hotel, Toronto.

May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.

May 3-4: Virginia Assn. of Broadcasters Annual Meeting, The Homestead, Hot Springs, Va.

May 3-6: Ohio State Institute for Education by Radio-Television 21st Annual Session, Deshler-Wallick Hotel, Columbus.

May 15: BMI Clinic, Springfield, Ill.

May 16: BMI Clinic, Milwaukee, Wis.

May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.

May 18: BMI Clinic, Indianapolis.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.

June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.

## FILM INDUSTRY

### Applicants 'Not Prejudiced'

FCC emphasized to Sen Alexander Wiley (R-Wis.) that its March 28 report setting up a uniform procedure in considering certain applications did not mean the agency was "prejudging" applicants. The point was stressed in an April 13 answer to the Wisconsin Congressman who previously had directed a letter to the FCC saying the Commission "in effect indicted" the motion picture industry [BROADCASTING • TELECASTING, April 9].

The FCC noted that the report was to set forth "basic principles" in handling applications involving violations of law other than the Communications Act, and declared:

As you will note, we were very careful in the report to make clear that we were not prejudging any application and most assuredly there was no intention to indict any party involved in the proceeding. We were careful to state . . . that each case must be determined on its individual merits and as we pointed out in Paragraph 9, we do not believe that the outcome of such a determination should be prejudged by the adoption of a general rule forbidding any grant in all cases where unlawful conduct of any kind or degrees can be shown.

The Commission also said it thought it "only fair" to apprise motion picture interests of these reports and the questions which have been raised.

FCC denied any violation of the Administrative Procedures Act and pointed to rights it had under the Attorney General Manual on the Act. Further, the Commission advised that required publication was given in the *Federal Register*.

## Congress and TV

(Continued from page 77)

were passed between key members of the Rules Committee when Rep. Javits made his appearance to the effect that "they are trying to make a circus out of Congress."

In an impassioned approach, Sen. Johnson's opinion sums up what is perhaps the general feeling among key lawmakers. He compared the question of telecasting hearings to the Gallup Poll which samples opinion. He believed that to sample or "outline" the legislative processes by highlighting the colorful or more stimulating hearings while dimming the average, perhaps dull, hearings, would possibly give a disservice to the public. Greatest danger, he thought, was in selectivity of hearings. In other words, which of four or five hearings might one network or station decide to pick up? Thus, the desired over-all perspective is lost.

In the case of the Kefauver committee telecasts, Sen. Johnson commended them in exposing crime and corruption while pointing up the existence of "crooked politics."

Sen. Johnson said he realized there are two sides to the question, that there is an issue wherein radio and the press are not barred as a rule from public hearings.

### Questions Procedure Code

He doubted the wisdom of setting up any sort of "code of procedure," as requested by Sen. Wiley. He said it was improbable that the televiewer's interest could be sustained over any period of time in instances where the ordinarily committee proceedings actually display the mechanics of government inquiry.

Meanwhile, the Senate Crime Investigating Committee, due to expire April 30, may get a new lease on life. Sen. Wiley has introduced a resolution (S Res 129) to extend the committee into January of next year. Sen. Estes Kefauver (D-Tenn.), it is understood, may ask Congress this week to establish a standing group or "commission" as a substitute. This joint Congressional committee would act as a watchdog on crime according to the Senator's thinking.

## WDOR CONSTRUCTION

### Ground Breaking Held

GROUND-BREAKING ceremonies for WDOR Sturgeon Bay, Wis., were held April 7. The new daytime station, which will operate on 910 kc with 500 w, was granted a construction permit by FCC March 7. Permittee is Door County Broadcasting Co. Inc.

Edward Allen Jr. is president of Door County Broadcasting. Vice president is Frank H. Kellner and W. L. Thenell is secretary. A number of civic and business leaders of Sturgeon Bay attended the ceremony.

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

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.



## FOR THE RECORD

WBOW Terre Haute, Ind., distributing 6½-inch records aimed at children listeners to promote show sponsored by Johnny Hays Ford Corner. Recorded voice tells children to listen to station and urge Mom and Pop to listen also; to remember safety rules in crossing streets, etc.; and to obey parents. End of each recorded side tells child to "turn the record over." Reverse side of record presents singing commercial for Johnny Hays Ford Corner (Ford dealer).

## SCHOOL QUIZ SHOW

KTTV(TV) Los Angeles, *Alert for News* 10:15-10:45 p.m. Sponsored by Thrifty-Mart, Fitzsimmons & Roberts, L.A. Agency: McElroy Adv., L.A. News quiz program featuring Newscaster Knox Manning as moderator of panel of four students chosen from Los Angeles high schools. Students, picked on basis of scholastic records and participation in extracurricular activities, will be quizzed on current news of day. Points will be given according to success of answers offered, with students gaining most points being awarded war bonds. Raleigh Langley produces program. Jack Caldwell directs.

## TEACHERS TOUR

WNHC-TV New Haven was host to 36 Connecticut teachers desiring close-up of TV station operation on April 12, "Business-Industry-Education Day" in Connecticut. Jim Milne, manager, and Garo Ray, vice president and engineer, led group in tour of station facilities and played host at luncheon. Patrick J. Goode, station president, and Aldo DeDominicis, secretary-treasurer, continued tour in afternoon.

## SHOW BOOKLET

ASSN. of American Railroads, Washington, distributing booklet about its *Railroad Hour* on NBC. Piece has pictures and background on singers that appear, directors, conductor, writers, announcers and others who put show on the air. Also included is list of musical shows presented on program since 1948, and list of stations carrying program.

# programs promotion premiums



## DRINK, DRINK, DRINK

WLYN Lynn, Mass.'s, *Breakfast Show* emcee, Dave Mann, is running a successful contest among listeners who are asked to count the number of times the word, "drink," appears in Mitch Miller's Columbia recording of "Cider Night." During the first three days more than three bags of mail were received. (Incidentally, drink is mentioned 35 times.)

## SPRING FESTIVAL

KWK St. Louis, in conjunction with the *St. Louis Globe-Democrat*, is sponsoring a musical "Spring Festival" May 6 at the Kiel Auditorium Opera House. More than 1,000 talented teen-agers representing 27 St. Louis area high schools are expected to participate. "Spring Festival" is the culmination of a series of weekly high school broadcasts known as the *High School Revue*, aired over KWK.

## HOME SHOW

WMAY Springfield, Ill., claims it had the largest exhibit at the Home, Sports and Travel Show, held there April 1-8, which it covered on the air for listeners. Station's staff supplied entertainment throughout show, including several on-the-spot interviews. In addition to local live programs, WMAY also broadcast election returns of Chicago mayoralty and other contests.

## INFORMATION SERIES

WCKB Dunn, N. C., has begun a series of information programs entitled, *Freedom Is Everybody's Business*. For the opening session, April 5, a State Dept. representative, Richard Friedman, information specialist of the Div. of Public Liaison, flew from Washington to

speak. Civic officials and local newspapers have singled out Jim McMillen, WCKB news director, for the lion's share of credit.

## SPECIAL RADIO SECTION

KMCO Conroe, Tex., was feature of four full-page special radio section of *Conroe Courier* April 12. Section reported service station renders to community. It also contained pictures of station personnel and featured full week schedule of programs heard on station.

## 'WHAT'S COOKIN'

WBT Charlotte, N. C., sending brochure to trade and advertisers headed "What's Cookin' in the Carolinas?" Piece features Master of Ceremonies Kurt Webster, with pictorial review of different functions he has presided over along with pictures and testimonials from listeners. Front has drawing of Mr. Webster wearing chef's hat and stirring boiling pot with microphone, standing on outline of state.

## THE BIG SWITCH

WCOL Columbus, Ohio, has switched the Ol' Doc Lemon show and *Kimball's Korner's* show starring Emerson Kimball. Shakeup was due to agreement that both would like to change times. Mr. Lemon had always been early morning man until he came to WCOL, and now he will be heard Mon.-Fri., 6:15 to 9 a.m. and at 4 to 6 p.m. He also handles late show at night, five days weekly. *Kimball's Korner's* will switch from early morning time to 1:30-2:30 p.m. segment.

## FULL OF FACTS

KFYO Lubbock, Tex., sending trade loose leaf notebook full of facts on station advertisers and coverage. Piece has pictures, charts, drawings and letters from advertisers. Cover is done in maroon with call letters in black and gray.

## INDUCTION ON TV

WNBK(TV) Cleveland telecast induction of 50 young men into armed forces. Program was shown to bring attention to city's "Ciggies for Sammy" campaign. Program urged cigarette buyers to purchase two packs, one for themselves and one for inductees, to be dropped into special boxes.

## SINGING CONTEST

KGO-TV San Francisco, *Hoffman Hayride*, Wed. 8 p.m., Hoffman Radio Corp. Cowboy Star Dude Martin starts "Sing-Down" contest to select new singer for Hoffman Hayride band. Two contestants will appear on each weekly

TV show, winner to be selected at end of nine weeks.

## LOTS OF PROMOTION

KDKA Pittsburgh using new "Point-of-Purchase" promotion campaign with three-sheet billboard ads, transit ads tying in with newspaper ads, direct mail and radio announcements. Billboard and transit ads are concentrated in residential area, aimed at women shoppers, and men coming home from work. Network as well and local shows are being pushed.

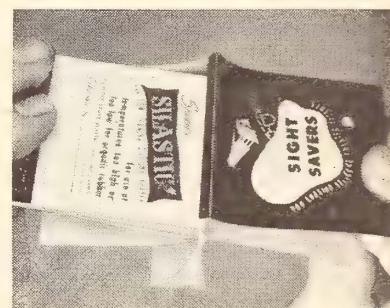
## CIVIL DEFENSE

TWO aluminum producing plants of Reynolds Metals Co. have become heavy users of radio in Pacific Northwest. Longview, Wash., and Troutdale, Ore., plants are jointly sponsoring *Northwest Alert*, civil defense documentary on 10 stations of Viking Network. Half-hour series was created by Viking Network specifically for Reynolds. Viking affiliates carrying program are KWJJ and KPFM Portland, KOCO Salem, KRUL Corvallis, KASH Eugene, KTIL Tillamook, KNPT Newport, KMCM McMinnville, KRCO Prineville, and KELS Kelso.

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!

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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**

*experienced sales personnel will sell community programs throughout your coverage area*

**HOWARD J. McCOLLISTER Company**

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**PAUL W. McCOLLISTER, General Manager**



# Paul Morency: A Radio Veteran

ONE OF the youngest executives in the broadcasting field 'way back in 1929, when the nation plunged over an economic precipice, finds himself vested today with the unenviable task of seeking to stabilize an economically troubled industry.

Election of Paul W. (Fritz) Morency, retiring NARTB District 1 director, as chairman of the new Affiliates Committee means this chore will not fall on inexperienced shoulders.

Mr. Morency, who now is a radio veteran of long-standing battles on many fronts, is heading up a committee whose urgent purpose is to convince CBS of the wisdom of effecting a moratorium on its proposed rate cuts and to urge ABC, NBC and MBS to withhold reductions. His group will attempt to re-evaluate the whole network rate structure.

In his long association with WTIC Hartford, Conn., which began in December 1929 as general manager and bridges the present as vice-president and general manager, Mr. Morency has grappled with a complex variety of problems.

## Early NAB Worker

Through the years he has participated in discussions involving industry-AFM labor relations, programming, the revitalized NARTB (NAB) Code of Standards of Practice and a host of other problems.

Observers might well speculate that anyone who has attempted to deal face-to-face with AFM President James C. Petrillo, as Mr. Morency did in 1946 and later, should take his latest assignment in stride. It's another crisis, to be sure, but he has been through them before.

His many friends are confident that, if a quarter-century experience on the firing line is any barometer, radio will not be sold short.

The WTIC executive's service to the industry included several terms on the NAB board and chairmanship of the NBC Stations Planning and Advisory Committee and NAB



Mr. MORENCY

Radio Committee—chairmanships he held within the last five years. Mr. Morency was named to head the NBC group in 1948 after a year's service.

Mr. Morency also has compiled an enviable record while at WTIC, originating the Farm Youth Program and other noteworthy features which have captured the popular local interest.

A recent fitting tribute to his service in the radio industry is also attested by the fact that Mr. Morency was one of the key choices of the NARTB selection committee for presidency of the group.

Mr. Morency's wealth of experience dates back to the early days of both broadcasting and NAB itself. When he became general manager of WTIC in 1929, he was only 30 and at that time, one of the youngest executives in any major broadcasting station.

In the first three years of his managership, WTIC developed into an outstanding New England radio institution, and was a frequent originating point for NBC network programs. Mr. Morency was a prime mover in organizing NBC's radio arm in the region.

He served as director, and in

1931-32 as vice president of NAB. Mr. Morency was chairman of its copyright committee which engaged in negotiations with ASCAP. As far back as 1927, after arranging a broadcast series relating to educational subjects for KYW Chicago, Mr. Morency was invited by L. S. Baker, then managing director of NAB, to become its traveling representative as field service manager.

During World War I, he served with the famous Rainbow Division, spending 18 months overseas. He was graduated from the U. of Chicago with a Ph. D. in 1923. Before going into radio he was associated with the *Chicago Evening American's* advertising department where he was placed in charge of educational advertising for the paper.

## Affiliates Unite on Rates

(Continued from page 15)

program service in which they will sell schedules of spot commercials.

Network adventures in spot broadcasting, already undertaken on a limited scale, were bitterly protested last week by Edward Petry, president of Edward Petry & Co., station representative firm (see story page 18).

BROADCASTING • TELECASTING's informant stated he could not guess what shape future network patterns would take, but he emphasized that one thing was sure: Networks will not let themselves fall into an economic situation in which they suffer substantial losses on their network operations. They will go out of the network business before that day comes, he said.

One element in the under-the-table, cut-rate deals that networks have been offering advertisers in the madcap struggle for business is the not uncommon practice of selling programs at less than the actual talent cost. This subject was not treated specifically by the network executive, but it received considerable attention at the Wednesday meeting of the affiliates.

The vice president of an NBC affiliate pointed out that in some cases networks absorb as much as half the talent cost in order to sell the show to an advertiser.

In the case of a show with a talent budget of \$10,000 a week, that means the network has cut the cost to the advertiser by \$5,000. It seemed wishful thinking to this station executive that a cut in time charges of the magnitude of CBS' would be a swaying inducement to an advertiser already accustomed to be given 50% reductions in talent prices.

## High Priced Talent

Another leading broadcaster (an NBC affiliate) put his finger on one of the most obvious sources of economic distress confronting the networks. He said networks have made commitments to high-priced talent that no longer can command on the open market anything like the salaries the networks have obligated themselves to pay.

He reported that the situation

had deteriorated so badly that in some cases big advertisers were asking competing networks to submit sealed bids, with the account to go to the lowest bidder.

(BROADCASTING • TELECASTING learned that such a sealed bid request recently came to the networks from Lever Bros., whose media director, George Duram, was chairman of the Assn. of National Advertisers Radio-TV Committee that a month ago renewed the proposal for drastic radio rate reductions in TV markets.)

This broadcaster introduced a resolution putting the meeting on record "memorializing all networks that now is not the time for rate cuts of the most powerful medium in the country; that radio still is delivering more audience per dollar than any other medium, and that no rate cut should be contemplated now or in the foreseeable future." The resolution was unanimously passed.

The meeting of the affiliates brought expressions of opinions from some of the most distinguished veterans of broadcasting, some of whom occasionally have been conspicuous dissenters in industry policies. All, however, rallied to protest summary rate cuts and call for a research study into radio prices.

Among them, in addition to Mr. Morency, were Arthur B. Church, president of KMBC Kansas City (CBS affiliate); Stanley E. Hubbard, president and general manager, KSTP-AM-FM-TV St. Paul (NBC); Walter J. Damm, vice president and general manager, WTMJ-AM-TV Milwaukee (NBC), and George B. Storer, president of Fort Industry Co. stations (CBS and NBC).

## Other Speakers

Others who spoke at the meeting included Jack Harris, general manager of KPRC-AM-FM-TV Houston (NBC); Edgar Kobak, president, WTTA Thomson, Ga. (MBS), and chairman of the board of BAB; Frank Webb, general manager, KFH Wichita, Kan. (CBS); Hulbert Taft Jr., vice president, WKRC-AM-FM-TV Cincinnati (CBS); William B. Quarton, general manager, WMT Cedar Rapids, Iowa (and member of the CBS Affiliates Advisory Board); Glenn Marshall Jr., secretary-treasurer, WMBR Jacksonville, Fla. (and member of the CBS Affiliates Advisory Board); J. Leonard Reinsch, managing director of radio and television, The Cox Stations (CBS and NBC); Ben Ludy, general manager, WIBW Topeka, Kan. (CBS); Harold Essex, vice president and managing director, WSJS Winston-Salem, N. C. (NBC); G. Richard Shafto, vice president and general manager, WIS Columbia, S. C. (NBC), and of WSPA Spartanburg, S. C. (CBS); Kenyon Brown, president, KWFT Wichita Falls, Tex. (CBS); Wiley P. Harris, general manager, WJDX Jackson, Miss. (NBC); J. B. Fuqua, president and general manager, WJBF Augusta, Ga. (NBC); Don S. Elias, president, WWNC Asheville, N. C. (CBS).

The Affiliates Committee appointed by Chairman Morency is composed of 13 broadcasters includ-

FOR THE LATEST  
WCKY SUCCESS STORY

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



ng himself. They are Kenyon Brown, Walter Damm, R. M. Fairbanks, president of WIBC Indianapolis; Leonard Kapner, general manager, WCAE Pittsburgh; Edgar Kobak; Clair McCollough, general manager, Steinman stations; John Patt, president of WGAR Cleveland; Robert Swezey, vice president of WDSU-AM-TV New Orleans; George B. Storer; Ben Strouse, general manager of WDC Washington; G. Richard Hafto; Hugh B. Terry, general manager, KLZ Denver.

At the time this story went to press the answers from network presidents to the committee's invitation to New York meetings had not had time to arrive.

Network executives in Chicago, however, unofficially expressed the belief that the meeting would be held.

Mr. Morency reported that Joseph H. McConnell, NBC president, who was in Chicago last week but left before the Affiliates Committee's wires were dispatched, had assured him that NBC would be delighted to meet with the committee and explore the serious problem confronting the industry.

The Affiliates Committee will hold its first meeting at BAB headquarters in New York beginning at 10 a.m. Tuesday. It is planned to meet with the network presidents individually at the outset.

Several broadcasters deplored the fact that the advertiser-agency pressure for rate reductions constituted a situation where "the customer is telling us what we should charge." To knuckle under to such pressure would be to abdicate the management of radio, they said.

"If we go along with these demands," one said, "we will be showing a lack of confidence in our own medium. Advertisers are not going to ignore radio if we can deliver audiences at a lower cost than other media can."

One broadcaster said rate cuts made in response to advertiser-agency demands amounted to appeasement.

#### Moratorium Support

Plainly recognizing that demoralization of the industry was in evitable unless the line was held pending a thorough investigation of the rate question, several affiliates said that, without a moratorium on further reductions and the launching of an aggressive study, other networks would be obliged to follow the pattern set by CBS, and perhaps exceed it. Some said they saw in this eventuality a similar effect on national and local non-network rates.

"If this cut-rate network competitive situation continues," said one, "it may be the doom of the networks as we know them now."

The resolution electing Mr. Morency chairman of the Affiliates Committee, did not specify the assignment to be carried out beyond empowering the committee to press upon the networks the need for refraining from further rate cuts and rescinding those already announced, and to attempt to organize

## MBS RATES Analysis Will Precede Action, White Tells Affiliates

MUTUAL Broadcasting System will not rush precipitately into any dramatic action on rates but will wait until all the facts can be collected and analyzed, President Frank White told some 250 MBS affiliates at a Sunday afternoon meeting during the NARTB convention in Chicago.

The network has a much better story to tell advertisers than it had a year ago, Mr. White told the affiliates. He cited five points to bear out this claim: (1) Ratings are up; (2) share of audience is up; (3) billings are up; (4) hours are up; (5) values (cost per thousand listeners) are up.

The main problem, he explained, is to determine during this transition period how the network can act for the benefit of advertisers, affiliates and the network itself.

#### Won't Sell Short

Mr. White said MBS has been weaving with the punches and will get the facts before acting. He explained how a network rate cut affects every network as well as all network affiliates and non-affiliates.

Mutual will not be pioneers in selling radio short, he said.

The MBS affiliates meeting opened with a showing of the *Queen for a Day* promotion movie, which had its premiere a few days ago at Waycross, Ga. The *Queen* program is on tour and the film will follow it around the country. Starting in

or stimulate the fundamental research task of reevaluating the entire rate structure.

Upon his election, Mr. Morency pointed out that the assignment promised to be a "long, tough job."

He said the committee would need funds at once to begin operations. He suggested, without opposition, that each of the affiliated stations contribute its highest one-time, quarter-hour rate at the outset. Mr. Storer was appointed treasurer, and Mr. Morency asked that affiliates make out their checks to Mr. Storer as treasurer of the Affiliates Committee.

The Affiliates Committee will set up a headquarters at the BAB offices, 270 Park Ave., New York, and contributions should be sent to the committee at that address, Mr. Morency said.

The possibility was seen that the Affiliates Committee rate reevaluation project might be undertaken in conjunction with BAB, whose officers had discussed research plans somewhat along the same lines at an NARTB session the day before (see story page 19).

An illustration of the reasoning that prompted the suggestion for an industry-wide study of rates was given to BROADCASTING • TELECASTING by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, who a fortnight ago announced an immediate reduction of his prime evening time rates by 20% [BROADCASTING • TELECASTING, April 16].

Mr. Bannister, who did not speak at the affiliates meeting, told this

June it will be generally distributed.

Robert S. Schmid, MBS vice president in charge of advertising, promotion and research, opened the network's presentation to affiliates by conducting a mock interview with the new network promotion device, Mr. Plus, used in current sales promotion.

Mr. Plus was created when President White was searching for a method of telling the MBS sales story. The device consists of a body shaped like a plus sign, with microphone head. Now MBS can use him most, Mr. Schmid said, in citing the recent CBS network rate cut and a 17% increase in network sales during March. Mr. Plus carries the legend, "The difference is Mutual."

Among MBS executives introduced to the meeting were Adolph N. Hult, vice president in charge of sales; James E. Wallen, treasurer; Elisha Goldfarb, counsel; Carroll Marts, midwestern sales manager; E. M. Johnson, vice president in charge of station relations and engineering, and Charles Godwin, director of station relations.

publication that before the cut, his evening rate had been \$800. He pointed out that in Philadelphia, a bigger market than his, rates for comparable periods on leading stations ran to about \$400.

Whether Detroit's rates had been too high or Philadelphia's too low, the inconsistency was obvious, he said.

The Wednesday meeting of the affiliated stations occurred outside the aegis of the NARTB.

Some members of the NARTB board, the day before, had urged that the rate question be considered by the trade association, but the majority decision was to refrain from bringing the question under the NARTB wing.

Acting without formal organization, a group of broadcasters ar-

ranged a meeting place and spread the word that the assembly would be held at 9 a.m. Wednesday. The meeting lasted through the morning.

At the time the Affiliates Committee was formed to forestall further rate cuts, CBS was still the only network that had announced such plans.

ABC, which a week before had said it would "meet the competition" of the CBS reduction—an announcement interpreted to mean that ABC would pare its rates too—had the matter under reconsideration.

Like ABC, Mutual and NBC were withholding action until the situation clarified. Executives of all networks were in almost constant conference with affiliates throughout the convention, sounding out the stations on their views.

Although two of them, ABC and CBS, are not NARTB members, officials of both were on hand, conferring with their numerous affiliates who are NARTB members and were attending the convention.

Speculation as to why CBS chose this particular time to announce its rate reduction and why the network chose to apply its cuts nationally rather than in TV markets only was a prime conversational subject among broadcasters at Chicago.

#### Timing Considered

The majority view as to the timing of the announcement went along with the official CBS explanation—that the network felt the cut necessary to keep in the shop a number of accounts that were up for renewal. Others felt, however, that the network may have timed its announcement immediately before the NARTB convention as a means of obtaining a quick reaction from the industry, a majority of whose leaders were all in one place.

As to the reasons for the nationwide application of the reduction—with all stations equally sharing an across-the-board 10% cut in network revenue—opinion was more varied.

One broadcaster pointed out that

(Continued on page 92)

**WTAD**  
930 KC, 1,000 Watts CBS  
QUINCY, ILLINOIS  
A Lee Station

Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income \$315,669,000; retail sales \$417,326,000. Represented by Weed & Company.



## Affiliates Unite on Rates

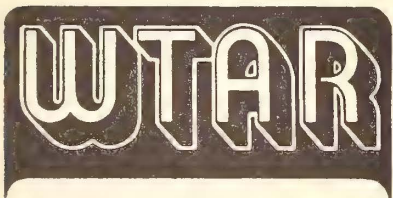
(Continued from page 91)

such a move served two major purposes. On the one hand, it enabled CBS to invoke an immediate reduction in recognition of its affiliation contracts which provide (with about 30 exceptions) that the network can raise or lower rates for a majority of its stations without consulting them. On the other, this broadcaster guessed, it gave a certain measure of protection to the CBS owned and operated radio stations.

Its six O & O outlets are situated in markets with heavy TV concentrations, this broadcasters pointed out, and the evening rate cuts demanded for those stations by the ANA ranged from 25 to 60%. In the ANA report, reductions for those stations were as follows: WCBS New York, 50%; WEEI Boston, 60%; WCCO Minneapolis, 25%; KMOX St. Louis, 30%; WBBM Chicago, 35%, and KNX Los Angeles, 55%.

By spreading the reduction throughout the country and keeping it to 10%, in the view of this broadcaster, CBS insured itself against appreciable losses of revenue on its O & O stations.

Advertisers and advertising agencies last week were still uncertain as to the specific reallocation of the money that would be returned to them from the CBS radio rate reduction, but there was



**Sells ALL the Norfolk Metropolitan Sales Area for You!**

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and BMB prove it. Sell your product more profitably with WTAR.



**CBS executives visit offices of Radio Programs de Mexico in Mexico City. (L to r) Clemente Serna Martinez, RPM president and general manager; Fletcher Wiley, representative of the Housewives Protective League, A CBS division with headquarters in Hollywood, and Edmund Chester, CBS news director in New York.**

no uncertainty as to the fact that all concerned were very pleased with the rate cut.

In most cases advertisers did acknowledge that the money re-accruing would be put back into radio and television. Coca-Cola Co., New York, for example, it was reported, will definitely replant the funds into radio and TV.

One advertising agency executive explained that his agency was deciding to recommend television to those accounts that were now using only radio and to the client that was currently using both radio and television, magazines were being recommended. In other words, each client's advertising plans were being realigned.

### Smith Lauds CBS Cut

W. B. Smith, director of advertising for Lipton Tea Co., New York, and chairman of the ANA Radio and Television Committee, last July when the committee first came out with its recommendation for a radio reduction, told BROADCASTING • TELECASTING upon hearing the CBS rate reduction announcement, "I think it's a smart thing. The network should be complimented for its foresightedness. It will ultimately be a wise thing for the good of CBS and its stations, the advertisers and the industry as a whole."

Patrick H. Gorman, advertising manager of Philip Morris & Co., New York, said, "I was glad to hear it."

## HISTORY STUDY

### Planned on Operator Rules

ANALYSIS of regulatory history leading up to present FCC rules requiring that a first-class operator be on duty at broadcast stations will be undertaken by NARTB. A special board committee appointed Cohn & Marks, Washington attorneys, to handle the study, under direction of Bernie Koteen, attorney.

Committee members are William C. Grove, KFBC Cheyenne, Wyo., chairman; Harold Essex, WSJS Winston-Salem, N. C., and Marshall Pengra, WATO Oak Ridge, Tenn.

## NARTB Convention

(Continued from page 15)

multiple broadcast convention arranging. The programming of these meetings drew universal praise from delegates, aside from a few disappointing intervals. The fact that the meetings were so well attended was deemed a tribute to convention planners in view of the rate holocaust that descended on the proceedings two days before they got under way.

Glittering persons of world stature dotted the agenda, sandwiched between workshop sessions designed to help broadcasters run their business. Such names as Sen. Estes Kefauver, Senate crime investigator, and Gen. Omar Bradley appeared in person. Defense Mobilizer Charles E. Wilson appeared by closed circuit television. And finally the Thursday TV agenda was juggled to bring Gen. Douglas MacArthur's address to Congress right into the convention rooms via 16-foot TV screen and numerous direct-view sets.

### Other Developments

Number of important steps looking toward the protection and development of radio and TV under the American plan were taken during the week. The NARTB membership:

- Took a firm stand to guard the right to contract for professional and collegiate sports events.
  - Launched Broadcast Advertising Bureau's expansion program.
  - Attacked TV program criticism by naming a committee to study standards.
  - Welcomed Harold E. Fellows, president-elect, to the association.
  - Heard Judge Justin Miller proclaim he was not singing a swan song as he entered a new role as board chairman and general counsel.
  - Watched the autonomous TV unit swing into action under temporary direction of Thad H. Brown Jr.
- Much of the convention procedure was quiet and orderly despite the fears of disgruntled network affiliates and irritated independents.

A threat of rebellion developed Wednesday afternoon when a group of clear channel stations dropped hints they might secede if what was generally considered a mild NARBA resolution were adopted. The squabble developed into a quorum call and the usually perfunctory process of adopting resolutions came to a sudden end when 10% of the membership was not present. This sour note in the proceedings was quickly forgotten however, by most delegates.

### NARBA Hot Issue

The NARBA question was a hot one Wednesday. FCC Chairman Wayne Coy started off the fireworks during his luncheon speech, calling for ratification of the NARBA treaty and chanting derisively about insidious interests that oppose the newest effort to regulate the North American spectrum.

That drew a fast reply from Clear Channel Broadcasting Service, which contends it got roughed up a bit in the treaty-drafting process. And then it inspired the fireworks when the NARBA resolution was submitted to a sparsely filled auditorium.

The festive side of convention week took a new tack when Radio Pioneers held its tenth annual dinner Tuesday night under NARTB auspices, with Sen. Kefauver as star attraction. Despite the pioneer's more dramatic programming the dinner failed to cut into attendance at the annual banquet and it may become an annual feature.

BAB's pitch for members and money surprised delegates who had anticipated a high-pressure appeal. Instead they heard a calm appraisal of the radio rate and sales problem. Agency-advertiser members of the BAB panel had little chance to perform but they supplied some of the inspirational shot-in-the-arm that had been expected from BAB itself.

One of the more resultful sessions of the week took place Tuesday afternoon when spokesmen for organized baseball joined with broadcasters in seeking a solution of their problems. At points the club representatives used what

—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



Some resentful broadcasters deemed mailed-fist approach, but in the end considerable goodwill had developed.

Station executives reminded the baseball interests they were being presented with what will amount to many millions of dollars in free promotion during the season. A few scabs were knocked off during the discussion but both sides agreed they needed each other and should use every opportunity to dissolve differences.

Highest praise from highest places came to radio and television for their public service performances: From Gen. Bradley, chairman of the Joint Chiefs of Staff, for "particularly outstanding" coverage of the Korean War; from Gen. Kefauver, who said radio and TV "will truly lead the way to world peace"; from Defense Mobilizer Wilson, for leadership in rallying the public behind the defense program, and from military and civil defense officials for unselfish and effective education of the public on problems the nation faces and steps to solve them.

#### LeBlanc's Appearance

Then, too, the convention had its carnival aspect when Sen. Dudley LeBlanc, Hadacol's inspired purveyor, broke the dignity of the Monday inaugural ceremonies with an enthusiastic autobiography and a line of poolroom stories adapted to the therapeutic claims for his product.

Topping off this change of pace was a Hadacol jazz band that stole the equipment show from the helpess exhibitors during the Exposition Hall reception. Some disgruntled delegates started calling it the "Hadacol convention."

That Monday inaugural presented Judge Miller with his chin out as he proclaimed, "I'm not singing a swan song." Instead he can now undertake the top-level job he was hired to do in 1945, he said. Following considerably, he prescribed for his NARTB presidential successor, Harold Fellows, a formula designed to insulate him against the rigors of trade association tenure.

An ovation greeted Mr. Fellows as he was presented to the associa-

tion by Judge Miller. In responding the president-elect reminded that he had lived at the operating level for two decades.

When the whole package was wrapped up and the convention achievements reviewed, there still remained a dominant issue—rates. Some delegates were delighted that progress was made in attacking the problem without loosing any form of civil war. They were glad to see a unified trade association tackle its problems without blanching.

#### Outspoken Comments

Of course the corridors trembled at times with such epithets as "staggering blow at radio's rate structure"; "sold down the river by the networks"; "we're getting the old double cross"; "we can make more money by going independent"; "let's turn industry control back to the licensees, who are responsible to the FCC and the nation"; "what happened to that network's research?"

Here and there a voice was raised in defense of rate-cutting, but most of the comments were bitter. Judge Miller touched the problem in his Monday afternoon speech with a shot at "the rate-cutting boycott recently engineered by a combination of national advertisers."

That's the sort of convention it was, Sunday through Thursday. Some of those who sat through the four-day assembly and took part in the conferences and huddles acquired a new appreciation of the value of broadcasting conventions. Television delegates too, appeared satisfied with their one-day convention.

What a week.

#### BAC Adds Two

TWO NEW members — Harry Maizlish, president-general manager of KFWB Hollywood, and A. J. Mosby, who holds the same position at KGVO Missoula, Mont.—have been appointed to the industry-wide Broadcast Advisory Council, Chairman Justin Miller has announced. The two appointees bring the council's total membership to 28.

## Challenge To Press

(Continued from page 36)

atop newspaper buildings in the United States flew at half mast when free radio perished in the Argentine . . ." He warned:

"Let us not be so blinded by competition for time and dollar that we forget that among information media, when the bell tolls for one, it will soon toll for all."

Other points raised by Mr. Hayes:

- No new form of press "completely replaces any existing form."

- At any given moment in the U. S., approximately 5 million radios are out of order. "No other medium could throw away that much daily circulation and still be so effective."

- Television is "an intense new competition" for the public's free time, one not to be taken lightly by either radio or newspapers.

- Newspapers should put as much emphasis on background and analysis as on cold reporting, giving more attention to minor events which are not telecast and capitalizing on its mobility and other advantages.

The Senate crime hearings demonstrated that "no longer can we have a reporter's impression, with himself as the sole authority."

#### Other Panel Members

Also slated to appear on the radio-TV panel with Mr. Hayes were Ed Hoyt, *Cedar Rapids Gazette* (KCRG KCRK (FM) Cedar Rapids, Iowa); Ralph McGill, *Atlanta Constitution* (WSB-AM-FM-TV Atlanta); John Crosby, syndicated columnist for the *New York Herald Tribune*, and Lawrence L. Winship, *Boston Globe*, who presided as chairman.

Messrs. Hoyt and McGill were slated to take opposing sides on the question of broadcasting-newspaper relationships where both operate under common ownership. Mr. Hoyt was prepared to advocate separation of their functions and free competition, while Mr. McGill was slated to present the case for intimate cooperation on the ground that radio, TV and newspapers are all part of the broad communications picture.

The two-day ASNE convention took on added significance in that editors were treated to a brief visit from Gen. Douglas MacArthur before he left for New York. President Truman's scheduled address over MBS was cancelled. Editors also watched the General's Congressional address on a large-size television screen at the Statler Hotel, convention headquarters.

Approximately 400 newspaper editors attended sessions Thursday and Friday, presided over by ASNE President Dwight E. Young, *Dayton Journal-Herald*. Other speakers and panelists were to include Defense Mobilizer Charles E. Wilson, Sen. Estes Kefauver (D-Tenn.), Sen. Robert Taft (R-Ohio), Sen. Paul Douglas (D-Ill.) and columnists Drew Pearson and Ernest K. Lindley.

## CIVIL NEEDS

Dual Demand Can Be Met

AMERICAN industry, with a 60% greater production capacity than in 1940, can supply both civilian and military needs, Frank M. Folsom, RCA president, told a legal forum of the U. of Virginia last week.

Mr. Folsom cautioned, that the dual goal of ample defense and civilian production could be reached only if America's great industries were left free to do the job. He warned that attacks on big business, either from government or private sources, would play into the hands of the Communists.

"Regardless of your attitude on big business, you can't hide the fact: Communism wants to see big business destroyed. Communists are delighted by our attacks on our great corporate enterprises."

#### Voices Warning

The RCA executive warned also that while building up a safeguard against totalitarian aggression, America must guard against adoption of totalitarian methods.

"It would certainly be ironical if, in our efforts to defend ourselves we adopted the very system that the enemies of our way of life would like to force us to adopt," Mr. Folsom declared.

## SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

**WIBW** The Voice of Kansas in TOPEKA



## Rate Debacle

(Continued from page 19)

last year. He called on the industry to divest agencies and advertisers of the idea that radio and TV are related media.

Entering his plea for membership support of BAB, he recalled that less than two decades ago newspapers and magazines were in a similar predicament as radio's growth started. They recovered by setting up promotional agencies that grew into million-dollar projects.

BAB's plans for the future, approved at an April 15 board meeting, were outlined by Mr. Ryan. After explaining that money has not been available for many, he said upcoming projects include a national sales promotion division in New York, adequately manned to promote to national advertisers and agencies. A competent organization is planned for local advertising, selling radio rather than network or spot. A retail organization is planned as well as a research library.

Field representatives are to operate in the East, Mid-West, Far-West and South, if funds are available. They will present radio's case wherever buyers gather; work with broadcasters, and contact advertisers and agencies.

### Plans Pilot Study

A pilot study on research is contemplated, he said, if a \$500,000 or \$600,000 budget is available. BAB will fight aggressively and competitively, he said.

He promised BAB will set up for the first time an accurate and complete source of information on radio values, feeding information broadcasters need and want in presenting the medium to agencies and advertisers. "Advertisers will know what radio has and broadcasters will know what they have to sell," he said.

Paul W. Kesten, consultant to CBS and the BAB board, sent a letter suggesting the job BAB now faces "can't be done for peanuts." He urged broadcasters to give BAB at least six months to get started. "Don't expect to beat this crisis quickly," he said.

Mr. Kobak explained the BAB



MEETING in the Duquesne Club, Pittsburgh, were members of the Pittsburgh Pirates Baseball Club and officials of Atlantic Refining Co., Sealtest, N. W. Ayer & Son and Ketchum MacLeod & Grove. Discussing baseballcasts throughout northwest Pennsylvania over WLEU Erie, Pa., were (l to r) V. Hamilton Weir, WLEU general manager; B. M. Boor, regional director, Atlantic Refining Co.; Branch Rickey, general manager, Pittsburgh Pirates, and P. S. Patterson, advertising manager, Ecoma Sealtest.

board has set one-half the high set hourly rate as monthly station dues for non-NARTB members. He added there are 1,200 non-NARTB member prospects to be solicited. NARTB members have 30% of their dues allocated to BAB, with the privilege of obtaining a discount if they don't join the promotional agency.

Robert Gray, director of advertising and promotion, Esso Standard Oil Co., prodded by Mr. Kobak, gently chided broadcasters because they had made little effort to recover Esso Reporter business in cases where the spot placement was dropped in areas of highest TV impact. "By and large we did not get a proper, intelligent solicitation from stations to keep the account on the air."

### What Agencies Want

Jerry N. Stolzoff of Foote, Cone & Belding, Chicago, provided the main inspirational talk of the morning in answering a question about what agencies want most from BAB. "We would like to get a sound, positive attitude on the part of stations and networks," he said. "We want radio to show us how to use the medium. Of course

there will be some cancellations to TV but radio stations should not be on the defensive in holding the line against TV.

"I'm very optimistic about where you are headed. The most important thing you can do is sell the hell out of radio. Agencies and advertisers who use your medium do this and believe in the medium. I hope broadcasters believe in it."

Maurice B. Mitchell, president of Associated Program Services, said stations should have all possible information to help them sell at the local level.

### Mitchell Rate Comment

Referring to the rate situation, he suggested slyly: "Maybe radio rates aren't really cut. Maybe stations will now sell at card rates."

"We must learn more about our product, how our advertising works," he said, adding, "This is no funeral."

Arthur C. Nielsen, head of A. C. Nielson Co., listed favorable facts about radio. These included:

Decline in average hours of listening is offset to considerable extent by continuing increase in number of radio homes. Home-hours per day listening are currently 169 million compared to 189 million in 1950, 198 million in 1949 and 129 million in 1943.

Network radio audiences still exceed network TV audiences by 83%, based on January Nielsen Radio-TV Index.

Radio reaches more homes per dollar, average network radio program reaching 199 homes per dollar compared with 119 for average network TV program.

Radio is unique in ability to reach small-town and rural markets—59% of population.

Radio is still making great records as a producer of sales.

Mr. Nielsen listed a 10-point program he termed research keys to radio success. It included: Count all listening; measure all hours; count all listeners; measure entire area; sell audiences, not percentages; talk homes per dollar; take credit for market coverage, including cumulative listening data; make more extensive use of data; use analytical research; emphasize marketing.

Taking part in the BAB discus-

sion, in addition to those mentioned, were Frank E. Pellegrin, H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel. Mr. Pellegrin said every station should examine its own market and its own rate structure carefully in commenting on the CBS rate cut. "Radio shouldn't act like a flock of sheep following a ram," he said. The network has an obligation to its affiliates. The industry has been hit in the face—it was drastic action. Affiliates should make decisions of this sort. They should not be forced on the industry until general agreement has been reached after careful study. No imposed rate reduction should be accepted by broadcasters without a fight."

Answering a question by Bob Dean, KOTA Rapid City, S. D., Mr. Kobak said BAB is getting Mr. Mitchell's services "free," referring to the former BAB director's cooperative role in the project. Earl H. Smith, WLCS Baton Rouge, La., asked continued service from BAB on the local level.

Mr. Gray, responding to a query by Chet Thomas, KXOK St. Louis, said Esso works closely with its 53 stations. "We are anxious to see evidence of promotion and cooperation by stations," he said. "The president of the company sees much of that material."

## AUSTIN TALK

### At Sales Executive Meet

WARREN R. AUSTIN, chief U. S. delegate to the U. N., will speak on "A Sales Executive Approach to Permanent Peace" at the 16th annual convention of National Sales Executives slated May 31-June 2 in New York. Mr. Austin will speak June 2 at the evening banquet.

Attendance of approximately 2,000 delegates is expected, Charles T. Lipscomb Jr., Lever Brothers Pepsodent Div. president and attendance committee chairman, announced. More than 16,000 sales executives belong to the nationwide organization.

Fifty exhibitors, occupying 72 booths, will display the "latest tools and services that the modern sales executive needs in his job."

## CBA OFFICERS

### Col. Group Elects Howell

REX HOWELL, KFXJ Grand Junction and KGLN Glenwood Springs, has been elected president of the Colorado Broadcasters Assn. Approximately 100 broadcasters voted at the two-day CBA annual convention in Colorado Springs.

Bob Ellis, KGHF Pueblo, was renamed vice president. Al Meyer, KMYR Denver, was returned to office as secretary-treasurer. The convention adopted resolutions calling for Senate ratification of the international agreement regarding frequency allocations; recommended passage of the McFarland Bill, and established committees to work with the state office of civilian defense.

# KSWM

JOPLIN, MO.

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

\* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

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

**Austin A. Harrison, President**

# KSWM

## CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.



## Plan FM Petition

(Continued from page 35)

letters "were the best double-talk I've ever read." Describing the lack of sets as an "organized conspiracy," the speaker suggested that (1) the concept of building FM sets in Germany is not far-fetched, and (2) concrete action be taken, with broadcasters setting aside an "FM Promotion Month" and to "stop kidding ourselves and ask for an FCC or Congressional investigation unless we get a fair shake."

Mr. Lane, director of broadcasting for Field Enterprises, discussed reaction to the FCC opinion of a fortnight ago which threatens continued broadcasting of FM stations which sell a music service with commercials and station identification beeped-out. Mr. Lane, whose company owns WFME (FM) Chicago and Functional Music Inc., said "we will attempt to meet requirements of the FCC as well as possible." He has "some feeling of frustration," however, inasmuch as the FCC is "attempting to fit FM into the AM mold, which hampers the individual development of FM."

Functional music in Chicago is making no business from the wired music services, because most of its customers are from the segment which found wired music service too expensive because of line charges. Functional Music Inc.'s customers are more than 15 miles away in most cases, he explained.

### Awaits SCOTUS Ruling

Transit Radio is not being "pushed" at the moment, Mr. Taft said, because of a case pending before the U. S. Supreme Court as to the legality of commercial FM in public transportation vehicles. The decision is expected in three weeks, he said. Mr. Taft, tracing history of the system in Cincinnati, reported business has grown to \$150,000 yearly in that city alone, and is expected to reach the half-million point "shortly" on a national basis. It hits the "biggest point in the field which AM radio couldn't touch—the downtown retail outlets." In addition, Transit Radio is almost completely TV-proof," he asserted. Within the next few years, TR will be "a very acceptable method of advertising, with a lot of money in it."

Mr. Joseloff, before outlining Storecast objectives, commended the techniques of functional music and Transit Radio and cited the need for specialized FM services. Storecast, "as the grandpop of all FM specialties," can expand radio and itself. He termed it a "workable medium with palatable announcements in hundreds of super-markets throughout seven states."

From the sales angle, Mr. Green said too many salesmen pitch their arguments on the defensive to begin with. "The very phrase, 'How to sell FM,' is an epitaph on the tombstone." He charged that FM cannot be sold today, "because the cards are stacked against it," but

that a change in approach will change the sales figures. He suggested that non-AM men be hired as FM salesmen, that mention of FM be eliminated from the sales discussion and that the FM station sell its real product, listeners. With these sales techniques, plus merchandising and promotion, WFLN tripled sales in six months.

Two of the medium's most serious problems are (1) the inability to get a national representation because "reps won't fool with a specialized audience," and (2) the lack of education at major agencies, "which employ slide-rule time-buyers." He suggested FM men "fight for greater coverage through more sets, sell the audience you already have and get out of the FM business and into radio."

Mr. Horne, whose FM outlet has a CBS affiliation, traced the success of his operation. A former newspaperman and farmer, he said "the results I've obtained most easily were in radio. I never get tired of developing FM, and too many of you fellows had it too easy with AM. You just latched onto a station and a network and watched the money roll in."

"Develop FM, which gives people the best in aural broadcasting, or get out and let someone else have a chance. Let's stop fighting in our own ranks and sell radio, whether it's AM, FM or TV," Mr. Horne advised.

The Rural Radio Network programs farm service shows in the daytime and music at night, Mr. de Neuf said. He reported a set saturation of 30%, with a 70% potential audience. "The success of putting shows on FM is limited only by your imagination," he asserted, adding it is necessary and easy to program shows of a service nature which people need and want to hear.

KOTA is owned by 42 of the leading businessmen in the Black Hills. Mr. Dean explained, "because we believed there'd be a better job done if sponsors owned the business." The station practices "followcasting," selling AM sponsors on buying the same show for FM but at another time of broadcast. The station grossed \$9,000 the first year and \$19,000 in 1950. Through KOTA's promotion efforts, FM sets in the area total 22,000 contrasted with 33,000 AM sets. Programs include sports, CBS sustainers and "good music," Mr. Dean said.

FM broadcasters also passed a resolution thanking Ed Sellers, head of the FM department of NARTB, for his work in their behalf.

### Equal Time

BOTH NBC and CBS offered their facilities April 13 to Rep. Joseph W. Martin Jr. (R-Mass.) to speak on the MacArthur question and the conduct of U. S. foreign and military policy. Rep. Martin accepted equal time, 10:30-11 p.m., to reply to the President's April 11 address on Far Eastern policy.

## NLRB ORDERS

### Five Stations, Movie Firm Covered in Decisions

RADIO and television broadcasting stations and a Hollywood TV film producer figured prominently in final and preliminary decisions and direction of elections handed down by the National Labor Relations Board in the past fortnight.

In separate actions the board:

(1) Dismissed a petition by Screen Directors Guild of America that television directors at KECA-TV Los Angeles be included in a bargaining unit on grounds the employees are supervisors.

(2) Ruled that WLEX Lexington, Ky., had violated the Labor-Management Relations Act by interrogating certain IBEW employees on their union activities and discharging four others.

(3) Announced initial findings charging that WEAM Arlington, Va., had refused to bargain with IBEW Local 1215 and requesting that the station reinstate an engineering employee.

(4) Ordered elections among program department employees at WFAS White Plains, N. Y., and at Jerry Fairbanks Productions, Hollywood.

(5) Upheld initial findings which, on Dec. 28, 1950, charged KDRO Sedalia, Mo., with unfair labor practices in its dispute with AFRA (AFL). Board ordered Milton J. Hinlein, operator of KDRO, to bargain with the union, cease interrogation of union members on their activities and reinstate two discharged employees.

In the KECA-TV case, NLRB held that TV directors direct employees and exercise authority for hiring others and, as supervisors, are inappropriate for a special unit. The ruling sustained the position taken by KECA-TV (ABC Inc.).

With respect to WLEX, the board held that "unlawful conduct" of the station licensee, Central Kentucky Broadcasting Co. Inc., disclosed a "fixed purpose to defeat self-organization and its objectives." The examiner had recommended a limited cease-and-desist order on grounds that the licensee had acted "naively."

A union complaint filed last November against WEAM by Radio

★ Broadcast Technicians Local 1215 of IBEW was upheld in intermediate findings issued by a NLRB trial examiner.

WEAM admitted certain allegations of the complaint last December, but denied it had violated the Labor Management Relations Act and held its refusal to bargain was justified, according to NLRB. A hearing was held Jan. 15-17 with all parties waiving oral argument.

In directing the election at WFAS, the board sustained the union contention that the unit should include special program employees as well as staff announcers. The unit is extended to those "who announce, write continuity, do program preparation, solicit guests for broadcasting appearances, or do other related work preliminary to the broadcast," excluding supervisors.

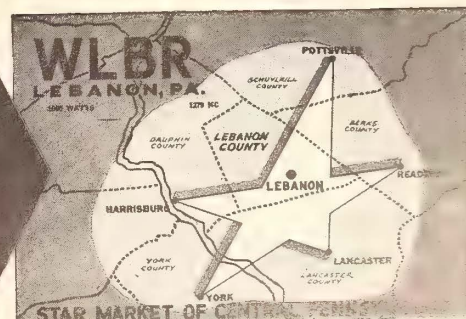
Acting upon a petition introduced by Moving Picture Painters and Scenic Artists, Local 644, Los Angeles, affiliated with the Conference of Studio Unions, NLRB ordered an election among employees of Jerry Fairbanks Productions, Hollywood (TV and theatrical film producer), to vote for a union to represent the studio's painters and set decorators.

In the complaint filed against KDRO, Mr. Hinlein was charged with refusing to bargain with AFRA after May 20, 1950, and with "discriminating" against two employees. He denied commission of unfair practices and said he dismissed one employee for "disrupting" employee-management relationships and the other because of "economic pressure and threatening manpower shortage" which required him to substitute combination personnel. NLRB agreed the manpower problem was logical but held it was not the "motivating" cause.

*This Rich  
Lebanon Valley  
Market Is  
YOURS...*

**300 Million  
DOLLARS  
WORTH**

covered with  
**ONE STATION**



**WLBR** AM  
FM  
LEBANON, PA. • 1000 WATTS • 1270 KC  
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.  
REPRESENTED BY RAMBEAU



## Petry Warning

(Continued from page 18)

and that there would be no spot. ABC had offered P&G one-minute participations in *Stop The Music* on Sunday and in the 25-minute show, *The Sheriff*, on Friday and in certain evening five-minute news periods in sustaining network shows. These Procter & Gamble bought.

To this, you can add one further move on the part of ABC, which only happened last Friday, and which also involved P&G. The ABC network offered to Ivory Bar a five-minute show, from 11:55 to 12 noon, Monday through Friday—and scheduled to start today, April 16. These P&G bought.

### Dick Haymes Show

The program features Dick Haymes. Our understanding is that Haymes reminisces about some singer and this is recorded on tape. Then a phonograph record of that singer's voice is also taped. The P&G one-minute announcement is integrated into the program. This show is very inexpensive, probably costing no more, and maybe less, than a live news show. It also gets away from the objections which many stations have about accepting five-minute news broadcasts wherever there is available network time and for indefinite short runs.

CBS did not put themselves in the outright position of selling spot announcements on the network. However, they set up a series of five-minute newscasts—all of which lopped five minutes

off existing sustainers—to serve as vehicles for minute announcements. These Procter & Gamble also bought. The result, in simplest terms, was \$345,000 lost to national spot, and over \$107,000 lost to the markets represented here in this room.

And, though certain ABC and CBS stations stood to salvage some of this money, they could only hope to get back a small fraction of what they would have had with the spot campaign P&G had set up before the networks entered the picture.

The P&G story is based on nighttime programming. But I think you can count on it that the spread to daytime will not be long in coming.

Now here's a footnote to the P&G story. Some stations turned down the plan. As a result, P&G has bought spot to fill out what the network couldn't deliver. The schedule and the market list are both drastically reduced from what they would have been. But, the important thing is that once some of the stations turned the network proposition down, this P&G money was returned to national spot.

### Logical Outgrowth

It seems rather obvious that this new departure on the part of ABC and CBS is a logical outgrowth of a precedent, or a partial precedent, established by NBC's so-called "Tandem Plan." The Tandem Plan inched into spot in a more or less limited way. The ABC and CBS plans let down the bars a little further, though their present method disguises the true facts. The next logical step, which we believe will happen very rapidly, is that they will be frankly peddling undisguised one-minute spots over their respective networks. They'll do it whenever and wherever they can put them.

I don't suppose for one minute that anyone in this room fails to see how serious a matter this is.

It goes right to the pocketbook of each individual station. And stations are not going to get any help from advertisers and agencies.

The advertiser will find it to his liking and his advantage to cancel existing national spot and place it on the networks, where he will be able to buy more stations for less money than if he buys them individually.

This is obviously true because most stations have network rates as low or lower than national spot rates, and network discounts run over 40%. Most agencies, as well, will be delighted at this development, because it greatly reduces the cost and effort of handling national spot campaigns. They will not have to maintain large staffs of radio buyers, checkers and clerks. They will not be involved in all the affidavit checking and correspondence attendant on any sizeable spot campaign. An agency knows that it takes about 10 times as many man hours to maintain a spot campaign on in-

## BEAVER RESIGNS

Leaves KTBS, Joins WHHM

RESIGNATION of Cecil K. Beaver as general manager of KTBS Shreveport, to become general manager of WHHM Memphis, in which he holds an interest, was announced last Friday by Newton Wray, K T B S president. Mr. Wray will assume the KTBS general managership.



Mr. Beaver

Mr. Beaver will succeed Patt McDonald, who has headed WHHM since its founding in 1946. Mr. McDonald, a director-at-large of NARTB, shortly will announce his plans. Mr. Wray recently acquired controlling interest in KTBS, regional outlet and an NBC affiliate [BROADCASTING • TELECASTING, Jan. 22]. WHHM is a 250 w independent.

dividual stations as it does to maintain a network schedule.

We've got to realize, then, that the advertisers and their agencies will be swayed toward network spot. They will have the advantages of controlling what is broadcast from a central and easily checkable point . . . All of this at the cost of the radio stations. Only the radio station's interests are jeopardized by the networks carrying spot broadcasting. Only the radio station can stop it.

Let's look first at the economics of this from the radio station point of view. Broadly speaking, the difference—difference to your own pocketbook—is this: For every advertising dollar spent for your station, you receive from 30 to 50% from the network spot and approximately 72% from regular national spot. To most stations, this may be the difference between profit and no profit.

### Below Danger Point

In other words, if the greater part of national spot advertisers go along with the network idea—and they have plenty of inducement to do so—your spot revenue will drop below the danger point.

Everybody here can figure for himself just how his own station will be affected. But, speaking generally, the average dollar you now receive from national spot would be cut about in half.

One half as much return to the station from spot business under the network plan—that is the dollars and cents picture. Thus, your spot revenue of \$200,000 is cut to \$100,000; your \$100,000 shrinks to \$50,000.

Now consider for a moment what can happen to affect your station audiences:

For several years now, the networks have made a great point about what's usually called "mood sequence," or block programming. They have come up with any num-

ber of expensive surveys to show how that kind of programming builds audience. And those surveys made a lot of sense.

Now, you can't program good half-hour evening segments—stringing them together into a strong block—when you are chopping off five minutes of every available half-hour in order to create a vehicle for a one-minute announcement.

What the networks are doing it seems to us, is tearing down the carefully planned audience structure just for the sake of an idea: to win new network revenue at the expense of their affiliated stations. So once again you stand to lose. Bad programming affects audiences, injures the public service you render, and can easily lesser the stature you have built throughout your territories.

It is true that five-minute news strips have been used before. But most of us remember how CBS during the war, carried such a strip as a wartime emergency feature. They dropped it right after the war. And gave their reason as being that such a strip mixed in with half-hour programs was bad radio. Now how does it look when the five-minute plan comes back into every available half-hour. And—what is worse—comes back on a short-term basis. That is, it may only last from 2 to 13 weeks. Moreover, it can be moved around in the schedule and perhaps too near to your local news. Thus any public service value it may have is likely to be offset by the irritation that such moves may arouse in listeners.

### Mutual Interests

We are fully cognizant of a station's and a network's mutual area of interests and the station's desires to foster and protect the benefits derived from its network affiliation. However, if and when some action by the network threatens the station's economic health, we believe that there can be little doubt of the station's right to act in its own self interest. The answer must come from you.

I think we must clearly recognize the fact that—no matter how close the inter-dependence between radio stations and national networks—each one has its own distinct dollar problems. Failure on either part to solve these problems gets right down to a question of survival.

Progressively, over the past few years, the networks have shown a tendency to ease off on their old broadcasting standards in favor of easier selling on their parts. There was a time, for instance, when a transcribed program or a depilatory advertiser was taboo. You

# WWDC



## now MUTUAL in Washington

All the best of Mutual PLUS all of WWDC's famous, effective local shows. THE best buy in the Nation's Capital. Just ask your Forjoe man for the details.

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



an tick off similar changes in your own minds.

The new network move we are discussing is only the latest of these steps. The point is that this time, it's a move that works directly against the interest of each individual radio station.

Radio has developed along a line which has made the networks a prime source of big-name talent and programming which has helped to give the stations larger audiences. The stations have gone along with this development by giving the networks free hours of time, by making large blocks of time available to the networks on a guaranteed basis, and by accepting a relatively small fraction of the advertiser's dollar. One other important way in which they have helped in the sale of network programming is by maintaining their own spot rates as high or even higher than the same time unit on the network.

#### Steered From Spot

On the other hand, the networks have until recently refrained from offering spot facilities on a network basis. They have kept their hands off the spot revenue which is so important to the station's economic life.

Now, however, the networks have broken down the long-established relationship which is the past has had mutual advantages for both station and network. They have come over into your \$125 million-pasture to graze. The networks are jeopardizing some 50% of your national spot volume for their own purposes. They are robbing Peter to pay Paul—You're Peter. Guess who Paul is.

If the networks are going to get heavily into the business of selling national spot over their chains, that points up still further the immediate need for very careful thinking and very decisive action on your part. If the old relation between station and network is broken—by the networks—you are certainly no longer bound to the policies and concessions you have made in the past.

I can't believe that any network or any radio station has the slightest desire to get tangled up in a mutually destructive battle. Yet, the present network plan could

## POWER INCREASE

### WWNR to 1 kw Fulltime

WWNR Beckley W. Va., has dedicated new facilities which shifts the station from 1450 kc with 250 w to 620 kc with 1 kw fulltime. Officiating at the ceremonies was N. Joe Rahal, president.

The voice of Sen. Harley M. Kilgore (D-W. Va.) was heard in the principal address. Sen. Kilgore could not attend the dedication because of a previous commitment but sent a recorded congratulatory message to Beckley for the event.

The U. S. Senator pointed to the function of radio in bringing the government close to the people and added: "The better job radio does, the healthier and stronger will we be as a nation."

Mr. Rahall previously had announced that in late April another Rahall station, WKAP Allentown, Pa., would shift from 1580 kc with 1 kw daytime to 1320 kc with 1 kw fulltime. Third Rahall station is WNAR Morristown, Pa. WWNR is an MBS affiliate.

easily lead to that. If you, as heads of stations, are willing to settle for a scant half of your former national spot dollar, you may easily be losing the profit margin which has enabled you to do such outstanding local programming, which has built your public service to your communities, which has given you the expert personnel and fine facilities you now enjoy.

Without those things, your value to the network declines. And so, of course, does the network's own strength and value. Thus, while it seems that opposition to the network plan for using their chains to carry national spot is against the interest of the networks, in reality it is helping network interest by maintaining the strength of each and every individual station. And certainly it is strong radio stations, whether linked by wire lines or operating individually, which have made radio so attractive to advertisers all these years.

I realize that any decisions you come to will be arrived at individually not here collectively. However, we feel it is our duty to advise you of any situation which,

in our opinion, endangers your business. It is my further thought that a general discussion of the problem, here, may help you in arriving at your own solutions. And so now I would like to throw this meeting open for such discussion.

\* \* \*

Station men attending the luncheon were:

Worth Kramer, vice president and general manager, WJR Detroit; John P. Patt, president of the G. A. Richards stations; Carl E. George, general manager, WGAR Cleveland; Victor A. Sholis, vice president and director, and Neil D. Cline, sales director, WHAS Louisville; Irving Waugh, commercial manager, and Jack Stapp, program director, WSM Nashville; Stanley E. Hubbard, president and general manager, and Miller C. Robertson, vice president in charge of sales, KSTP Minneapolis.

Walter J. Damm, vice president and general manager, WTMJ Milwaukee; Campbell Arnoux, president and general manager, and Bob Lambe, WTAR Norfolk; John M. Outler Jr., general manager, WSB Atlanta; George A. Whitney, general manager, KFI Los Angeles; H. Quenton Cox, general manager, KGW Portland, Ore.; Martin B. Campbell, general manager, WFAA Dallas; Jack Harris, general manager, KPRC Houston; Hugh A. L. Half, president and treasurer, and Arden X. Pangborn, general manager, WOAI San Antonio.

Gustav K. Brandborg, commercial manager, KVOO Tulsa; Frank V. Webb, general manager, KFVH Wichita; Tom Brooks, vice president of Hearst Radio; John C. Mullins, president, general manager, KPHO Phoenix; H. Wheelahan, general manager, WSMB New Orleans; S. H. McGovern, general and commercial manager, KSO Des Moines; Dean R. Upson, national sales manager, and Newton Wray, KTBS Shreveport; Benedict Gimbel Jr., president and general manager, and Gordon Gray, vice president WIP Philadelphia; J. Leonard Reinsch, Cox Radio & TV operations; Frank W. Kelly, sales manager, WBBN Buffalo; Tom Harker, Fort Industry Co.; Bill Rine, vice president and managing director, WWVA Wheeling, W. Va.

Petry representatives included, in addition to Mr. Petry, Edward E. Voynow, Chicago manager; Bill Cartwright, Detroit manager; Seth Dennis, promotion manager; Hanque Ringgold, New York manager, and John Ashenhurst of the Chicago office.

## KIWW REALIGNS

### Leal Resigns Top Post

REORGANIZATION of officer and director personnel at KIWW San Antonio, Tex., has been announced by the Good Neighbor Broadcasting Co. following the resignation of Manuel D. Leal as vice president and general manager.

The realignment hinges on FCC approval of a purchase of Mr. Leal's stock by Joe Olivares and L. E. Richards, who seek control of the corporation. Mr. Olivares would serve as president and general manager, succeeding Mr. Leal, while Mr. Richards would become station manager, secretary and treasurer in addition to his present duties as chief engineer.

## LANG-WORTH

### Asks Court Stay Order

PETITION for permanent stay of arbitration of an AFRA-Lang-Worth Feature Program dispute over singers' fees on *The Fred Waring Show* on NBC, May-July 1949, was filed by Lang-Worth in New York Federal Court April 9 against the American Arbitration Assn. Knox Manning and Janet Baumhover as AFRA president and treasurer respectively, and twenty-four singers individually.

Demand for arbitration was made in August 1949 by AFRA, which alleged that the singers, whose performances were used by transcription almost entirely, were entitled to "live" rates under provisions of the 1946-48 transcription code. First hearing had been set for April 10 by the American Arbitration Assn.

### Code Violation Charged

In its petition, Lang-Worth charged that the 1946-48 code violated anti-trust statutes and hence was illegal and unenforceable. It also alleged that no arbitrable controversy existed, because the performers in question had been employed by Fred Waring Enterprises after it had contracted with Lang-Worth to provide the program, and hence were not Lang-Worth employees.

## IN BIG AGGIE LAND tv MEANS 'tain't visible!

This 267 BMB county area—with \$2.9-billion in retail sales—can be sold by WNAX alone.



**WNAX**  
570 - 5KW - ABC  
YANKTON • SIOUX CITY  
Represented by KATZ

Every Morning The  
Midwest Listens to Its  
Favorite  
**WLS Stars**



(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance



## AM, FM Income

(Continued from page 19)

aural services in non-TV markets registered a 10.1% gain.

Other highpoints of the Commission's preliminary analysis:

● Prewar stations continued to account for the bulk of station revenue and income—798 such stations, which is 38% of the total aural stations, aggregated 69.4% (before expenses and federal taxes) of station revenues and 86.4% of the station incomes (before federal taxes).

● About 20% of the over 2,100 AM and AM-FM stations reported losses from 1950 operations. This was the smallest proportion of losers since 1946. Of the 432 losing stations in 1950, 131 were in operation two years or more.

● Of the 1,714 stations in operation two years or more, 769 (44.9%) reported profits in 1950. Of these 283 reported increases of 100% or more in income before federal taxes.

● As in past years, almost all of the FM-only stations reported unprofitable operations (see Table III).

APPROXIMATELY 33% of farmers in New York State who are listeners to Rural Radio Network own FM sets. Figure came out of spot check taken throughout state. Of total of 486 persons covered, 100% owned AM sets; 29.4% (143) have FM, and 21% (101) have TV.

TABLE II

### Comparative Revenue Data for AM and AM-FM Broadcast Stations in TV and Non-TV Communities

(Including stations in operation during 1949 and 1950)

	1950	1949	Percent Increase in 1950 (%)
(Millions of dollars)			
421 AM and AM-FM Stations located in TV markets	\$170.3	\$159.4	6.8
1,351 AM and AM-FM Stations located in Non-TV markets	160.8	146.1	10.1
1,772 Total Stations	\$331.1	\$305.6	8.3

\* \* \*

TABLE III

### Estimated 1950 FM Broadcast Revenues, Expenses and Income

Item	1950 Number of Stations	1950 Amount (Millions of dollars)	1949 Number of Stations	1949 Amount (Millions of dollars)
FM Stations Operated by:				
AM Licensees				
Reporting No FM Revenues (See Note 1)	351	...	452	...
Reporting FM Revenues	193	\$1.7	167	\$1.2
Non-AM Licensees	80	1.4	104	1.4
Total FM Stations	624	3.1	723	2.6
FM Stations Operated by:				
Non-AM licensees	80	3.5	104	5.0
Industry Total		See Note 1		See Note 1
FM Stations Operated by:				
Non-AM licensees	80	(2.1)	104	(3.6)
Industry Total		See Note 1		See Note 1
( ) Denotes loss.				

NOTE 1: In view of the difficulty in a joint AM-FM operation in allocating FM station operation expense separately from AM station operation expense, licenses of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

## WEAW PROTESTS

### Telephone Co. Policy

WEAW (FM) Evanston, Ill., has filed a complaint with FCC against the interconnection policy of the Illinois Bell Telephone System on relaying of U. of Wisconsin basketball games from stations in Wisconsin. FCC has requested details from Illinois Bell on the matter.

WEAW told FCC it was required to buy a line to WHA Madison for a game early in 1950 when it wanted to buy a line only to WHAD Delafield, Wis., WHAD obtaining off-air pickup of WHA.

Not being able to afford the line to Madison for a season, WEAW explained that for the current season it picked up WHAD off-the-

air at the home of WEAW President Edward A. Wheeler in Wilmette and bought a phone line from his home to the station. But the line was later removed, WEAW said, when Illinois Bell learned of its use in "violation" of regulations.

## Maynard Named

APPOINTMENT of 2d Lt. Gordon Maynard (USMC), formerly motion picture director with Warner Bros., as television director and film editor in the Defense Dept.'s Radio-TV Branch, was announced last Tuesday by Charles Dillon, branch chief. Lt. Maynard worked on Technicolor and other assignments while with the Hollywood motion picture producing firm.

## CBS ELECTION

### Guild Loses Close Vote

CBS WHITE-COLLAR employees in New York, in an NLRB election April 18, voted 308 to 290 against being represented by Local 3, Newspaper Guild of New York, CIO for bargaining purposes. In the absence of a majority vote for the guild, the employees will go unrepresented.

The election followed an earlier one held March 7 which was inconclusive, the two highest votes being against having any union and for the guild [BROADCASTING • TELECASTING, March 12].

With the result of last week's election known, Thomas J. Murphy, guild executive vice president, announced charges of unfair labor practices and intimidation would be filed against CBS by the guild with NLRB. Charges would have been filed before the election, he said, but the effect would have been to postpone holding it indefinitely. The union will press for a new election soon, he said.

Citing a 10% cost-of-living wage increased announced by CBS before the election as a "most flagrant practice," he said the network's management would be charged with violating NLRB rules by electioneering during the election as well.

## CUTBACK LAYOFFS

### RCA, Philco Adjust Output

SOME 6,300 radio and television workers of RCA and Philco reportedly are to be laid off temporarily before the end of April in Camden and Philadelphia.

Harry Block, IUE vice president, said some Philadelphia Philco plants would be shut down for two weeks beginning April 23, resulting in a layoff of about 5,000 workers. Anthony P. Perry, president, Union's Local 103, said that 1,300 employees of RCA in Camden would be laid off April 13.

C. M. Odorizzi, operating vice president of RCA-Victor Div., explained its layoffs were necessitated by conversion to defense production plus seasonal factors and material restrictions. A Philco spokesman stated that the cutback was due to an "adjustment of production schedules in line with the requirements of government regulations and the spring sales demand."

WCKY Cincinnati awarded bronze plaque from Hamilton County Community Chest for best program during 1951 Community Chest Drive.

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

on "RADIO BALTIMORE"  
Contact  
EDWARD  
PETRY CO.

WBAL

NEWS

A.P.—U.P. TWICE  
EVERY HOUR ALL DAY

MUSIC

TOP QUALITY POPS

POSITION

CENTER OF THE DIAL

— 93 —

POWER

5000 WATTS FULLTIME

PRESTIGE

NEW JERSEY AND  
METROPOLITAN  
NEW YORK

WPAT

Paterson, N. J.

D. J. WRIGHT  
General Manager

Eastern  
Regional  
\$85,000.00

Profitable, fulltime regional located in one of the best eastern major markets. Excellent TV possibilities. Financing available.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.  
James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO  
Harold R. Murphy  
360 N. Mich. Ave.  
Randolph 6-4550

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

Western  
Local  
\$25,000.00

This very attractive single station market situation offers an ideal opportunity to one or two good operators for profits and fine living.



# NATIONAL NIELSEN-RATINGS\* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)  
REGULAR WEEK MARCH 4-10, 1951

Current Rank	Previous Rank	Programs	Current Ratings Homes %	Current Rank	Previous Rank	Programs	Current Ratings Homes %
1	1	Lux Radio Theatre (CBS)	19.4	2	2	Romance of Helen Trent (CBS)	9.9
2	88	Pabst Blue Ribbon Bouts (CBS)	17.8	4	8	Our Gal, Sunday (CBS)	9.6
3	5	Charlie McCarthy Show (CBS)	17.1	5	4	Big Sister (CBS)	8.9
4	2	Jack Benny Show (CBS)	17.0	6	6	Wendy Warren and the News (CBS)	8.9
5	3	Amos 'n' Andy (CBS)	15.5	7	11	Ma Perkins (CBS)	8.7
6	8	Red Skelton (CBS)	14.7	8	12	Pepper Young's Family (NBC)	8.7
7	4	Godfrey's Talent Scouts (CBS)	14.5	9	5	Right to Happiness (NBC)	8.3
8	6	My Friend Irma (CBS)	14.2	10	13	Arthur Godfrey (Nabisco) (CBS)	8.2
9	22	Horace Heidt Show (CBS)	14.1	1	1	Guiding Light (CBS)	8.1
10	7	Walter Winchell (ABC)	12.9	2	2	True Detective Mysteries (MBS)	7.4
1	1	Evening, Multi-Weekly (Average For All Programs)	(5.2)	3	3	The Shadow (MBS)	9.2
2	2	Bonanza (CBS)	10.8	4	4	Martin Kane, Private Eye (MBS)	7.2
3	4	Tide Show (CBS)	9.4	1	2	Stars over Hollywood (CBS)	9.7
4	3	Club 15 (CBS)	8.9	2	3	Armstrong Theatre (CBS)	8.8
1	1	Weekday (Average For All Programs)	(5.7)	3	7	Give and Take (CBS)	8.4
		Arthur Godfrey (Ligg. & Myers) (CBS)	10.0				

EXTRA-WEEK FEBRUARY 25—MARCH 3, 1951

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	18.8	6	14	You Bet Your Life (NBC)	13.3
2	2	Jack Benny Show (CBS)	16.2	7	3	Godfrey's Talent Scouts (CBS)	13.0
3	5	Charlie McCarthy Show (CBS)	16.0	8	8	Red Skelton (CBS)	12.8
4	4	Amos 'n' Andy (CBS)	15.5	9	6	Walter Winchell (ABC)	12.6
5	7	My Friend Irma (CBS)	13.9	10	12	Life with Luigi (CBS)	12.1

EXTRA-WEEK MARCH 11-17, 1951

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %	Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	18.1	6	You Bet Your Life (NBC)	14.6
2	Charlie McCarthy Show (CBS)	17.6	7	Red Skelton (CBS)	14.2
3	Jack Benny Show (CBS)	16.1	8	Mystery Theatre (CBS)	13.8
4	Amos 'n' Andy (CBS)	15.6	9	My Friend Irma (CBS)	13.5
5	Godfrey's Talent Scouts (CBS)	15.3	10	Mr. District Attorney (NBC)	13.5

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

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

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## Open Mike

(Continued from page 52)

interest. However, we are disappointed that BROADCASTING • TELECASTING in all its columns of type devoted to this subject has completely ignored the excellent job WNOE did in its coverage of the Kefauver hearings in New Orleans. . . .

When the Kefauver committee opened hearings in New Orleans on Thursday, Jan. 25, 1951 (well in advance of the New York hearings), WNOE was the only radio or TV station to cover the hearings in their entirety live and direct. WNOE cancelled the bulk of its commercial commitments at a cost in excess of \$3,000 to present the hearings to the public. . . .

James E. Gordon  
Pres. & Gen. Mgr.  
WNOE New Orleans

[EDITOR'S NOTE: From BROADCASTING • TELECASTING, Feb. 5: "WNOE New Orleans cancelled much of its commercial schedules to air proceedings of the Senate Crime Investigating Committee. . . . But to WNOE, a second round of applause for its thorough coverage before the Kefauver committee reached its peak of popularity.]

RCA VICTOR STUDIOS, Royal York Hotel, Toronto, has increased telephone facilities to its studios and offices. New phone number is EMpire 3-3443.

## WAAF Drops Permit

WAAF Chicago, 1 kw daytimer on 950 kc, has been granted cancellation of its construction permit for change in operation to fulltime with 5 kw power, directional. Founded in 1922, WAAF told FCC it was reluctantly giving up the CP because it was unable to obtain title to, and zoning approval of, its proposed new antenna site. WAAF also said it has spent considerable money in new studios in the LaSalle-Wacker Bldg., as well as in construction of WAAF-FM, Class B outlet.

## WNLK OFFICERS

Named by New Owners

NEW officers and directors for WNLK Norwalk, Conn., have been elected. David W. Jefferies is president and general manager, succeeding Dr. Benjamin Ginzburg, who secured FCC approval for sale of his interests last month.

Two new directors were elected—Currier Lang, president, Norwalk Hospital Assoc., and Marshall Gans, president, Norwalk Realty Co. Other officers are Miles Penny-

backer and John H. Woodward, vice presidents; Joseph V. Lentini, secretary; Charles Hilton, assistant secretary; Michael J. Cuneen Jr., treasurer, and Russell Frost III, assistant treasurer.

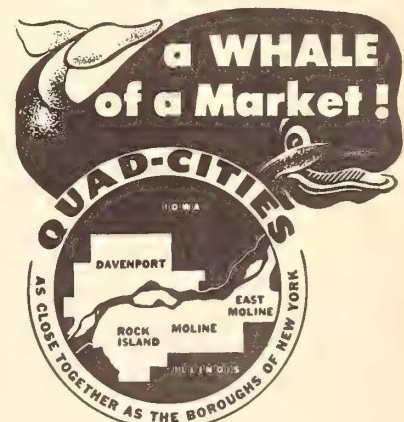
Dr. Ginzburg is severing all connection with the station he founded. Together with his brother and sister and Solomon Petchers of New York, Dr. Ginzburg sold 450 shares of stock, majority interest, to Mr. Jefferies, Mr. Cuneen and Mr. Lentini for \$20,000.

Dr. Ginzburg received a great deal of publicity several years ago when he cut Henry Wallace off the air while the latter was speaking during a church program regularly scheduled on WNLK.

Mr. Jefferies was, until recently, chief engineer at WESB Bradford, Pa. Mr. Cuneen was once promotion manager for WESB and Mr. Lentini was program director.

## Harry P. Francis

HARRY P. FRANCIS, 61, treasurer of Atherton & Currier, New York, died April 15 in Mount Vernon Hospital, N. Y. Mr. Francis had been treasurer of Atherton & Currier for 24 years. Prior to that he was with the Morse International Agency. Surviving are his widow, Mrs. Florence Boden Francis, and a son, Warren T. Francis.



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\* 1950 U. S. Census Preliminary Report

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## April 10 Applications . . .

### Modification of CP

KJCF Festus, Mo.—Mod. CP new AM station to change type trans.  
WVNR Beckley, W. Va.—Mod. CP authorizing change in frequency, power, etc. to change type of trans.  
KSL-TV Salt Lake City, Utah—Mod. CP new TV station for extension of completion date to 5-15-51.

### Authority to Transmit

Following request authority to transmit programs to CFRA Ottawa, Can.; Syracuse Bestg. Corp., Syracuse, N. Y. and Monroe Bestg. Co. Inc., Rochester, N. Y.

AM—1230 kc

KSEY Seymour, Tex.—Mod. license to increase power from 100 w to 250 w.  
FM—105.9 mc

WFOV (FM) Madison, Wis.—CP to change from class A to class B, frequency from Ch. 285 (104.9 mc) to Ch. 290 (105.9 mc), ERP from .93 kw to 8.01 kw and antenna from 100 ft. to 84.5 ft.

### License for CP

KSDB-FM Manhattan, Kan.—License for CP new non-commercial FM station.

WLWC (TV) Columbus, Ohio—License for CP new TV station indicating studio and trans. location.

WHMA-FM Anniston, Ala.—License for CP new FM station.

### License Renewal

Following stations requested renewal of license: WCRI Scottsboro, Ala.; KRVN Lexington, Neb.; WRIO Rio Piedros, P.R.; KTAN Sherman, Tex.; WHWB Rutland, Vt.; WSPT Stevens Point, Wis.; WEED-FM Rocky Mount, N. C.

### Modification of CP

Following stations request mod. CP for extension of completion date: KFAC-FM Los Angeles; WRGA-FM Rome, Ga.

### CP to Replace CP

WGNR-FM New Rochelle, N. Y.—CP to replace expired CP new FM station.

## April 11 Applications . . .

### ACCEPTED FOR FILING

AM—1300 kc

WJXN Jackson, Miss.—CP to change

FOR FINEST TAPE RECORDING

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USES

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# FCC actions



## APRIL 10 TO APRIL 19

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

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

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

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

### AM—1310 kc

WISE Asheville, N. C.—CP to change from 1230 kc 250 w unl. to 680 kc 1 kw unl. DA-DN AMENDED to change from 680 kc to 1310 kc 5 kw-D 1 kw-N DA-N, change type trans. and trans. location.

### License for CP

WELP Easley, S. C.—License for CP new AM station.

WISC-FM Madison, Wis.—License for CP new FM station.

WBUR (FM) Boston, Mass.—License for CP authorizing changes in non-commercial educational FM station.

### License Renewal

Following stations request renewal of license: WTNC-FM Thomasville, N. C.; WNUR (FM) Evanston, Ill.; WVSH Huntington, Ind.; WNAS New Albany, Ind.

## APPLICATIONS RETURNED

### Amended Application

WSIC Statesville, N. C.—RETURNED application for CP to change from 1400 kc 250 w unl. to 1190 kc 1 kw unl. AMENDED to change from 1190 kc to 550 kc 1 kw unl. etc.

### Assignment of License

WIRB Enterprise, Ala.—RETURNED application for assignment of license to Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bestg. Co.

### AM—1380 kc

KPRS Olathe, Kan.—RETURNED application for CP to change from 1590 kc to 1380 kc.

## April 12 Decisions . . .

### BY THE COMMISSION EN BANC

#### Designated for Hearing

The Johns-Embury Co., Portage, Wis. and Portage Bestg. Co., Portage, Wis.—Designated for hearing in consolidated proceeding with application of Prairie Bestg. Co., Beaver Dam, Wis., application of Johns-Embury for a new station on 1350 kc 500 w D, and application of Portage Bestg. Co. for same frequency with 1 kw D; made WEMP Milwaukee and WBAY Green Bay, Wis. parties to proceeding with respect to Beaver Dam application only. Hearing already scheduled in Washington on May 3.

Uvalde Broadcasters, Laredo, Tex. and Norman B. Lassetter, Laredo, Tex.—Designated for consolidated hearing in Washington on June 14 re applications of Uvalde and Lassetter, both requesting new stations on 1490 kc 250 w unl.

Scranton Radio Corp., Scranton, Pa.—Designated for hearing in Washington on June 11 re application for a new station on 1400 kc 250 w unl.; made WEST Easton, Pa. party to proceeding.

WVOP Vidalia, Ga.—Designated for hearing in Washington on June 1 re application to change facilities from 1450 kc 250 w unl. to 970 kc 1 kw D.

### Authority Granted

WSKB McComb, Miss.—Granted authority to remain silent for an additional 30 days from April 6 pending financial reorganization.

Granted authority to stations WHYH Holyoke, Mass.; WRNY Rochester, N. Y.; WNDR Syracuse, N. Y.; WITH Baltimore, Md.; and WKBW Buffalo, N. Y., to transmit programs by Bell System wire line circuits from main studios of respective five stations to

CFRA Ottawa, Can., for one year, in order to provide programming to Ottawa Valley area of Canada, and American baseball games which cannot be heard in any other way.

### Renewal of Licenses

Following stations were granted renewal of licenses for period ending May 1, 1954:

KAMQ Amarillo, Tex.; KCHI Farmington, Mo.; KDSX Denison, Tex.; KENT Shreveport, La.; KFBK & Aux. Sacramento, Calif.; KFVD Los Angeles; KGA Spokane; KHMO Hannibal, Mo.; KIBE Seattle; KJAN Columbus, Nebr.; KLOU Lake Charles, La.; KNEK McPherson, Kans.; KOCs Ontario, Calif.; KPMC Bakersfield, Calif.; KREW Spokane; KRLD Dallas; KSTA Coleman, Tex.; KTOK Oklahoma City; KVOO Tulsa; KWCO Chickasha, Okla.; KWKH Shreveport, La.; KWSO Wasco, Calif.; WATH Athens, Ohio; WAUX Waukesha, Wis.; WBUX Quakertown, Pa.; WCAZ Cathage, Ill.; WCLI Corning, N. Y.; WFGM Fitchburg, Mass.; WFGN Gaffney, S. C.; WFRL Freeport, Ill.; WHIN Gallatin, Tenn.; WHOO Orlando, Fla.; WITZ Jasper, Ind.; WJMJ Montgomery, Ala.; WJMJ Philadelphia; WKAM Warsaw, Ind.; WKBS Oyster Bay, N. Y.; WKOX Framingham, Mass.; WKRS Waukegan, Ill.; WKTM Mayfield, Ky.; WBUT & Aux. Brockton, Mass.; WMEV Marion, Va.; WNR Norristown, Pa.; WOAP Owosso, Mich.; WPGH Pittsburgh, Pa.; WQXR & Aux. New York, N. Y.; WVCG Coral Gables, Fla.; WVSC Somerset, Pa.; WSMI Litchfield, Ill.; WSCR Scranton; KBKI Alice, Tex.; KSCO Santa Cruz, Calif.; KFMJ Tulsa; KIVY Crockett, Tex.; KLKC Parson, Kans.; KOMO & Aux. Seattle; WHAM & Aux. Rochester, N. Y.; WJEH Gallipolis, Ohio; WJMO Cleveland; WJVB Jacksonville Beach, Fla.; WLIP Kenosha, Wis.; WPAG Ann Arbor, Mich.; WPEP Taunton, Mass.; WBUT Butler, Pa.; WFUR Grand Rapids, Mich.; KXEL Waterloo, Iowa; WCIL Carbondale, Ill.; WCKY Cincinnati; WCNT Centralia, Ill.; KGYN Guymon, Okla.; KOMA Oklahoma City; KSIB Creston, Iowa; KWHK Hutchinson, Kans.; KSOO Sioux Falls, S. Dak.; WAPF McComb, Miss.; WAPI Birmingham, Ala.; WCAR Pontiac, Mich.; WCAU Philadelphia; WCFL Chicago; WCNB Connorsville, Ind.; WCSI Franklin, Ind.; WDC Decatur, Ill.; WGNV Newburgh, N. Y.; WHBO Tampa, Fla.; WHFB Benton Harbor, Mich.; WHLI Hempstead, N. Y.; WHO Davenport, Iowa; WHOW Clinton, Ill.; WHPE High Point, N. C.; WKAI Macomb, Ill.; WKBW Buffalo; WKXY Sarasota, Fla.; WLBB Carrollton, Ga.; WLEW Bad Axe, Mich.; WLPO La Salle, Ill.; WMBI Chicago; WSIV Pekin, Ill.

### Request Granted

KDAN Oroville, Mercury Co., Oroville, Calif.—Granted request to remain silent pending Commission action on pending application for assignment of license.

## April 12 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

KOKX Keokuk, Iowa—License for CP authorizing increase in power, change hours of operation, install new trans. and DA-DN etc.

WBT-FM Charlotte, N. C.—License for CP new FM station.

AM—1390 kc

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

### Modification of CP

KFUO-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.

## April 13 Decisions . . .

### BY THE COMMISSION EN BANC

#### Designated for Hearing

Condado Bestg. Co., San Juan, P. R. and Jose Ramon Quinones, Mayaguez, P. R.—Designated for consolidated hearing in Washington on June 13 re applications, each requesting new stations on 1190 kc 250 w unl.

## April 13 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

KCNA Tucson, Ariz.—Mod. CP authorizing change in frequency, power, install new trans. and DA-N and change trans. location for extension of completion date.

WSUN St. Petersburg, Fla.—Mod. CP authorizing installation of new trans., change DA and trans. location for extension of completion date.

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP authorizing change in frequency, increase power, install new trans. and DA-DN etc. for extension of completion date.

KNAL Victoria, Tex.—Mod. CP authorizing change in hours operation and install DA-N for extension of completion date.

WIOD-FM Miami, Fla.—Mod. CP new FM station to change ERP from 53 kw to 15.6 kw, ant. from 315 ft. to 285 ft. and change ant. system.

WORX Madison, Ind.—Mod. CP new FM station for extension of completion date.

KUGN-FM Eugene, Ore.—Mod. CP new FM station for extension of completion date.

WFMY (FM) Greensboro, N. C.—Mod. CP authorizing changes in FM station to change ERP from 52 kw to 34 kw.

### License for CP

KOEL Oelwein, Iowa—License for CP to change studio location etc.

KREW Sunnyside, Wash.—License for CP to change frequency and hours operation.

### License Renewal

Following stations request renewal of license: KOLS Pryor, Okla.; WMUS Muskegon, Mich.; WLBB New York; WWWW Rio Piedras, P. R.; WDHN (FM) New Brunswick, N. J.

## APPLICATION AMENDED

### TV—Ch. 7

Radio Roanoke Inc., Roanoke, Va.—Application for new TV station AMENDED to change from Ch. 5 (76-82 mc) 13.1 kw vis. 6.55 kw aur. to Ch. 7 (174-180 mc) 19.2 kw vis. 9.6 kw aur. and change type ant.

## April 16 Decisions . . .

### ACTION ON MOTIONS

#### By Comr. Frieda B. Henneck

KCBQ San Diego, Calif.—Granted petition requesting dismissal without prejudice of application for mod. license.

American Telephone and Telegraph Company—Granted motion for extension of time to May 9 for filing reply brief to exceptions and request for oral argument in matter of Western

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Union Telegraph Co. and American Tel. and Tel. Co. et al. with respect to intercity video transmission service.

By Examiner J. D. Cunningham  
Central Ohio Bestg. Co., Galion, Ohio—Granted petition insofar as it requests leave to amend application to specify maximum expected operating values of radiation of proposed station in certain directions during nighttime hours, and with reference to day and night power output requested; denied all other respects.

City Broadcasting Corp., Nashua, N. H.—Granted motion for continuance of hearing in proceeding upon application and that of WHOB Gardner, Mass. from Apr. 20 to May 29 in Washington.

By Examiner Leo Resnick  
FCC General Counsel and WINS New York—Granted joint petition for continuance of hearing in proceeding upon

application of WINS for extension of completion date from Apr. 30 to Jul. 30 in Washington.

By Examiner Basil P. Cooper  
WLAC Bestg. Service, Nashville, Tenn.—Granted motion for continuance of hearing in proceeding upon application of Radio Reading, Reading, Pa. from April 16 to May 2, in Washington.

By Examiner Elizabeth C. Smith  
KREI Farmington, Mo.—Granted motion for indefinite continuance of hearing in proceeding upon application; hearing presently scheduled for April 24.

## April 16 Applications . . .

### ACCEPTED FOR FILING

AM—600 kc

KFQD Anchorage, Alas.—Mod. CP authorizing change in ant. and ground

system to change from 790 kc to 600 kc and install new trans.

### License for CP

WVET Rochester, N. Y.—License for CP to install aux. trans. at site of main trans.

### SSA

KTW Seattle—Application for SSA to operate simultaneously with KWSC Pullman, Wash. from 7:30 p.m. to 8:30 p.m. DST on Thurs. evenings during summer months.

### Modification of CP

WJPG Green Bay, Wis.—Mod. CP authorizing change in frequency, hours operation etc. for extension of completion date.

### License Renewal

KPUG Bellingham, Wash.—Requests renewal of license.  
WISR-FM Butler, Pa.—Same.

### APPLICATIONS RETURNED

WSHB Stillwater, Minn.—RETURNED application for renewal of license.

WILK Wilkes-Barre, Pa.—RETURNED application for CP authorizing change in frequency, increase in power, install new trans. and DA-DN etc.

## April 17 Decisions . . .

### BY THE COMMISSION

### Extension Granted

WINZ Hollywood, Fla.—Granted fur-

ther extension of temporary authority for 60 days from April 18 to operate with reduced power of 500 w at night using temporary DA.

### BY THE SECRETARY

WOR-TV New York—Granted license for new TV station and for move of studio location.

WWJ-TV Detroit, Mich.—Granted license for new TV station and change designation of studio location. Ant. 658 ft.

WVNR Beckley, W. Va.—Granted mod. CP to change type of trans.; conditions.

KFUG-FM Clayton, Mo.—Granted mod. CP for extension of completion date to 6-1-51.

WWJ-FM Detroit, Mich.—Granted license covering changes in existing FM station (97.1 mc 48 kw 660 ft.)

WXHR Cambridge, Mass.—Granted license for new FM station; 96.9 mc 5 kw; 444.5 ft.

WBEV Beaver Dam, Wis.—Granted mod. CP covering change in type trans. and ground system and specify main studio location.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 7-15-51.

WSM Inc., Area, Nashville, Tenn.—

(Continued on page 108)



# CLASSIFIED ADVERTISEMENTS

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## Help Wanted

### Managerial

**Manager.** In 90 days, an independent in a two station 100,000 population mid-west market will need a manager. Must have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 422J, BROADCASTING.

### Salesmen

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

**Two salesmen** needed for a going 250 watter. Operation demands salesmen who can do the selling, servicing and copywriting. Will pay 20 percent and guarantee \$300 per month minimum and if you're fast on service and copy work, you should go beyond \$500 per month within a few months. No youngsters and no beginners. You must have a solid and successful radio sales background. It's easy to sell behind good programming and operation and there's an opportunity for two men to make \$600 per month each. Box 494J, BROADCASTING.

**Experienced announcer-disc jockey** to learn sales. New 1 kw daytimer. East. Box 500J, BROADCASTING.

**Transcribed news feature** desires salesmen throughout country. Commission basis. Box 508J, BROADCASTING.

**West Texas station** needs salesman. Good conditions. Salary and commissions. Box 513J, BROADCASTING.

**Salesman:** Former announcer-disc jockey who wants to do both. New 1 kw daytimer. Box 501J, BROADCASTING.

**Immediately:** Sales manager, or sales-announcer, desiring to settle in small community and build his future, along with ours, utilizing his own ability and initiative. Florida residents preferred but not mandatory. WIPC, Lake Wales, Florida.

### Announcers

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

**Announcer,** some experience, pleasant voice, willing, able to sell over air. No hot-shots or floaters. Graduating wage scale, excellent opportunity for right man. Disc, photo to Box 385J, BROADCASTING.

**Experienced,** announcer-newsman. Deep, authoritative voice. New 1 kw daytimer. East. Box 502J, BROADCASTING.

**Minnesota station** needs combination announcer-engineer. Top pay for a top man. Box 479J, BROADCASTING.

**Announcer-salesman** with exclusive in branch studio, well established network station. Fine chance for advancement. Box 496J, BROADCASTING.

**Disc jockey:** Clever, mature voice. New 1 kw daytimer. East. Box 503J, BROADCASTING.

**Announcer-engineer** wanted for Alabama station. \$75.00 per week. Box 507J, BROADCASTING.

## Help Wanted (Cont'd)

**West Texas station** needs good combination man. Good salary and excellent hours. Box 512J, BROADCASTING.

**Copywriter-announcer.** Male only. Announcing limited to only 2 hours daily. Kw daytimer. East. Box 504J, BROADCASTING.

**Wanted immediately,** announcer with first phone license, must be heavy on announcing, good pay and excellent opportunity for right man. Send photo, disc and qualifications to Chick Catterton, Manager, WMMB, Melbourne, Florida.

**Permanent opening** for intelligent, experienced announcer-writer. Box 789, Harrisonburg, Va.

**Announcer** with first class telephone license for permanent staff assignment. P. O. Box 1479, Honolulu, Hawaii.

**Wanted:** Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

**Immediate opening,** announcer with first phone, \$225 month start, 40 hour week. Experience desirable but not necessary. Chief engineer spot opening soon. Phone or wire collect if interested. McCosh, KCID, Caldwell, Idaho.

**Announcer-newsman.** Gather local news. Good salary for good man. KSNY, Snyder, Texas.

**Above average announcer** wanted for above average small market operation. Is \$300 monthly satisfactory? Send disc and details KTFY, Brownfield, Texas.

**Combination announcer-salesman-copywriter** with car. Send snapshot and disc with letter of application ABC affiliate, KVOC, Casper, Wyoming.

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

**Wanted immediately:** Announcer-engineer with emphasis on announcing. Must have right attitude. Write or call Dick Sutter, Manager, Radio Station WCRA, Effingham, Illinois.

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

**Wanted:** Smooth, staff announcer with experience for permanent position with expanding 250 watt ABC station. Play-by-play man given additional consideration on essentially a staff job. No radio school grads without at least a year's experience, please. Send complete details and audition to Bob Nelson, WDUZ, Green Bay, Wisconsin.

**Combination announcer-engineer.** Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

**Announcer-engineer,** emphasis announcing. Refer to identical ad under salesmen. WIPC, Lake Wales, Florida.

**Wanted:** Combination announcer-engineer. Send audition and full particulars first letter. WLET, Toccoa, Georgia.

**Wanted—Announcer-engineer** and straight announcer, both with radio schooling or 6 months experience. Send disc and full particulars first letter. WMLT, Dublin, Georgia.

## Help Wanted (Cont'd)

**Wanted:** Experienced announcer with voice that can sell. Must have knowledge of both pop and legit and have ability to take over control board operation, which is a must. Job pays sixty dollars for forty hours. Send photo, disc and qualifications immediately to Chick Catterton, General Manager, WMMB, Melbourne, Florida.

**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.

**Immediate opening** for announcer with first or second class license. Not a replacement. Addition to present staff. WRCS, Ahoskie, N. C.

**Announcer-engineer** for fulltime independent. Send audition, photo, complete data. WRCO, Richland Center, Wisconsin.

### Technical

**Engineer,** \$55 starting salary. Reasonable living conditions. No announcing or experience necessary. Box 396J, BROADCASTING.

**Immediate opening** first phone engineer. Top wages for man who can do control room work and operate transmitter. Box 451J, BROADCASTING.

**Engineer,** experienced in maintenance of directional array and transmitter for 5 kw midwest station. With statement of experience and education please enclose a snapshot. Box 460J, BROADCASTING.

**Chief engineer** for directional station in upper midwest. Must be good at maintenance. Good pay. Box 480J, BROADCASTING.

**Engineer and combination engineer-announcer.** ¼ kw. Vicinity New York. Box 492J, BROADCASTING.

**Experienced combo man,** 1st class license, \$270 month, 48 hours. Send disc KANA, Anaconda, Montana.

**Announcer** with first phone, experience not important, willing, energetic. Daytime LBS affiliate. KCHI, Chillicothe, Missouri.

**Progressive 250 watt station,** waiting for 5000 watt C. P. needs a qualified engineer. Experience helpful but not necessary. Write Chief Engineer, KNOX, Grand Forks, No. Dak.

**First class operator.** No experience required. WCFV, Clifton Forge, Virginia.

**Wanted,** phone first, console, transmitter. 38½ hours, \$45.00 start. WCSS, Amsterdam, N. Y.

**Wanted:** Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTN, Wilson, North Carolina.

**Control operator** with 1st class ticket. You don't need a car. Experience unnecessary. Announcing not required, but acceptable. Starting pay, \$52.00 for 48 hour work week. Vacations and sick leave. If interested send photo and advise date you can report. If you have worked will want references. If married, how much room will you need for family. Address replies to F. E. Lackey, WHOP, Hopkinsville, Kentucky.

**Help wanted:** First class operator, WICY, Malone, New York.

**Engineer-announcer** for evening work, start \$1.25 hourly. Contact Manager, WIEL, Elizabethtown, Ky.

## Help Wanted (Cont'd)

**Wanted engineer.** Experience not necessary. Needed immediately. Please state salary expected in reply to Chief Engineer, WMFT, Florence, Alabama.

**Combination transmitter-control operator,** first class license, for Station WMSA, Massena, New York. No announcing. Contact Mr. McHugh.

**Wanted:** Transmitter operator, 1st phone license, daytime station, experience not necessary. Contact G. F. O'Grady, Chief Engineer, WNAV, North Adams, Mass.

**Offer** first phone beginner \$50.00, 5 hours, two weeks vacation with pay hospital benefits, WRNO, Orangeburg, S. C.

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

**Immediate opening:** First class engineer. Some announcing. Prefer some experience. Start \$200-\$225. Iowa. 25 watt. AM and FM transmitters. Box 447J, BROADCASTING.

**Engineer:** First ticket and one announcer, at once. WWGP, Sanford, N. C.

## Production-Programming, others

**Program director** to take complete charge of program department of a five kw Mutual sports, music markets and news station in city of over 100,000 in midwest. Must have experience as program director, pay accordingly. Box 448J, BROADCASTING.

**Male copywriter** with ideas. Some announcing. Send samples work. Texas Box 462J, BROADCASTING.

**Program director,** able to take complete charge of program department in Minnesota station. Must be aggressive. Must be good MC for amateur shows man on the streets, etc. Send disc details and expected salary to Box 476J, BROADCASTING.

**Wanted:** Program, production manager able to handle inside. Previous experience in small station central. Excellent future. Box 495J, BROADCASTING.

**Have opening** for commercial copywriter. Necessary to expand our staff. Prefer man who can handle mike as needed. Address: Lee Gordon, Manager, KSWI, Council Bluffs, Iowa.

**Continuity writer** needed immediately. Contact Bill McKibben, WACB, Kittanning, Penna.

**Wanted at once,** woman continuity writer. Some experience desired. Opportunity for some air time. Contact Manager, Radio Station WCRA, Effingham, Illinois.

**Wanted:** Reporter to gather and write local news. Send complete details and salary requirements to WJTN, Jamestown, New York.

**Wanted** by a large exclusive furniture store, a fulltime home decorator who has the ability of handling one 15 minute radio program per day which would include giving decorator hints, etc. The women to work fulltime for the furniture store. Excellent salary and other advantages. Please write at once to Mr. A. E. Heiser, General Manager, Radio Station WLEC, Sandusky, Ohio.

## Television

### Production-Programming, others

**Immediate opening** in Ohio for television director, 6 months to year experience studio shows. Send complete resume, salary desired. Box 464J, BROADCASTING • TELECASTING.

## Situations Wanted

### Managerial

**Station manager,** eleven years overall radio experience. Presently employed midwest station, desires to relocate in east. Highly successful sales, sales promotion, business administration and public relations. Desires only opportunity to prove ability. Box 497J, BROADCASTING.

**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.



## Situations Wanted (Cont'd)

**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**. Nationally recognized for promotional and sales record. Mature, responsible businessman whose past speaks for itself in profits and community respect. Box 468J, BROADCASTING.

**Manager-sales manager**, available May 1st. Strong on sales and promotional sales. Prefer competitive, medium or large market, in south or southwest. No objection to station now operating red. Box 484J, BROADCASTING.

**Experienced general manager**, more than 11 years metropolitan and small market radio, including management, organization, sales, promotion, production, having come from announcer ranks. Successful. Best references. Desires to settle permanently progressive small market. Box 46J, BROADCASTING.

**5 years experience** in management, selling, programming and announcing. Sober, intelligent and a "right" man for the "right" job. Not a cheap man. Box 515J, BROADCASTING.

**Money making trouble** in your station? Manager of 5000 watt net station will take over your station and guarantee profit for profit sharing plan. Can guarantee nucleus of competent, experienced staff. Write Box 516J, BROADCASTING.

## Salesmen

**Salesman-engineer**, 4 years. South or northeast, \$75.00 minimum start. Box 57J, BROADCASTING.

**Attention radio station owners!** Will call on advertising agencies in N. Y. Fee is \$10 per hour. Twenty-five years radio broadcasting experience. Box 498J, 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.

**Veteran (non reserve)** with family wants combination job west or southwest. Will graduate radio school May. All replies considered. Box 386J, BROADCASTING.

**Announcer desiring good location**, and new sports program free with services. Box 424J, BROADCASTING.

**Announcer**, age 24, veteran, married, one child. Nine years experience, capable of any position in your announcing staff. Desire to settle in midwest. Box 433J, BROADCASTING.

**You're a progressive, disc jockey** minded station in or near metropolitan area, and need a mikeman with ideas who considers radio more than a job. Emphasis on producing audience getting, entertaining afternoon and night personality platter shows, plus original disc program. Presently employed. Draft exempt. College. Box 434J, BROADCASTING.

**Sports man**. Limited experience. Wants broader knowledge. Can do all play-by-play and color. Draft exempt. Will travel. Box 445J, BROADCASTING.

**Announcer**. Fully experienced all phases. Wishes to make permanent home. Finest references. Box 449J, BROADCASTING.

**Announcer-disc jockey**, sober, reliable, married, minimum \$75.00. Ten years in all phases radio. Southern California, New York area. Box 453J, BROADCASTING.

**Need a Hooper-upper?** Proven radio personality can doctor your station's Q. Successful record of establishing sterner following that pays off. Built morning spot from 1.4 to 5.7 in thirteen weeks in major city. Raised evening period from 2 to 5.5 in two months. Won press-radio poll as "Most popular individual performer of all stations," in city of over million. Address Box 56J, BROADCASTING.

**Combination announcer-engineer**. 8 years experience in all departments. Prefer location in mid-Atlantic or southeastern. \$75.00 minimum. Family man, best references, steady. Box 458J, BROADCASTING.

**5 years successful comedy DJ**, 400 letters weekly. Top Hooper. Combination. Married, exempt. Employed. 100. Box 466J, BROADCASTING.

## Situations Wanted (Cont'd)

**Experienced sportscaster**, three years all major sports, including wire recreations, commercial announcing. Now employed at station de-emphasizing sports. Married veteran with excellent references. Please include salary. Available on two weeks notice. Box 461J, BROADCASTING.

**Announcer with first class ticket** desires permanent position with future. Draft exempt, married, car, primary interest in announcing, presently employed. Box 469J, BROADCASTING.

**Announcer**, experienced, married, draft exempt, employed, desires position with future possibilities. Now handling programming, traffic, service, and some sales, will relocate. Box 471J, BROADCASTING.

**Announcer-engineer**. 21 months experience. Emphasis on announcing. Good morning man, wants to specialize in news. Box 475J, BROADCASTING.

**Announcer**, 25, presently employed, topnotch on commercials. 5 years in radio. 3½ years commercial experience. Strong on news, 1 year in farm service. Mail pull and DJ, worked live talent. No drifter. Looking for opportunity to progress. Married, vet, exempt. Disc, photo, qualifications. Box 481J, BROADCASTING.

**Experienced announcer-engineer-salesman** capable of managing small station, married, car, family, salary \$375 month. Box 485J, BROADCASTING.

**Experienced sportscaster** desires position with sports and civic minded western station. Background includes production, programming and emcee. Box 483J, BROADCASTING.

**Sportscaster**, all major sports. Extensive background on statistics, participants. Write continuity for own sports programs. Some experience. Draft exempt. Box 488J, BROADCASTING.

**Announcer**, college grad. Sales background, can write copy. Draft exempt. Limited experience. Disc. Box 489J, BROADCASTING.

**Combination announcer-engineer**, six months experience with independent, draft exempt, family man, desire position southwest Pennsylvania. Box 491J, BROADCASTING.

**Disc jockey**, experience professional. High type show with wide appeal. College grad, versatile, excellent background and experience. Willing to work and reliable. Box 522J, BROADCASTING.

**One of nation's outstanding disc jockey personalities** seeking change of locale. Strong points: Knowledge of records and artists second to none, excellent sponsor results, top ad-lib job in friendly voice, telegraphic, 30, married, draft exempt, 7 years experience. \$100 weekly plus talent opportunities. All major markets considered. Box 506J, BROADCASTING.

**Announcer**, first class license, experienced, 31. Wish emphasize announcing, sales, programming. East. Box 509J, BROADCASTING.

**Look! Announcer**, twenty-six, draft exempt, single, four years experience, 1½ as PD. Good commercial man, strong on news and disc shows. Prefer east or midwest. Programming and production important. All replies appreciated. Box 511J, BROADCASTING.

**Excellent background** for the past four years in all phases including sales and program director post. Ready for move to larger station with chance for advancement in programming. Married, college. Box 519J, BROADCASTING.

**Announcer**, DJ, good at news, board work, graduate prominent radio school, 30 years old. Married, conscientious. Disc upon request. Prefer middle west or west. Bud Brooks, 6731½ Tujunga Ave., North Hollywood, California.

**Announcer**, young, draft exempt, single. Am no hot shot, looking for a good start. Will go anywhere. All-round announcer, except sports. Have car. 8 years prior radio experience before Army as juvenile actor. Wally Douglas, 1555 Unionport Road, Bronx 62, New York, TAlmadge 9-6374.

**College trained sports man** desires position. All sports experience, including national professional league and big ten basketball. Also hillbilly deejay. Will send disc or tape. Married vet. Age 25. Minimum salary \$60. Ward Goodrich, 44½ West 26th Street, Indianapolis, Indiana.

**Announcer**, continuity writer. Vet, 21, single, draft exempt. Strong DJ and commercials. Ready to leave. Johnny Hunt, 3067 49th Street, Long Island City, New York, AStoria 4-9038.

## Situations Wanted (Cont'd)

**Versatile announcer**, ambitious. Strong on commercials, news, sportscasting. Some sales. Write continuity. Operate console. Some experience. Married, draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y.

**Announcer**: Attended "D.M.S.R.A." Hollywood. Board experienced, single. Recording available. Leeds Scofield, 3340 81st Street, Jackson Heights, New York.

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

## Technical

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

**Graduate electrical engineer** with five years experience at 5 kw stations is seeking a responsible job. 25 years old, single, 4-F. Box 394J, BROADCASTING.

**Chief engineer** for nine years, with considerable installation and development laboratory experience, desires position with medium or large market station having television plans. Available for personal interview or by your Washington consultant. Box 446J, BROADCASTING.

**Combination man**, first class phone license, desires location in New York, Ohio, Pennsylvania, West Virginia, Maryland, Virginia. Some technical and announcing experience. 32 years old, married and a veteran. Dependable, conscientious, willing. Available July 1st. Box 463J, BROADCASTING.

**Combo man**, first phone, presently employed, limited experience, desires position with future. Married, draft exempt, own automobile. Box 470J, BROADCASTING.

**Engineer**: Experienced, 24, draft exempt. Prefer New York state. Car. Box 477J, BROADCASTING.

**Southwest, dry climates**: Daughters' health makes move desirable. Sixteen years broadcast. AM-FM installation, operation, maintenance. Executive experience. Permanent family. Permanent job? Available June. Box 493J, BROADCASTING.

**Engineer, veteran**, experienced, first phone, transmitter, control, remotes, recording, some announcing. Box 510J, BROADCASTING.

**Vet with 1st phone**. No experience, but plenty of ambition. Married, willing to travel. Hank Kusunoki, 67 West 96th Street, New York 25, N. Y., MONument 6-3735.

## Production-Programming, others

**Female continuity writer**, six years radio experience writing punchy, imaginative copy. Experienced programming and continuity. Seek position in Texas station. Box 430J, BROADCASTING.

**Experienced**, steadily employed program director desires another advancement. Good background in programming, announcing, production, writing and music. Draft exempt. Dollar proof upon request. Would consider managerial position. How's the fishing? Box 454J, BROADCASTING.

**Save this frustrated news editor** from neurosis! Desperately need chance to advance. Idea man thoroughly experienced getting and writing local news show. Want chance at mike or large station. Draft exempt vet. Write Box 455J, BROADCASTING.

**Attention: Station reps**, Philly or N. Y. Experienced hustler available. Box 472J, BROADCASTING.

**PD specializing in commercial effectiveness** of programming, traffic, copy, announcing, plus experienced supervision of all production departments. Success record. Excellent references. College graduate. Immediate availability or interview. Box 482J, BROADCASTING.

**Experienced copywriter**, women's announcer. Traffic, secretarial experience. College graduate. New England preferred. Box 487J, BROADCASTING.

**Program director-manager** of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Box 505J, BROADCASTING.

## Situations Wanted (Cont'd)

**Wanted: Program directorship**. Not wanted: Clerical position. Six years experience. 26 years old. Married. Draft exempt. Currently announcing at ninety per. Will exchange know-how, long hours, proven ability and announcing strength for good market. Good station, pleasant climate and warranted salary. Box 517J, BROADCASTING.

**Production-program director** or assistant. Desire move to larger station after successful background in programming, announcing and sales at top local in N. J. Married, B. F. A., excellent references. Box 518J, BROADCASTING.

## Television

### Salesmen

**University graduate**, successful, but miserable! Job in TV sales? Ahhhh! Box 467J, BROADCASTING • TELECASTING.

### Production-Programming, others

**TV director**. Program or technical, still and motion picture background, lighting experience, N. Y. TV training. Looking for position new midwest station. Box 452J, BROADCASTING • TELECASTING.

**Television playwright**, free lancing to networks, seeks New York position. Start bottom. Experience includes 53 appearances as a TV actor. Box 465J, BROADCASTING • TELECASTING.

**Producer**, interested in assuming producer-director duties in a station operation. Agency and other experience covers three years of activities in television. Best references, married, draft exempt, resume on request. Box 473J, BROADCASTING • TELECASTING.

### For Sale

**Invitation to bid** covering moving station WNEI from San Juan to Dorado, P. R., including engineering, buildings, directive antenna and proof of performance. For detailed specifications write Box 499J, BROADCASTING.

### Stations

**Regional network midwest metropolitan market**. 1950 profit \$11,000. Much greater potential. All or part for sale. Reason, health. Box 459J, BROADCASTING.

### Equipment etc.

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

**Presto PT-900 tape recorder** used approximately 5 hours. Full price \$700. Box 450J, BROADCASTING.

**Collins modernized 300F AM 250 watt transmitter**, one 26C limiting amplifier, three 7S line amplifiers, one 7-foot speech cabinet, two WE double jack strips, one Collins 40DA rack mounting frequency control unit. Box 474J, BROADCASTING.

**Fairchild turntable diamond stylus and network**. New condition cost \$485. Bargain \$250. In trunk. Box 514J, BROADCASTING.

**Two RCA 73B professional recorders**, suction pump, chip collectors. 300 hours use. KFGO, Fargo, North Dakota.

**Recently replaced water-cooled 5 kw Western Electric transmitters**, one modified completely for AC rectifiers, 1st class condition \$10,000.00. Other partly modified for AC rectifiers some meters lost \$6,000.00. KGVO, Missoula, Montana.

**Used RCA 250-A BTF transmitter** modified to 1950 specifications with complete set of spare tubes in first class shape. Make us an offer. WDAR, Savannah, Georgia.

**Very scarce, brand new 2700 ft. Communications Products Company #91-501 7½ 72 ohm Seal-O-Flange transmission line**. Will sell at cost. F. O. B., WESC, Greenville, S. C.

**For sale—Raytheon 1 kw transmitter**, three years old. Will be available in near future. For details, write Manager, WKBZ, Muskegon, Michigan.

**For sale, Crouse-Hinds 300 m/m beacon**. Never used. Make an offer. WQNN, Lakeland, Florida.

### Wanted to Buy

### Stations

**Experienced manager** desires to purchase or invest in to personally manage a radio station. Write Box 181J, BROADCASTING.

(Continued on next page)



## Wanted to Buy (Cont'd)

### Equipment etc.

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

Will buy 5 kw, 1 kw and 250 watt transmitter. Same must withstand engineering inspection. Give all in first letter. Box 478J, BROADCASTING.

1 or 2 Magnecorder tape recorder's complete, or mechanism only. State condition and price. Box 490J, BROADCASTING.

Will buy good console for 250 watt Collins transmitter. KWBW, Hutchinson, Kansas.

Wanted—5 kw AM transmitter. Send description and price to Manager, WKBZ, Muskegon, Michigan.

## Situations Wanted

### Managerial

#### REVIVE YOUR ORGANIZATION!

Experienced radio consultant can increase your sales, cut down your overhead efficiently and put new enthusiasm in your staff. Past relations have been very successful. This consultant experienced sales, sales promotion, business administration and public relations. Write successful consultants.

Box 520J, BROADCASTING

28-year-old, married veteran, now completing fourth year as assistant general manager and program director of small market, independent AM-FM station. Previous experience includes some network announcing and special events, plus continuity, production, news, special events, in metropolitan market stations. Completely familiar with all phases of station management, including engineering and sales, by virtue of ten years experience. READY TO MANAGE YOUR STATION AT YOUR PRICE —WITH RESULTS TO DETERMINE LATER INCREASES. Available two weeks notice. Box 521J, 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.

Warren Cozzens, 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

**ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS**

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

**NORTHWEST BROADCASTING SCHOOL**

531 S. W. 12th • PORTLAND, OREGON

## Heavy Displays

(Continued from page 23)

and a bone flute, carved from the shin bone of a deer.

The entire display was fronted by pillar decorations of blonde oak, in which were planted live white gladioli.

Federal Telecommunications Labs introduced a new television transmitter console, incorporating the innovation of a simultaneous switch for audio and video. It provides for four different audio inputs so that a microphone, turntables and remote unit can be used in combination.

Other products of interest to telecasters were the flying spot scanners, designed to convert slide information to a video signal suitable for broadcasting. They reportedly produce "composite picture signals in accordance with RTMA standards from subject material on 2 by 2-inch slides." Also shown were a television picture monitor, a synchronizing generator and sound channel equipment and a TV UHF radio relay link.

### General Electric

General Electric Co. showed a 5 kw low-channel, air-cooled television transmitter, displayed under operating conditions on the convention floor, which channeled power into a dummy load which was not radiated. A 5 kw ultra-high frequency transmitter, offering more than 100 kw effective radiated power, was a portion of the new transmission and antenna developments of the company. Its helical antenna provides more than a 20-to-1 effective power gain, company spokesmen said. The Klyston tube, used with this assembly, was displayed with a helical antenna, a four-bay unit.

General Electric has re-designed its studio camera, incorporating a new lens chain, which will fit on any standard camera dolly. Special effects can be achieved in a new montage amplifier, which does vertical, horizontal and wedge wipes or montages on the TV screen. GE also introduced a new monoscope camera unit, which fixes the test signal pattern. The model was re-designed from the former unit.

Kleigl Bros., Universal Electric Stage Lighting Co., demonstrated a complete TV lighting unit, which enabled engineers to study various types of flood and spotlights, accessories, wiring systems and a dimmer control board. Lighting arrangements were checked by means of a complete camera chain.

The main feature of the Gates Radio Co. display was a single large model, No. BC-5B, described as "the world's outstanding 5 kw transmitter." The standard AM 10 kw broadcast transmitter was shown, featuring heavy duty external power and modulation components with "a new type of sealed construction." Also exhibited was a matching cabinet of phasing

equipment. The company circulated color brochures on remote amplifier equipment, speech input equipment, broadcast transmitters, accessories and parts and communications radio transmitters.

SESAC, with the theme "Hearing is believing; listen and judge for yourself," explained details of its enlarged library, which totals 4,000 transcribed selections. Jazz classics by "The Great Maltby" were introduced, and SESAC representatives outlined the company's program service, which includes 1,200 bridges, moods and themes in more than 200 classifications. The program guide included program notes and classified and alphabetical indexes.

SESAC reported that 13 publishers have been added to the firm's roster during the first three months of 1951. The company's library includes American folk music, barbershop quartets, band selections, concert pieces, Hawaiian melodies, novelty tunes, religious recordings and South American rhythms. Scripts are provided with continuity schedules for variety shows, religious series, special day programs, concerts, novelties and children's shows.

Studio and field TV camera equipment was shown by General Precision Lab, and included these features: Remote control of the iris, with lens change, focus, pan and tilt also available; a small, light camera weighing 80 pounds, and mechanical design permitting maintenance accessibility. A field type synchronizing generator was complete in a single, portable unit, mounted in a standard relay rack for permanent installation if wanted. Brochures were distributed on the utility television projector, 16mm telecast projectors and the rapid film processor. In the processor, film is passed at a synchronous speed of 36 feet per minute, with a processing time of 45 seconds from entrance to the developer to exit from the waxer. Developer, fix and wash water are neutralized automatically and can be discharged into any sewer connection, company representatives report.

Literature on the entire Andrew Corp. line was distributed to conventioners, with pamphlets on accessories for TV cable, specifications for antennas and antenna parts, cable accessories, specifications on the four-bay multi-V FM antenna, the 7/8 inch diameter coaxial cable and the phase monitor. Spokesmen also answered questions about tower lighting equipment, microwave radiators and RF inductors.

Allen B. DuMont Labs centered its exhibit on the theme, "Start Small—Grow Bigger." It claims "from transmitter to studio, DuMont offers a plan in which the broadcaster can make a limited investment to take the air now and as operations expand be able to expand his operation by adding

extra facilities units."

Equipment displayed included a air-cooled 5 kw transmitter, high and low band; a master control switching unit and mixer-line amplifier and an image orthicon camera chain. Products plugged by the company were the 5 kw air-cooled transmitter, the air-cooled transmitter, the mobile mount dolly, universal console linearity bar generator, studio synchronizing signal generator, receiver-monitor and power control panel.

### New Walkie-Talkies

Walkie-talkies developed by RCA were featured on a wall-board at the exhibit of the Signal Corps which showed the entire assembly as well as the various parts. The equipment, all newly-made and en route to Korea, included radio relay and facsimile devices. Vacuum tubes were shown in a thermionic section by Army men on duty. Military personnel from the Army Navy and Air Force were on hand at a booth to answer questions regarding radio and television programs and methods. They also discussed personnel matters regarding enlistment or the drafting of industry workers.

## SCBA ELECTIONS

### Joscelyn Renamed Pres.

AUSTIN E. JOSCELYN, CBS Hollywood director of operations, has been re-elected president of the Southern California Broadcasters Assn., commencing June 1. Gene W. Lee, general manager, KFXM San Bernardino, is the new vice president, replacing Ernest L. Spencer, president and general manager, KVOE Santa Ana, who retires after four years in office. Cliff Gill, general manager, KFMY (FM) Hollywood and the Pacific Regional Network was re-elected SCBA secretary-treasurer.

Harry Maizlish, president and general manager, KFWB Hollywood, replaces William J. Beaton, vice president and general manager, KWKW Pasadena, who retires after four years on the SCBA board of directors. Re-elected to the board were Robert O. Reynolds, vice president and general manager, KMPC Hollywood; Calvin J. Smith, president and general manager, KFAC Los Angeles, and Haan J. Tyler, manager, KFI-TV Los Angeles.

## Richards-Kirby Book

FORTHCOMING book by Bob Richards, NARTB public affairs director, and Col. Ed Kirby, Army Radio-TV Chief, will be entitled *There's Something in the Air*. The book will trace in anecdotal form, the romance of radio and television—the Fifth Estate. Book will be slanted for popular consumption as well as the trade.



## 'Light' Exhibitors

(Continued from page 23)

and will be available for local release Oct. 1.

Films were projected on a large screen in one of the three rooms. A dark blue backdrop was highlighted by sparkling letters spelling "The future of television programming is on film." United's *Royal Playhouse*, the new name for *Fireside Theatre*, has been sold in 84 markets since sales rights were acquired from Bing Crosby Enterprises.

**ASSOCIATED PROGRAM SERVICE** visitors were able to see the complete library of 5,100 selections, in addition to all of the company's merchandising and show materials, program scripts and sales bulletins. Maurice B. Mitchell, vice president and general manager, presents late news of sales and program developments in a monthly newsletter, *The Needle*, and transcribes a sales session for subscribers each month. His recorded "sales meetings" with station managers are outlines of sales fundamentals, facts about retail fields and selling techniques.

**FREDERIC W. ZIV Co.** representatives centered their promotion on *Bold Venture*, the new Humphrey Bogart-Lauren Bacall series which was spotted on 400 stations in three months. Other top shows in the Ziv lineup are *The Menzies*, *Guy Lombardo Show*, *Boston Blackie* and the *Cisco Kid*, all of which are on more than 300 stations. Wall placards showed distribution of sponsor types on the various Ziv shows. Shows are sponsored by 108 dairies in 146 markets, 89 brewers on 463 stations, 214 department stores in 247 markets and 238 bakeries on 427 stations.

**WORLD BROADCASTING SYSTEM** mounted a large replica of the liberty bell for its floor display, bearing the inscription "World Rings the Bell Again." One-inch metal bells, which could be pinned to lapels, were distributed to conventioners. Both were promotions for the main World feature, *Freedom Is Our Business* starring Robert Montgomery. Each of the four walls in the room was covered with promotional displays, including lists of stations which carry each of the World releases. Among these are gift occasion jingles, weather, time and commercial jingles.

Open house was held in a two-room suite by **KEYSTONE BROADCASTING SYSTEM** during the entire convention. Prominently displayed maps of the U.S. showed distribution of Keystone's 431 affiliates. Superimpositions of green cellophane strips, denoting television areas, and red for the network stations illustrated graphically how the chain supplements video coverage.

**CAPITOL RECORDS** suggested that broadcasters "add zest to your programming and sales with sparkling Capitol transcribed music," available in the custom library service. Pointing up the

promotion was a gift to each visitor, a small bottle of wine with a tag introducing "wine, women and song from California." Capitol's major display was a series of cards tracing organization of its custom library. Under the plan, a broadcaster selects 220 discs when he subscribes, receives 30 more discs each year and can exchange 30 yearly, and gets a transcription cabinet, catalog service, numbered jackets, new release information, promotion and publicity. These classifications have been set-up in the listings: Alphabetical, music, program and artist. Moods, themes, bridges and voice tracks are included.

**MUSICOLOR** representatives exhibited "the light that dances" on five screens and sets. Color filters, electrically operated, flash above a series of irregularly-shaped mirrors, the moving pattern of which is reflected on a screen. The device, used currently as ballroom backdrops, can be used in black-and-white or in color television for station breaks, disc jockey shows, commercials or short musical interludes. A slide with a sponsor's signature or trade mark can be superimposed on the "dancing light." Musicolor has developed a chemically-treated vinyl screen which it reports permits 40% more of the light to pass through than any other screen.

**PRESTO RECORDING CORP.**, exhibiting a variety of equipment, introduced a tape drive, mounted on a table, with an auxiliary type lathe used on 16-inch turntables for playback. A new 10 1/2-inch reel recorder and console has a different mounting, with the console replacing the rack type. A recorder, model RC20-24, plays tape at the rate of one inch per second, and is used for communication purposes. It has a fidelity of from 300 to 3000 mg with telephone quality. A three-motor drive portable recorder has two torque motors, one more than is used in most, in addition to a capstan motor. With this piece goes an amplifier, also new, which has a single mike input and a 10 w audio output.

**LANG-WORTH FEATURE PROGRAMS** introduced four new shows, *Rhythm Rendezvous* with Ray Anthony and Patti Page, a half-hour three-a-week show; *The Allan Jones Show*, aired half an hour once weekly; the *Sidney Torch* 40-piece concert orchestra and 60-voice girls' choir, half hour once-a-week, and the *Sunshine Boys*, a quartet of gospel singers, quarter-hour across-the board feature. Other new Lang-Worth recorded stars are Connie Haines, Juanita Hall, Alan Dale, Eugeneie Baird and Russ Case.

**AZRAEL ADVERTISING AGENCY** told station men about its *Lucky Social Security Number* and *Vets' Bonus* shows, both of which offer \$100 every hour to persons whose social security numbers and dog tag numbers, respectively,

(Continued on page 106)



**KEYSTONE** Broadcasting System personnel on hand to outline activities of the network included (l to r): Standing, Naylor Rogers, Joe Bayer, E. R. Peterson and Noel Rhys; seated, Wyn Spangenberg, Sidney Wolf and Mrs. Naylor Rogers.

**CAPITOL RECORDS** salesmen are pleased about their new custom library. L to r: Jack Barton, Clifford Ogden, Al King and Wallace Cochran.



**GUESTS** at the General Precision Labs exhibit are greeted by (l to r) L. Garbowitz, E. A. Hungerford, Blair Foulds and N. M. Marshall.

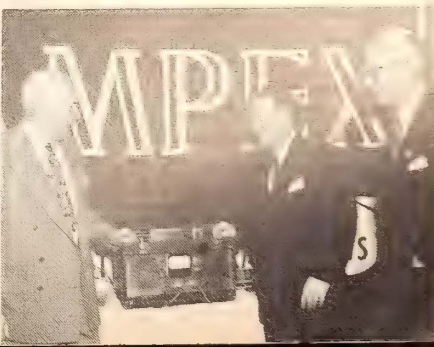


**TAPE RECORDER** which passes tape one inch per second was shown in the suite of Presto Recording Corp., as demonstrated by John Strampfner (l) and Tom Aldrich.



**COLUMBIA TRANSCRIPTIONS** Salesmen Gerard Ellis (l) of Chicago and Robert Clarkson of New York compare business notes during a breather at the convention.

**LAYOUT** of Snader Teletype Systems was organized by company salesmen, including (l to r) Ray Wellpot, Robert Hanna and Reuben Kaufman.



**AMPEX ELECTRIC Corp.** representatives at the NARTB display included (l to r) E. G. Swanson, Russ Hudson and Bill Hazlett.



## 'Light' Exhibitors

(Continued from page 105)

are broadcast. Broadcasters were issued a bonus card with a three series figure on it. If the number corresponded with that posted in the Azrael headquarters at any hour of the day, the card holder won \$100 cash.

SNADER TELESCRIPTIONS offered visiting conventioners a free picture with Songstress Peggy Lee, one of the company's TV film stars. Guests posed with a life-size cardboard cut-out of Miss Lee. Films produced by Snader were auditioned on a large screen. The company will shoot all films in color starting next fall, but will continue circulating black-and-white prints until there is a demand for color prints. At that time, company spokesmen say they will be able to deliver color prints within 48 hours of the order.

Photographs of WINCHARGER tower installations were incorporated into the company's display of radio towers. Pictures included shots of a model tower manufactured by the company and tower lighting equipment.

COLLINS RADIO Co. debuted its 250 w AM transmitter, Model 300J, which has simplified circuits, high-gain tetrode tubes, new crystal and oscillator design and low initial and maintenance costs, company reports. It also showed studio consoles, speech amplifiers, remote equipment and accessories.

Displays of BROADCAST ADVERTISING BUREAU sales promotion pieces were seen by visitors to the BAB suite. Staff members consulted with station men on sales and merchandising problems.

BRUCE EELLS & ASSOC. outlined features of its library of 4,000 quarter-hour shows. A wall-panel framed in red publicized each of more than 40 program series available on a pressing-plus-cost basis. Purpose of the exhibit was to sell stations the idea of a semi-permanent dramatic program library.

MAGNECORD Inc. showed an extensive line of high-fidelity tape recorders. Three series were featured—PT 6, light-weight portable equipment; PT63, which adds three

separate heads so that tape output can be monitored as it is made, and PT7, offering "unit construction and flexibility" as well as a timing device designed to eliminate program timing errors.

More than 2,500 spot announcements were part of the HARRY S. GOODMAN PRODUCTIONS display. Its new spot library will be sold exclusively to one station in each city on a yearly lease. The library includes weather, safety and musical announcements, as well as special items. Television spots for specialized firms, such as banks, breweries and fur sales concerns, were auditioned.

AUDIO AND VIDEO PRODUCTS Corp. and AMPEX ELECTRIC Co. demonstrated Ampex tape recorders, Teleflex and Telejector equipment for television production and associated Audio and Video products. Among these were loud-speakers, microphones, amplifiers.

Other fifth floor exhibitors were Federal Telephone and Radio Corp. and SESAC (see heavy exhibit story), and Standard Rate and Data.

## Sports Session

(Continued from page 26)

testing that shows what has been done."

Referring to a test study conducted for Atlantic Refining Co. he said it was found that localized spots promoting local minor league teams and players can make spot commercials 10% to 15% more effective in helping attendance.

Figures compiled by his son, Jerry Jordan, who has done extensive research work in the sports field, were quoted by Mr. Jordan to show that baseball games will be available to more than 90% of the population this year; average daytime ratings run between 10 and 15, about half the afternoon audience; some 5,000 local and national advertisers use the medium to help sell their products, with more than 3,000 having used Mutual's *Game of the Day* last year; for advertisers and agencies it is one of the most productive ready-made programs in the industry; for organized baseball it can mean added security and stability and if the

job is done well the clubs can be helped in building up gate receipts in the 50th anniversary year of minor league baseball.

The goal this year is for every local club to draw an attendance equal to the total population in its area, he declared.

Barton R. McLendon, chairman of the board, Liberty Broadcasting System, told the clinic the network has been bringing baseball to the nation three years. "We've had a difficult struggle, without too much assistance from broadcasters themselves," he said. "Baseball, the American game, belongs to the people. They're entitled to hear the games."

L. C. McEvoy, radio-TV director of the American League, recalled some of the clubs were violently opposed to broadcasts at one time but found they were mistaken. The same reaction has developed toward TV, he said, but predicted this opposition may be dispelled. "Radio is an immense help to baseball when properly conducted," he added.

Frank Slocum of the National League, claiming the box office is the league's thermometer, hoped radio would help baseball fill the parks. He slipped in a tart reference to an unstate New York situation where one station carries home games of the local club and another carries major league games with the latter encouraging listeners to stay home. "These promotion plans are wonderful," he said. "We will know the answer in the fall."

## Helping Baseball

Dan Halpin of RCA, representing Radio-Television Mfrs. Assn., claimed manufacturers are helping baseball and themselves, as well as easing the football situation, by cooperating. He said 54 million radios have been sold to the American public in the last five years. "Radio still has a big kick in it," he said.

Mr. Halpin offered an exhibit in which the 30-point RTMA plan to aid baseball this season was illustrated. He disagreed with a statement by Mr. Slocum that the groups are competitors, saying, "We're not competitors. We offer a photostat of the original. We supplement baseball rather than compete with it."

Matt Brescia, radio-TV coordinator of NAPBL, said radio and TV have responded enthusiastically with network and station salutes and a wide variety of promotional material built around National Baseball Week. He urged stations to go back home and promote minor league games.

Glenn Shaw, KLX Oakland, NARTB District 15 director, said charges for broadcast rights sometimes climb to unprecedented heights. This campaign will give radio a chance to show its real impetus, he contended, adding that radio can follow newspapers in the editorial support given to the sport. "I hope we can show that radio advertising also can help," he

# NARND MEET

Convention Set Nov. 12-14

THE NATIONAL Assn. of Radio News Directors will hold its next convention in Chicago Nov. 12-14, at the Sherman Hotel, it was announced last Monday by the board of directors at the conclusion of a two-day meeting.

Among other actions of the board was approval of a committee on Freedom of Information and another committee on Newspaper Affiliates. Orrin Melton, KSOO Sioux Falls, was appointed to the board in place of Bill Warrick, formerly with WJOB Hammond, Ind., and now with WCCO Minneapolis. Bill Ray, NBC Chicago, was named to the board to replace Ron Cochran, formerly with WCOP Boston, now with CBS in Washington.

Jim Bormann, WMT Cedar Rapids, NARND first vice president, was named program chairman for the convention. The convention agenda is expected to include a discussion of standards for radio news men, of the present crisis on world freedom of information and of the growth of television news coverage.

New members of committees appointed included Jim Bridges, WSB-TV Atlanta, to the television committee, and Jack Shelly WHO Des Moines, named chairman of the committee on resolutions.

Chairman of the Newspaper Affiliates committee is John Eure, news director at WDBJ Roanoke, Va., owned by the Roanoke Times World Corp. Liaison man between the committee and the NARND board of directors is Bruce Barrington of KXOK St. Louis, owned by the *St. Louis Star Times*.

said.

Patt McDonald, WHHM Memphis, small station director, pointed out that no speaker had said "anything about cooperating with radio." Baseball can use a few more DiMaggios to help the gate, he suggested.

If any station broadcasts a game, all should have the right, according to Mr. Lindsay.

Robert K. Richards, NARTB public affairs director and baseball coordinator, reviewed cooperative steps taken by radio and baseball during a series of winter meetings, hoping fewer and fewer restrictions will develop. "We voiced the hope that charges for rights will be reduced."

In a question-answer session detailed radio-baseball situations were discussed. Frank U. Fletcher, WARL Arlington, Va. NARTB FM director, questioned the right of clubs to have rate differentials for broadcast of games in major league towns. Mr. McEvoy said each club makes its own deals. Bill Clark, KFSJ Joplin, Mo.; Fred Palmer, WOL Washington, and other broadcasters joined the discussion. Mr. Palmer said he hoped it would not be necessary for the government to step in.

*Every Morning The  
Midwest Listens to Its  
Favorite  
WLS Stars*



(see inside front cover) **CHICAGO 7**

**Clear Channel Home of the National Barn Dance**



## Justin Miller

(Continued from page 20)

interesting phase" of NARTB activities comes in our interrelated contacts with other trade groups and associations. And in this connection he advised Mr. Fellows to work with them as he should with members of NARTB. "Work in close harmony as far as you can, and at arm's length otherwise," he said.

As an example of "quick shifting from a harmonious relationship to a conflicting one," Judge Miller cited the tripartite organization of Broadcast Measurement Bureau.

The NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers worked cooperatively in organizing BMB (although only the broadcasters footed the bills). Now, however, an end of the former entente" has come.

Among the former partners of the broadcasters there has grown a conspiratorial combination to effect, by means of a boycott, an industry-wide reduction in radio advertising rates, based upon the fantastic assumption that TV has replaced radio as an advertising medium." (For more of Judge Miller's remarks on radio rate cutting, see story, page 15).

### Look for Sock in Jaw

"Well, Mr. President-elect," Judge Miller said to Mr. Fellows, "here is an example of the fact that you must wear—one day—the hat of an amiable, highly cooperative friend and fellow-worker; and the next, be prepared to have your hat knocked off by a vicious right jab to your trade association jaw."

The difficulties that Judge Miller predicted Mr. Fellows would encounter in his new job were, he said, really "minor irritants, like lives or athlete's foot." Actually, said Judge Miller, the NARTB is "strong" and "healthy."

Within it are "plenty of members who never rush to the press with hopes of creating conflict, but instead write encouragingly to commend you for work done and to offer wise counsel and help."

In his first appearance as president of NARTB, Mr. Fellows explained that he was not scheduled to take office until June 4 and that in advance of that he felt it improper to make a long speech containing "premature promises."

He said he felt he was taking of-



**CBS AFFILIATES** thought of asking Vice President Herbert Akerberg (R), for a \$500 rebate on the \$5,000 worth of bonds they gave him as a wedding present after the announcement of the network AM rate cut was made. Mr. Akerberg, who heads station relations, received the bonds from Kenyon Brown, president of KWFT Wichita Falls, Tex., during the NARTB convention in Chicago last week. He married the former Dorothy Doyle of New Orleans on March 3. Each donation by a CBS affiliate was accompanied by a personal letter.

fice under "favorable circumstances." To begin with, he pointed out that he had two decades of experience "at the operating level" of broadcasting and hence came to his new position "without illusions." Further, he said, he had made no "pre-election promises" before accepting the job.

He said he was gratified by "spontaneous expressions of confidence" he had received from many NARTB members.

Mr. Fellows said that he was convinced of the soundness of the new NARTB structure, in bringing the two broadcast media into one association.

The opening session of the convention was under the chairmanship of Eugene Thomas, director of television operations, WOR-TV New York, and chairman of the 1951 NARTB convention committee.

Mr. Thomas also introduced a slide film presentation, "The New NARTB," which describes the organization and purposes of the association.

Representing the FCC at the opening session was FCC Vice Chairman Paul A. Walker, who, in brief remarks, said that "you broadcasters have a much greater responsibility than ours."

"The law gives it to us to license broadcasts, but it leaves it to you as to how broadcasting should be done," he said.

A U.S. Army and Air Force Recruiting Service citation, honoring broadcasters for their assistance in the voluntary enlistment program, was presented to the NARTB by Lt. Col. Donald J. Wilkins of Chicago, director of recruiting advertising and publicity.

Col. Wilkins was acting on behalf of Maj. Gen. T. J. Handy Jr., chief of the military personnel procurement service division of the Adjutant General's Office.

## High Advertising Level

(Continued from page 17)

lic's confidence and acceptance of advertising.

4. That there is something sinister and improper in institutional advertising.

5. That advertising people generally have failed to get their own professional messages across to vital policy makers.

Mr. Hardy said he had found that Congressional criticism of advertising as a "luxury" and "economic waste" stems largely from legislators with un-business backgrounds. Further, he said, the drafting of Congressional reports and bills is done to a great extent by staff members "who are rarely, if ever, exposed to practical operations and still more infrequently to the point of view of you people who are active in advertising management."

Citing the Joint Committee on the Economic Report's recommendation for a 20 to 25% tax on advertising as an example, he noted that no member of the committee issued a dissent. "It looks like we need to reappraise our Congressional ramparts," Mr. Hardy said.

### Must Take Initiative

He also recommended that advertising spokesmen take the initiative in explaining advertising's functions and strong points to legislators who want to know. Further, he said, "a simple follow-through on public service projects and skilled selling campaigns to make sure that the meaning of these projects and campaigns is fully understood by policymakers would pay rich dividends."

Fred B. Manchec, BBDO executive vice president, outlined the various TV rating services at Thursday's closed session. He also presented the recommendations of the Special Test Survey Committee, of which he was a member, and said that in polling 12 leading agencies he had found 8 in favor of the recommendations, 3 opposed, and 1 not in a position to answer.

He said he did not consider the report a panacea, but he regarded the recommendations as a means of adding "immeasurably to our enlightenment," and urged the AAAA membership to consider it with that in mind.

Mr. Manchec said that after consulting lawyers he feared that if advertisers, agencies, and the owners of media should agree to use just one audience rating service, they or the service they selected might become involved in restraint-of-trade action.

In a Friday speech, William R. Baker Jr., of Benton & Bowles, reviewed the activities of the Advertising Council and the campaigns it is conducting via radio, TV, and other media on behalf of government and private agencies. Fifty national advertisers have

joined the Television Allocation Plan since it was set up four months ago on the pattern of the radio plan, he reported, "and more are joining voluntarily every week."

Dr. Ernest Dichter, psychological consultant, emphasized in a Friday speech that customers want to be treated as individuals rather than as a mass market, while Sydney H. Giellerup, of Marschalk & Pratt, New York, presented success stories in the AAAA examinations for prospective advertising agency personnel in an address scheduled Saturday.

George C. Reeves, of "Interchange on Objectionable Advertising," in another speech slated for Saturday, pointing out that 203 complaints about advertisements had been received since last June and that these were sifted down to 79 cases which have been taken up with the agencies concerned. Mr. Reeves said 187 out of 478 AAAA member offices are participating in the interchange, in addition to 127 non-member offices.

In the convention windup speech, scheduled for delivery at the Saturday luncheon, retiring chairman, Fairfax M. Cone, emphasized the advertising agencies' role in guiding public opinion "Cynicism is epidemic in the land," he said, "and we who are articulate must help to stamp it out."

Sen. Paul H. Douglas (D-Ill.) delivered an off-the-record address at the annual dinner Friday night.

## Adequate advertising

helps business  
manufacture more  
customers at low cost.

Your advertising in  
Printers' Ink tells  
the leading buyers of  
advertising how  
your station can

help them manu-  
facture more customers  
in your market —  
at low cost

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





## FCC Actions

(Continued from page 101)

### Decisions Cont.:

Granted license for new TV pickup KA-7611; cond.

ABC Inc., New York—Granted extension of authority to transmit programs to CFCF and CBL and Canadian Broadcasting Corporation for period beginning June 2 and ending June 2, 1952.

WJIM-TV Lansing, Mich.—Granted license for new TV station; ERP 18.7 kw vis. 9.3 kw aur.; ant. 308 ft.

WFMY-TV Greensboro, N. C.—Granted license for new TV station and request to change studio location; ERP 1.67 kw vis. 0.835 kw aur.; ant. 470 ft.

Philco Corp., Area, Philadelphia, Pa.—Granted license for new experimental TV station KG2XCW.

WLAM Lewiston, Me.—Granted CP to install a new trans. as an aux. trans. at present location of main trans. on 1470 kc 250 w employing DA-1 for aux. purposes only.

KXOX Sweetwater, Tex.—Granted CP to install a new trans.

KSL-TV Salt Lake City, Utah—Granted mod. CP for extension of completion date to 5-15-51.

WKZO-TV Kalamazoo, Mich.—Granted mod. CP for extension of completion date to 10-24-51.

WMIN-FM St. Paul, Minn.—Granted mod. CP for extension of completion date to 6-18-51; cond.

### April 17 Applications . . .

#### ACCEPTED FOR FILING

##### Modification of CP

WCTT Corbin, Ky.—Mod. CP authorizing change in frequency etc. for extension of completion date.

##### AM—1430 kc

Air Mart Corp., Oak Ridge, Tenn.—CP for new AM station on 1450 kc 250 w unl. AMENDED to change from 1450 kc to 1430 kc 1 kw D and change type trans.

##### License Renewal

Following stations request renewal of license: WWVF Fayette, Ala. (re-submitted); WWOL Buffalo, N. Y. (aux.); KTAT Frederick, Okla.; WRFW Eau Claire, Wis. (re-submitted).

##### Cancellation of CP

WAAF Chicago—CP authorizing change in hours operation etc., CANCELLED.

### April 18 Applications . . .

#### ACCEPTED FOR FILING

##### CP to Replace CP

WNDI Montevallo, Ala.—CP to replace CP new AM station on 730 kc 250 w D.

##### License for CP

KIDO Boise, Idaho—License for CP to change frequency, power etc.

KUBC Montrose, Col.—License for CP to change frequency, power etc.

KRFM (FM) Fresno, Calif.—License for CP new FM station.

##### Application Amended

Wilmington Bestg. Service, Wilmington, N. C.—CP for new AM station on 1400 kc 250 w unl. AMENDED to change name of applicant to Jack Siegal, Robert E. Wasdon, Joseph B. Matthews and William Manrov d/b as Wilmington Bestg. Service.

##### AM—1540 kc

KCUL Ft. Worth, Tex.—Mod. license

# FCC roundup

New Grants, Transfers, Changes, Applications



## Box Score

SUMMARY TO APRIL 19

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,240	2,233	137		266	136
FM Stations	658	520	153	*1	13	4
TV Stations	107	71	38		398	171

### \*On the air.

CALL ASSIGNMENTS: KSJV Sanger, Calif. changed from KSGN (Radio Sanger Co., 900 kc, 1 kw, day) effective Mar. 25; KVVW Cheyenne, Wyo. (Great West Co., 1370 kc, 1 kw, day); WDOR Sturgeon Bay, Wis. (Door County Bestg. Co. Inc., 910 kc, 500 w, day); WFUL Fulton, Ky. (Ken-Tenn Bestg. Corp., 1270 kc, 1 kw, day); WALK Patchogue, N. Y. (Suffolk Bestg. Corp., 1370 kc, 500 w, day); WPAZ Pottstown, Pa. (Pottstown Bestg. Co., 1370 kc, 1 kw, day); WEKI Henderson, N. C. (Nathan Frank, 1450 kc, 250 w, unlimited); KWTN Crystal City, Tex. (Winter Garden Bestg. Co., 1240 kc, 250 w, unlimited); WFMC Goldsboro, N. C. (Southern Radio & Television Corp., 730 kc, 1 kw, day); KWPM-FM West Plains, Mo. (Robert F. Neathery, 97.3 mc, 1.15 kw, antenna 130 ft.).

### Docket Actions . . .

#### FINAL DECISIONS

KPET Lamesa, Tex.—Announced final decision adopting initial decision of Mar. 12, granting application of Lamesa Bestg. Co. for modification of license of KPET to change operation from day only to unlimited on 690 kc, 250 w. Decision Apr. 12.

Avalon, Calif.—Announced final decision granting application of El Dia Bestg. Co. for new AM station at Avalon on 740 kc, 10 kw, day, with conditions. Denied application of Angeles Bestg. Co. for new AM station at Temple City, Calif. on 760 kc, 250 w, day. Denied application of Newport Harbor Bestg. Co. for new AM station at Newport Beach, Calif. on 740 kc, 1 kw, day, directional. Decision Apr. 12.

#### INITIAL DECISIONS

Clovis, N. M.—Initial decision by Hearing Examiner Jack P. Blume looking toward grant of application of New-Tex Bestg. for new AM station at Clovis on 1240 kc, 100 w, unlimited, with conditions. Denied application of North Plains Bestg. Corp. to change

to increase night power from 1 kw to 5 kw on 1540 kc.

#### Modification of CP

WIVI St. Croix, V. I.—Mod. CP new AM station for extension of completion date.

KIRO-FM Seattle—Mod. CP new FM station for extension of completion date.

#### License Renewal

Following stations request renewal of license: WKID Urbana, Ill.; KRKL Kirkland, Wash. (Resubmitted).

#### APPLICATION RETURNED

##### License for CP

KILA Hilo, T. H.—RETURNED application for license to cover CP new AM station.

facilities of KDDD Dumas, Tex. from 800 kc, 250 w, day, to 1240 kc, 250 w, unlimited. Decision Apr. 17.

WJBK Detroit, Mich.—Initial decision by Hearing Examiner Fanny N. Litvin looking toward grant of application for switch in facilities from 1490 kc, 250 w, unlimited, to 1500 kc, 10 kw day, 5 kw night and install new equipment; engineering conditions. Decision Apr. 19.

WABJ Adrian, Mich.—Initial decision by Hearing Examiner Fanny N. Litvin looking toward grant of application for switch in facilities from 1500 kc, 250 w, day, to 1490 kc, 250 w, unlimited and change transmitter location. Also issued initial decision looking toward grant of application of WMRN Marion, Ohio to mount FM antenna on AM tower and install new ground system; engineering conditions. Decisions Apr. 19.

#### OPINIONS AND ORDERS

Third Report on TV Allocation—FCC on petition of NARTB and others extended deadlines for filing of comments to Appendices A, B, C and D of third report from April 23 to May 7. Deadline for filing replies and counter-proposals to initial comments extended from May 8 to May 22. Hearing on Appendices C and D postponed from May 23 to June 11. Orders April 11 and 13.

KLOK San Jose, Calif.—Amended order of Mar. 28, 1950 designating for hearing application by deleting all issues therein and substituting therefor new issues, with KVOO Tulsa, Okla. a party to the proceeding. (KLOK's application requests change from 5 kw, day only, to 5 kw local sunset, 1 kw night, on 1170 kc. Order Apr. 16.

KFNF Shenandoah, Iowa—By memorandum opinion and order denied petition seeking to set aside action of Jan. 10 which enlarged issues, in proceedings upon KFNF application et al. to move station to Lincoln, Neb., to determine comparative needs of Shenandoah and Lincoln. (Comrs. Hyde and Jones dissented.) Order Apr. 12.

WBAB Atlantic City, N. J.—By memorandum opinion and order, denied petition for hearing on application to transfer control of Press-Union Pub. Co. Inc., licensee, to The Bethlehems' Globe Pub. Co. Inc., or in alternative to treat that application as an application for license and grant same. Order Apr. 12.

### Non-Docket Actions . . .

#### AM GRANTS

Yuma, Ariz.—Southwestern Bestg. Co. Granted 1240 kc, 250 w, unlimited with engineering conditions and provision that operations will not be begun on 1240 kc until KYUM Yuma begins operating on 560 kc. Estimated construction cost \$7,640. Principals include Robert Henry Armstrong, 80%, partner in law firm of Armstrong & Spector; Henry Chester Darwin, 20%, manager of KCLF Clifton, Ariz. Granted Apr. 11.

Two Rivers, Wis.—Two Rivers Bestg. Co. Granted 1590 kc, 500 w, daytime. Estimated cost \$25,000. Principals include William F. Johns Jr., 20%, owner of 53% interest in WOSH Oshkosh and general manager of WSHB Stillwater, Minn.; Jack A. Embs, 60%; and Allen

H. Embury, 20%. station manager WOSH Oshkosh. Granted Apr. 11.

Mount Airy Bests. Inc., Mount Airy, N. C.—Mt. Airy Bests. Inc., 1240 kc, 250 w, unlimited. Estimated construction cost \$13,100. Principals include 1/3 Owners Robert Ennis Epperson, 1 owner WYVE Wytheville, Va.; Russel E. Hiatt, owner Hiatt's Radio Shop; an Erastus F. Poore, salesman for Colonia Granite Co. Granted Apr. 12.

KLFY Lafayette, La.—Camellia Bestg. Co. Inc. Granted switch in facilities from 1390 kc, 500 w, day, to 1420 kc, kw local sunset, 500 w night, directional night; engineering conditions Granted Apr. 12.

KMMO Marshall, Mo.—William Courtney Evans. Granted switch in facilities from 500 w to 1 kw on 1300 kc day only. Granted Apr. 11.

WINR Binghamton, N. Y.—Southern Tier Radio Service Inc. Upon petition for reconsideration, removed from docket and granted application for switch in facilities from 1490 kc, 250 w, unlimited, to 680 kc, 1 kw local sunset, 500 w night, unlimited, directional. (Comrs. Coy, Walker and Sterling dissented.) Granted Apr. 11.

#### TRANSFER GRANTS

KWRN Reno, Nev.—Granted assignment of license from Reno Newspapers Inc. to Kenyon Brown for \$27,500. Mr. Brown is vice president, general manager and 20% owner KWFT Wichita Falls, Tex., 1/3 owner KBYE Oklahoma City and 1/4 owner Arcadia Theatre, Dallas, Tex. Granted Apr. 12.

KALT Atlanta, Tex.—Granted assignment of license from H. H. Wommack Jr. and David Wommack d/b as Ark-La-Tex Bestg. Co. to H. H. Wommack Jr., David Wommack, and Robert S. Bieloh d/b as Ark-La-Tex Bestg. Co. Mr. Bieloh, a former employee, pays \$4,600 for 24% interest. Granted Apr. 12.

KXRN Renton, Wash.—Granted acquisition of negative control Interlake Bestg. Corp. by Velva Dickinson Fuller through purchase of 1 share from Cecil Pattee. Granted Apr. 12.

WQUA Moline, Ill.—Granted assignment of license from Moline Bestg. Corp. to Quad-City Bestg. Corp., having identical stockholders. Granted Apr. 11.

WCOP-AM-FM Boston—Granted assignment of license from Massachusetts Bestg. Corp. to parent stockholder, Cowles Bestg. Co. for purposes of administrative efficiency and economy. No money involved. Granted Apr. 11.

WAZL-AM-FM Hazleton, Pa.—Granted assignment of license from Victor C. Diehm, E. H. Witney, Hilda M. Deisroth, and George M. Chisnell d/b as Hazleton Bestg. Co. to Hazleton Bestg. Co. Inc. Assignee is owned by same partners, each owning 25% interest. No money involved. Granted Apr. 11.

KOY Phoenix and KYMA Yuma, Ariz.—Granted assignment of licenses from Salt River Valley Bestg. Co. to KOY Bestg. Co., new firm under same ownership. Reorganization separates radio from other business interests. Granted Apr. 11.

KODY North Platte, Neb.—Granted assignment of license to George B. Dent Jr., Townsend E. Dent and John Alexander d/b as Radio Station KODY under new partnership agreement equalizing interests at 33 1/3% each. Mr. Alexander pays each of his co-partners \$5,100 for his increased share of partnership.

WAAM (TV) Baltimore — Granted consent to substitute Herman Cohen for Samuel Carliner and his alternate, Morton L. Silberman, as one of the trustees. No money involved. Granted Apr. 12.

#### FCC CORRECTION

Springfield, Mass.—Under FM Grants in FCC ROUNDUP, Apr. 16, School Committee of Springfield, Mass. should have been assigned Ch. 219 (91.7 mc),

## FOR THE LATEST WCKY SUCCESS STORY

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

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

Order C.O.D. Today While Supply Lasts  
**Charles Michelson, Inc.**  
15 WEST 47 ST., N. Y. 19 PL 7-0695



w. for its non-commercial educational FM station.

## New Applications . . .

### AM APPLICATIONS

Bristol, Pa.—Penn Jersey Bestg. Co., 80 kc, 250 w, unlimited; estimated construction cost \$15,230.15. Contingent on WBUD Morrisville, Pa. change in facilities and location. Principals are resident Mortimer Hendrickson, 91%, owner of 3% in WKDN Camden, N. J. which will be relinquished if application is granted; Vice President Vivian Hendrickson, 8%; and Secretary G. Patton, 1%, attorney and owner of outdoor Adv. Inc. Filed Apr. 12.

Latrobe, Pa.—Latrobe Bestg., 1480 kc, 500 w, day; estimated cost \$17,917. Twenty per cent partners are Kenneth Rennekamp, part owner WKZR Oil City, Pa., 1/2 owner WKBI St. Marys, Pa., and part owner Radio Corp. of Ohio, applicant for AM station in Toledo, Ohio; L. Kenneth Harkins, county court judge, Allegheny, Pa.; Louis Rosenberg, attorney and assistant solicitor for City of Pittsburgh, Pa.; Paul W. Mahady, attorney and assistant secretary of Newcomer Products Co., Latrobe; and Henry J. Mahady, attorney. Filed Apr. 16.

Blackwell, Okla.—Star Bestg. Co., 80 kc, 250 w, day; estimated cost \$4,870. Principals are President A. C. Reid, 93 1/2%, contractor; Vice President Randall L. McCarroll, 3 1/4%, general manager KMMO Marshall, Mo.; and secretary-treasurer W. J. Britton, 1%, Arkansas Polytechnic College. Filed Apr. 16.

Eugene, Ore.—Willamette Bestg. Corp., 1400 kc, 250 w, unlimited; estimated cost \$10,350. Principals are President Hugh B. Terry, 50%, vice president and general manager of LZ-AM-FM Denver, Col.; and Secretary-treasurer J. Elroy McCaw, 50%, owner KRSC Seattle and 1/2 owner POA Honolulu, KILA Hilo, T. H., YA San Francisco, KELA Centralia, Wash. and part owner of other stations. Filed Apr. 16.

Opp, Ala.—Opp Bestg. Co., 860 kc, kw, day; estimated cost \$24,250. Principals are President H. N. Lee, chamber commerce president; Vice President W. Waters, 1 1/4%, physician; Secretary H. E. Donaldson, owner Cotton in; Treasurer H. D. Danley; Director B. Paulk, owner Paulk Grocery Co. Filed Apr. 18.

Monterey, Calif.—S. A. Cislser, 1490 kc, 250 w, unlimited; estimated cost \$6,000. Mr. Cislser is 1/2 owner WKYW Louisville, Ky., 1/2 owner Williamsburg Radio Co., Williamsburg, Va. (applicant for construction permit new AM station), 1/4 owner WXGI Richmond, Va. and WXIW Indianapolis, Ind. Filed Apr. 18.

Canton, Miss.—J. Dige Bishop, Mrs. Annie Dee Davis and James T. Ownby as Madison County Bestg. Co., 1370 kc, 500 w, day; estimated cost \$12,397. Bishop and Mr. Ownby, 40% each, joint owners of 1/4 interest in CTA-AM-FM Andalusia, Ala. and WIM Vicksburg, Miss. and WJXN Jackson, Miss. and 1/2 interest in WULA Maule, Ala. Filed Apr. 18.

### FM APPLICATIONS

Chapel Hill, N. C.—U. of North Carolina, non-commercial educational FM station on 91.5 mc, 250 w; estimated cost \$3,486. Filed Apr. 12.

### TV APPLICATIONS

Las Vegas, Nev.—Desert Television Co., Ch. 13 (210-216 mc), 3 kw visual, 5 kw aural, antenna 197 ft. Estimated construction cost \$152,614.88; first year operating cost \$60,000; first year revenue \$100,000. Same stockholders own applicant and Boulder City Bestg. Co., licensee of KRAM Las Vegas. Filed Apr. 13.

### TRANSFER REQUESTS

WSB-TV Atlanta—Assignment of license for Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Co. for \$525,000. WSB-TV to switch Channel 2, WCON-TV assignment, under same ownership. WCON-TV to be deleted after change. See story this issue. Filed April 18.

Yankee Network Inc.—Assignment of licenses of WICC Bridgeport, Conn., WNS Hartford, Conn., WNAC Boston, Mass.; WGTR Paxton, Mass., WEAN Providence, R. I. from The Yankee Network Inc. to Thomas S. Lee Enterprises Inc. No money involved. Both Yankee Network and Thomas S. Lee Enterprises are owned by General Tire Rubber Co. [BROADCASTING • TELECASTING, Apr. 16].

WMBM Miami Beach, Fla.—Acquisition of control Biscayne Bestg. Co. c., licensee, by K. S. Keyes, present stockholder, through purchase of all stock outstanding from nine other stockholders for \$425 plus assumption

## NEW-TEX BID

### Granted in Initial Decision

INITIAL decision to grant a new AM station at Clovis, N. M., and to deny bid of KDDD Dumas, Tex., to improve its facilities was issued last Tuesday by FCC. The Clovis grant would go to New-Tex Broadcasting for 100 w fulltime on 1240 kc.

KDDD's application to change from 250 w daytime on 800 kc to 250 w fulltime on 1240 kc was proposed to be denied by Hearing Examiner Jack P. Blume on engineering grounds. KDDD was found otherwise qualified and its program service satisfactory.

New-Tex is a co-partnership of Wallace Simpson and H. S. Boles. Mr. Boles is general manager of KPAN Hereford, Tex. Mr. Simpson is in the tent and awning business in Clovis.

by Mr. Keyes of licensee's obligations to them totalling \$37,019.51. Filed Apr. 11.

WMIK Middlesboro, Ky.—Assignment of license from Tri-State Bestg. Co. to Cumberland Gap Bestg. Co. through exchange of stock. The five owners of Tri-State are majority owners of Cumberland. Transferee assumes all of Tri-State's obligations to five owners. Filed Apr. 11.

KSWs Roswell, N. M.—Transfer of controlling interest in McEvoy Bestg. Co., licensee, through purchase of Maurice F. McEvoy's 8 1/4 shares for \$8,500 by the licensee corporation which will hold shares as treasury stock. Filed Apr. 11.

WIRB Enterprise, Ala.—RESUBMITTED application for assignment of license. (See FCC ROUNDUP, Apr. 2.)

KSBW Salinas, Calif.—Transfer of control Salinas Bestg. Corp., licensee, from Dr. Harry Morgan and W. M. Oates to John C. Cohan, A. M. Cohen and Albert Seligman through purchase of 66 2/3% interest for \$55,000. Mr. Cohan is a salesman for KSBW. Mr. Cohen is owner of Alco Fireworks & Specialty Co. Mr. Seligman is 1/6 owner and general manager of Seligman's Dept. Store, Dinuba, Calif. Filed Apr. 13.

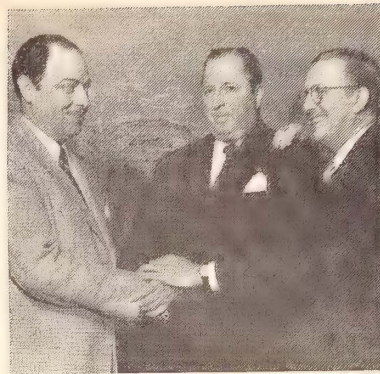
WBHB Fitzgerald, Ga.—Acquisition of control Ben Hill Bestg. Corp., licensee, through purchase of 350 shares from Arthur Carpenter Jr. by Otto Griner for \$50,000. Mr. Griner is president, general manager and part owner of Ocilla Oil and Fertilizer Co., and 1/2 owner G. & M. Specialty Co. Filed Apr. 13.

WFCI Providence, R. I.—Transfer of control Pawtucket Bestg. Co., licensee, from J. Howard McGrath, executor of estate of Frank F. Crook, deceased, and as agent for Howard W. Thornley to Providence Journal Co. through purchase of 70 shares (49 from Mr. Crook's estate and 21 from Mr. Thornley) for \$175,000 plus or minus changes in net worth. Applicant is licensee of WPJB (FM) Providence and proposes to interchange programs of two stations when transfer is effected. (See story this issue.) Filed Apr. 13.

KIWW San Antonio, Tex.—Transfer of control Good Neighbor Bestg. Co., licensee, from Manuel D. Leal to other stockholders, Joe Olivares and L. E. Richards, through sale of 40% interest for \$30,000. After transfer, Mr. Olivares will own 60%, Mr. Richards, 40%. Filed Apr. 13.

WPUV Pulaski, Va.—Transfer of control Southwest Bestg. Corp., licensee, from H. R. Imboden, Mrs. Eleanor T. Imboden and Miss Eleanor T. Imboden to Mason C. Deaver Jr. and Maruma R. Deaver for \$64,746. Mr. Imboden retains 1% interest and will be a member of the board of directors. Mason Deaver is an employee of WPUV. Filed Apr. 18.

WWRL Woodside, N. Y., entered an agreement effective April 1 with the New York Amsterdam News, largest Negro newspaper in New York metropolitan area, to promote WWRL's heavy program schedule aimed at Negro market. Provided for are exchange of time for space.



**CONGRATULATING Steve Wilhelm** (l), Houston advertising executive, after his broadcast over KXYZ Houston saluting the 1951 Cancer Drive, are Col. C. P. Simpson (center), head, Harris County Cancer Society, and Bob Nolan, writer-producer, My Best to You, KXYZ public service program, Mon.-Fri., 11:30-11:45 p.m. Mr. Wilhelm told of how he had to learn to speak again after his voice was cancer-ridden. Program later was rebroadcast over 20 Texas stations.

## KIKI DEBUTS

### As Honolulu's Sixth Outlet

KIKI, Honolulu's sixth station, went on the air last Friday, 6 p.m., with six hours of salutes from 74 American and foreign stations as well as from national and local dignitaries that included Secretary of Interior Oscar Chapman.

Station operates on 860 kc with 250 w full time. Royal V. (Doc) Howard, onetime director of engineering at NAB, is president and general manager. Program director is Clair Weidenaar, formerly of ABC Hollywood.

## IT&T Income

CONSOLIDATED net income of International Telephone & Telegraph Corp. and subsidiaries for 1950 was \$15,557,339, compared with \$4,685,877 for 1949, according to the organization's annual report. Sales for 1950 totaled \$216,947,177, compared with a 1949 sales volume of \$201,005,225 and orders on hand Dec. 31, 1950, were \$278 million, against \$202.4 million on the same date of the previous year.

## WJBK GRANT

### Power Increase Seen

WJBK Detroit, independent outlet licensed to The Fort Industry Co., would increase from its present 250 w fulltime operation on 1490 kc to 5 kw night and 10 kw day on 1500 kc under a proposed decision announced last Thursday by FCC.

Simultaneously, the same initial decision proposed shifting WABJ Adrian, Mich., from its 250 w daytime only operation on 1500 kc to 250 w fulltime on 1490 kc; and authorized WMRN Marion, Ohio, to put in a new vertical antenna, mount its FM antenna on its AM tower and install a new ground system, subject to engineering condition, so as to allow WMRN to provide a greater service in its area. No change is made in WMRN's present 1490 kc, 250 w unlimited time assignment.

FCC noted that at present WJBK's interference-free contours do not include 90% of the population of Detroit's metropolitan area as required by the Standards of Good Engineering Practice; nor does station provide a minimum field intensity of from 5 mv/m to 10 mv/m over the most distant residential sections of the city. Proposed grant would provide a substantial improvement in service. Action was subject to engineering condition. WJBK is to survey possible reradiation effects from a transmission line in the vicinity of the proposed transmitter.

Likewise it was noted that the WABJ proposed grant would provide Adrian with its first local nighttime transmission service as well as give a third primary reception to adjacent rural areas, at present receiving night primary service from only WJR Detroit and WLW Cincinnati.

Similarly, it was pointed out that WMRN would substantially increase its service, though increasing by a relatively minor percentage interference to three existing AM stations.

## Sterling Talk

ROLE of communications in the petroleum industry and the part FCC is playing in its fulfillment was described last Thursday afternoon by FCC Comr. George E. Sterling. He spoke at the annual conference of The Petroleum Industry Electrical Assn., meeting at the Hotel Adolphus in Dallas, Tex.

*When It's BMI It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

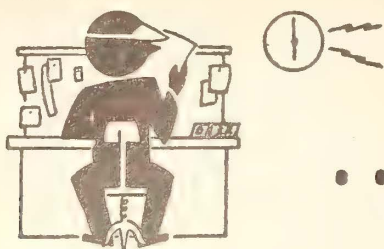
## GOTTA FIND SOMEBODY TO LOVE

**On Records:** Marian May—Coral 60437; Andrews Sisters—Dec. 27569; Mindy Carson—Vic. 20-4119; Roberta Quinlan—Mer. 5616.

**On Transcription:** Dick Jurgens—Associated.

**BROADCAST MUSIC INC.** 586 FIFTH AVENUE  
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.





## ...at deadline

### BITNER SR. AND HUDSON NAMED NPA CONSULTANTS

HARRY M. BITNER SR., radio station operator, and Buell W. Hudson, *Woonsocket*, R. I. *Call* (WWON-AM-FM), Friday named consultants to newspaper section of National Production Authority's Printing & Publishing Division. Mr. Bitner, retired newspaper publisher, operates WFBM-AM-TV Indianapolis, Ind., WOOD Grand Rapids, Mich., WEOA Evansville, Ind.; WFDF Flint, Mich.

Mr. Bitner before retirement in 1945 had been active in newspaper field for 40 years and in cause of educational radio for last 15 years. He was with War Production Board's Printing & Publishing Div. in last war. Mr. Hudson has been active in associated radio, and realty fields, and served as vice president of AP.

### BERLE TOPS LATEST TV HOOPER

FIRST 15 TV programs, ranked according to audience in TV Homes only, for first two weeks of April, released Friday by C. E. Hooper Inc., were:

Texaco Star Theatre (Berle) (NBC)	54.3
Godfrey's Talent Scouts (CBS)	51.1
Comedy Hour (Bob Hope) (NBC)	49.7
Fireside Theatre (NBC)	44.1
Jack Benny (CBS)	42.8
Philco TV Playhouse (NBC)	39.9
Godfrey & Friends (CBS)	36.1
Comedy Hour (Eddie Cantor) (NBC)	36.0
Your Show of Shows (NBC)	35.0
Man Against Crime (CBS)	35.0
Cactus Jim (NBC)	34.7
Martin Kane (NBC)	34.6
Mama (CBS)	33.6
Intl. Boxing Club (Williams-Pruden) (CBS)	33.2
Lights Out (NBC)	32.6

### STERLING SPEAKS IN DALLAS

FCC Comr. George E. Sterling spoke on electronics industry Friday at convention of Southwestern Institute of Radio Engineers, in Dallas. Comr. Sterling told engineers: "If we could devise a mechanism for taking a long range view of the radio spectrum . . . in an atmosphere which gave weight to the fact that a most intensive use of radio as it exists today in 1951 is based on only a half century of piecemeal development, I frankly feel confident that we could render a real service to those who will follow us in the next 100 years."

### GF PROMOTIONS

H. N. STEVENS, sales and advertising manager for General Foods' 40-Fathom brand of seafoods, to product manager of all seafoods marketed by Birds Eye Division, and Harold Luther, 40-Fathom advertising manager, to advertising and promotion director for Birds Eye and 40-Fathom brands.

### ETHRIDGE REJECTS POST

MARK ETHRIDGE, publisher of *Courier-Journal* and *Louisville Times* (WHAS-AM-FM-TV), last week turned down Presidential invitation to head up Psychological Strategy Board of State Dept. Mr. Ethridge formerly served on U. S. Advisory Commission on Information, resigning last year.

### PARTS REPLACEMENT PLAN SUBMITTED BY RTMA AND BBB

RECOMMENDATIONS designed to ease local replacement parts shortages, to be submitted to set-makers, distributors, dealers and service contractors, announced yesterday (Sunday), by Radio-Television Mfrs. Assn. and Better Business Bureaus, New York and Washington.

Program approved by RTMA board of directors and bureaus after conference of RTMA Service Committee and representatives. Both groups also urged campaign to familiarize public with set purchasing and servicing factors, and that National Production Authority provide adequate materials for parts production and replacement and repair of tubes.

### RETURNING DELEGATES HEXED

SOUTHERN broadcasters flew under jinx returning from NARTB Convention. Jack Younts, WEEB Southern Pines, N. C., reluctant to take plane home Friday morning, made railway reservations when four colleagues outbid him. They all left on American Airlines Friday morning. Thirty minutes out of Chicago plane lost one right wing engine; three minutes later they lost second engine on same wing; returned to Chicago; and group took Friday afternoon train. Other broadcasters were Harold Essex, WSJS Winston-Salem; Frank Jarman, WDNC Durham; Dick Mason, WPTF Raleigh; Phil Hedrick, WSJS. Thursday evening Capitol flight, carrying broadcasters to Norfolk via Washington and Newport News, ran off runway and turned on nose while landing at Newport News. No one injured, but among those shaken up was Campbell Arnoux, WTAR Norfolk.

### SPECIAL TVA MEETING

SPECIAL session to discuss establishment of television codes in midwest areas not now organized called by George Heller, national executive secretary of Television Authority. Meeting will take place April 26-27 in Chicago at Sheraton Hotel. It will be headed by Ray Jones, who will act as host to group of 25 regional delegates from cities east of Cleveland, north and south from Gulf to Canada and west to Denver.

### WWDC SET DRIVE

CAMPAIGN to sell portable radios to be launched by WWDC-AM-FM Washington May 30 and continue through July 4, Ben Strouse, general manager, is informing radio wholesalers and retailers. Drive to comprise spots on AM and FM (transit radio) at station breaks and during programs.

### STANGE LEAVES WPIX (TV)

FREDRIC STANGE, WPIX (TV) New York, joins television section of Office of Naval Research, Special Devices Center, Port Washington, N. Y. He will co-produce and direct Navy's educational program, *Drill Call*, on WOR-TV New York, Tuesday, 8-8:30 p.m.

## Closed Circuit

(Continued from page 4)

hassle on proposed resolution to support passage (see stories, page 28), general disinterest may be replaced by definite desire for healthy examination. Hearings before Senate Foreign Relations Committee, however, still stymied by prolonged discussion of wheat to India issue and it's expected more state associations will take definite stands before NARBA session do get underway.

SEN. WILLIAM BENTON (D-Conn.) resolution (story, page 78) may not receive warm embrace from Senate Foreign & Interstate Commerce Committee he would desire. Understood Sen. Benton at first drafted resolution that would have called for Congressional commission to look at TV channels in light of educators' demands. Radio-wise legislators convinced him otherwise.

WILLIAM CHALMERS, former vice president in charge of radio and television, Kenyon & Eckhardt, New York, to Grey Adv., New York, in similar capacity.

NEW Democratic-Republican lineup if Democrat is appointed to Senate vacancy caused by death of Sen. Arthur Vandenberg (R-Mich.) may cause realignment of committee ratios. Such reshuffle possibly would mean loss of Sen. Joseph R. McCarthy's (R-Wis.) place on Senate Appropriations Committee where he had had opportunity to keep watch on funds to such State Dept. arms as Voice of America. Senate Commerce Committee's ratio in last Congress was 8-5, changed this year to 7-6 to give GOP more voice, may revert back to former.

HERE'S ANSWER to oft-asked NARTB convention question: What resolutions perish when parliamentary mix-up halted meeting in mid-air? Resolutions Committee planned to propose financial relief from defense authorities for small stations if they are expected to install expensive equipment for air-raid alert transmission.

THERE'S 50-50 chance 1952 NARTB convention will be back in Chicago's Stevens Hotel. Board suggested New York but it's considered doubtful if any hotel, including Waldorf Astoria, can hold equipment show. Convention planners fear show would be flop if held at separate site.

### INDIANA MEETING

GEORGE C. JOHNSON, director of educational radio programs, Indiana U., announces annual Conference on Radio in Education will be held Aug. 2-3 on university campus in Bloomington. This year conference is designed as workshop and clinic for planning, writing and producing of radio programs for educational stations and school broadcasts for commercial stations.

### GEDALECIA RESIGNS ABC

RESIGNATION of Ben Gedalecia as research manager of ABC, effective May 15, to join Dept. of State's overseas information program announced Friday. Former OWI policy office chief, Mr. Gedalecia asked to return to government service, Edward Barrett, assistant Secretary of State, said.

### TV ANTENNA SITE

CITY of Montreal understood to be selling Canadian Broadcasting Corp. piece of land on Mount Royal for CBC television station at Montreal. Quebec provincial government recently sanctioned CBC using Mount Royal for its TV antenna and transmitter station.

BROADCASTING • Telecasting



# Tradition: Three Years Old

Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its third birthday, has captured the hearts and eyes of Virginians. In the Old Dominion State they look to Havens & Martin stations to make history. The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet. Now after three years of operation, WTVR has over 70,000 set owners and the number continues to grow . . . over 140 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.



**WMBG** AM  
**WTVR** TV  
**WCOD** FM

*First Stations of Virginia*

Havens and Martin Stations, Richmond 20, Va.  
John Blair & Company, National Representatives  
Affiliates of National Broadcasting Company



# GOING PLACES...



## LOWWATTS

50,000 watts daytime—10,000 watts nighttime—blanketing 197 Southern California communities and reaching more people—far more people—than any other independent radio station in the West.



## MARKET

...and this POWER is applied where it counts—in America's third market—where Food Store Sales total more than \$1,575,000,000 annually—Drug Store Sales more than \$635,000,000 annually—Total Retail Sales more than \$5,725,000,000 annually.



## PUBLIC SERVICE

...winning audience acceptance through public service far beyond the call of duty—official station for leading civic groups of Los Angeles—winner of more honor citations for Americanism than any other station in the nation—earning public confidence in its commercial messages through strict adherence to a high standard advertising code.



## COST

...one station covering Southern California like a network—doing the work of a combination of many independent stations AT A COST OF A SINGLE STATION. See H-R Representatives, Inc. (San Francisco, Chicago or New York), or write direct for rates and availabilities TODAY.

710 KC

# KMPC

LOS ANGELES

H-R REPRESENTATIVES, INC.  
LIBERTY BROADCASTING SYSTEM

POTENTIAL DAYTIME AUDIENCE\*  
5,472,411\*\* (50,000 watts)  
POTENTIAL NIGHTTIME AUDIENCE\*  
4,632,710\*\* (10,000 watts)  
\*Half millivolt area \*\*1950 Census



RADIO—AMERICA'S GREATEST ADVERTISING MEDIUM