

TELECASTING

A Service of BROADCASTING Newsweekly

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OVER ANY WASHINGTON TELEVISION STATION IN VIEWER PREFERENCE

The conditions were the same—same time, same pick-up, same talent (General MacArthur)—an ideal comparison with absolutely no room for arguments. And we proved what we've been saying over and over since 1947. . . . Washington prefers WNBW. More than three times as many TV viewers saw General MacArthur's speech and reception on WNBW than on the next closest station. In fact in this four-station market we, except for a few percentage points, had more than 50% of the entire audience.

WNBW	37.9
Station B	4.4
Station C	4.4
Station D	12.0

*Which all goes to prove
that in Washington people prefer*

WNBW

NBC IN THE NATION'S CAPITAL

Represented Nationally by NBC Spot Sales

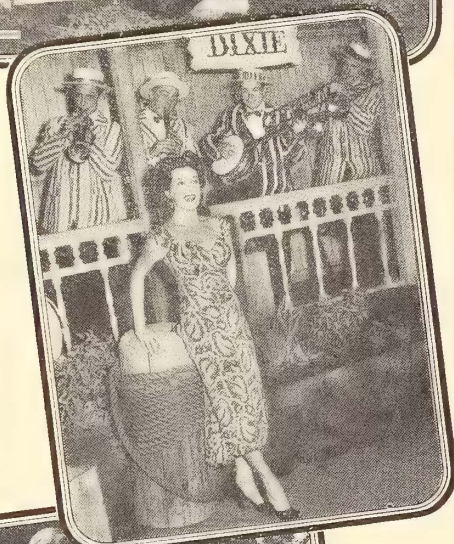
SOURCE: AMERICAN RESEARCH BUREAU, APRIL, 1951

Nationally-Tested TV Shows on Film



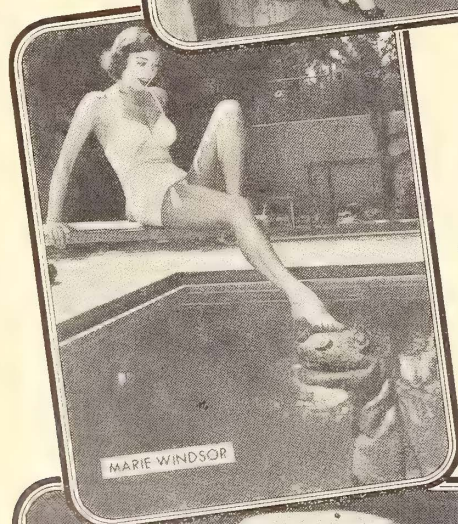
"TIME FOR BEANY"

← Twice voted "Best Children's TV Show"—1949 and 1950—by The Academy of Television Arts & Sciences. Whimsical puppet adventure serial — 12 minutes, five times weekly. Highest Hooperated multi-weekly TV show in Los Angeles for 15 months. Now selling merchandise in 22 TV markets.



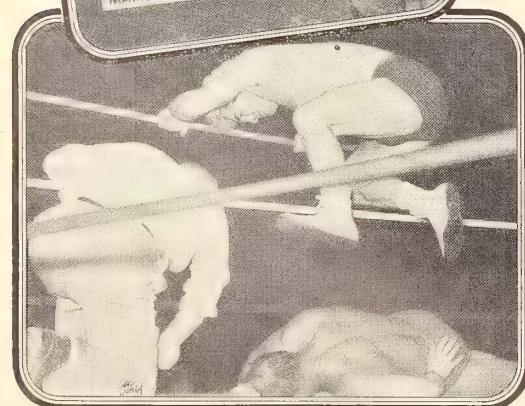
"DIXIE SHOWBOAT"

← Here comes the Showboat! New Dixieland jazz revival of Mississippi sidewheeler entertainment — 30 minutes once-a-week. "A glorious American era recaptured!" Features Nappy La Mare's Strawhat Strutters, outstanding guest stars and oldtime minstrel routines. M.C.'d by Captain Dick Lane, movie veteran voted "King of Hollywood TV" by West Coast viewers.



"HOLLYWOOD REEL"

← Produced expressly for TV! The real Hollywood in 52 timely glamor-packed 12-minute films, each featuring several Movie Capital personalities at home, at work, at play. Fashions-in-the-making. Movie production secrets. Something for every member of the family. Photographed by Coy Watson. Running comment by nationally-known columnist Erskine Johnson.



"WRESTLING FROM HOLLYWOOD"

← Spectacular wrestling matches as only Hollywood can stage them. Red-blooded Main Events and Semi-Finals with nationally-known mat stars in 30-60 minute programs crammed with bone-crushing action. Film-recorded pickup by KTLA, Los Angeles. Top West Coast TV sports event for 1949-50! Now shown in more than 20 markets.

Paramount's FILMED SHOWS offer tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or many TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. For prices and audition prints—write, wire, telephone:

Paramount Television Productions, Inc.

National Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363



A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

COSTS ARE GROWING PAINS

Weintraub Tells OAB

TELEVISION'S mounting costs, promising to become much higher, are only the growing pains of the young medium, William H. Weintraub, president of William H. Weintraub & Co., New York, said Wednesday at the Ohio Assn. of Broadcasters meeting in Columbus (see Ryan speech, page 29).



Mr. Weintraub

In the current 61 TV markets, a Class A night half-hour rate is around \$23,000 or \$24,000, he said, and will go up one-third July 1 to about \$32,000. Looking ahead to further TV circulation in those areas, he saw the possibility of a \$42,000 cost in July 1952.

On top of that, according to Mr. Weintraub, is another sum, possibly \$40,000, for additional TV markets and the figure is around \$80,000 for a half-hour, plus another \$20,000 production costs. That brings the possible cost of a weekly half-hour to over \$5 million a year, he estimated.

And then will come color, he forecast, raising costs even more.

At that point Mr. Weintraub carried the Ohio broadcasters back 20 years to 1930, when the advertiser paid 52 cents per thousand homes for a half-hour on NBC's 50 stations. Today the full NBC network of 167 stations costs \$16,000, he said, and the cost-per-thousand drops to 40 cents, a reduction of almost 25%.

All New Money

Citing figures covering 126 national advertisers who spent \$26,100,000 in TV the last half of 1950 compared to \$6,800,000 in 1949, he said the additional dollars "were all new money because those same 126 advertisers actually at the same time increased their spending in other media."

The answer to costly network shows, from the local point of view, will come from TV film syndication, Mr. Weintraub predicted, referring to improvement in quality. These films will help small-town TV stations put on top quality programs, he said.

Referring again to color, he scoffed at the suggestion that the

change can't be made because 12 million sets would be made obsolete. "Can you imagine what might happen to the 60 million good jobs and the futures of our young men if this pernicious philosophy is permitted to grow?" he asked.

"And it will continue to grow unless the American people understand that when some stylist obsolesces milady's wardrobe by changing the popular color from pink to blue she has done America a favor and created more jobs for more people.

"Yes, when a federal bureau says you can't make a change on the ground that you might obsolete some merchandise it is showing a fundamental and basic lack of understanding and appreciation of the elementary principles of our economy. It is as un-American as it is bureaucratic.

"Our economy at its present rate is based upon keeping 60 million good jobs filled by selling 225 billion dollars worth of goods. And that's a job that just can't be done without constant obsolescence, constant change and continual replace-

ment. These are the very wheels on which our expanding economy rotates."

L. A. (Butch) Pixley, WCOL Columbus, was elected president of the Ohio Assn. of Broadcasters during the Wednesday-Thursday meeting held at the Deshler-Wallick Hotel, Columbus. Robert W. Ferguson, WTRF Bellaire, was elected vice president, and Robert Fehlman, WHBC Canton, secretary-treasurer. Directors elected were A. E. Heiser, WLEC Sandusky, and Len Nasman, WFMJ Youngstown.

Supports BAB

Support for Broadcast Advertising Bureau was voted in a series of resolutions adopted Thursday. Other resolutions lauded Mr. Pixley and a committee for work in obtaining more equitable interpretation of a tax regulation on transcription and film sales, as well as a use tax; endorsed BMI program clinics; congratulated retiring officers (Carl George, WGAR Cleveland, president; Mr. Fehlman, secretary-treasurer, and J. Robert Kern, formerly WLOK Lima and now WMMN Fairmont, W. Va.);

expressed regret over loss of Mr. Kern to WMMN; thanked H. W. Emswiler and Ohio High School Athletic Assn. for hearing plea to allow broadcast-telecast coverage of all sports without charge, and for courtesies extended in covering events.

At Thursday's session Fred Smith, vice president of William Powell Co., Cincinnati, said management has learned the value of technical and financial aspects of business but has not learned good employe relations. Companies should compete in good employe relations as well as for sales.

Ralph W. Hardy, NARTB government relations director, reviewed association activities in Washington. Lin Patee, of Broadcast Music Inc., invited OAB members to take part in BMI's nationwide clinic. Dave Baylor, WJMO Cleveland and Roger Berk, WAKR Akron, discussed employe relations and outlined a plan of employe benefits including insurance contracts, vacations and bonus incentives.

Oliver Gramling, Associated

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TV PRICE SUPPORT

RCA Issues Guarantee

TV SET manufacturers struggled last week to meet the falling public demand by either cutting prices or guaranteeing current factory prices. At the same time a major manufacturer said material shortages will soon cut TV production.

RCA took the lead in guaranteeing distributors that factory prices of TV receivers would be stabilized until Aug. 1, when new models will be introduced. Joseph B. Elliott, vice president in charge of RCA Victor consumer products, said this action marked the first time RCA Victor has guaranteed prices since TV's introduction. He outlined a comprehensive program to distributors, including elimination of price uncertainties.

While RCA was taking this step, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., was announcing price cuts in the entire TV receiver line, ranging from \$15 to \$145.

Glen McDaniel, president of Radio-Television Mfrs. Assn., last Monday said the lull in sale of TV

sets is temporary, with an excellent outlook for a growing and healthy market. He made his observations before a group of Eastern New York and Vermont dealers and distributors, meeting at Albany, N. Y.

Mr. Elliott said RCA Victor's market stabilization plan is designed to bolster dealer confidence in the long-range stability of the TV market as well as to re-emphasize RCA Victor values. The plan was offered in lieu of price cuts and bonus offers.

Advertising Plans

RCA Victor plans to continue advertising current models at suggested list prices now in effect, according to Mr. Elliott. He said the market is far from saturation. Advances in program and technical performance will strengthen demand, he explained, supported by more aggressive selling and merchandising.

Home demonstrations are proving an effective sales tool, he con-

tinued. He predicted shortages will "substantially limit RCA Victor's television production for the second half of 1951."

Mr. Elliott told a Pacific Coast group Wednesday that from a production standpoint "hard times are ahead. . . . A stock of television receivers today is money in the bank tomorrow." He said television is "passing through a transitional stage, a change from youth to maturity."

In announcing the Emerson TV price cuts Mr. Abrams said buying up to a certain point has been saturated. Price-cutting within the industry has brought a great deal of confusion and frequently has affected sales of small dealers unable to employ "all the devices for getting customers into the store" of their larger competitors, he said.

New Emerson prices, he went on, should be regarded as a "step in the direction of bringing some

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EDUCATORS' COMMENTS

SUPPORT for reservation of educational television channels continued to pour into FCC last week while commercial broadcasters were still to be heard from, except for a few scattered comments.

Deadline for initial comment upon FCC's revised TV allocation plan is today, Monday (May 7) [BROADCASTING • TELECASTING, March 26 et seq.] From past experience in such proceedings, the Commission predicted the main flood of replies—particularly those from broadcasters—would be filed over the weekend.

Organized education, via the now permanently established Joint Committee on Educational Television, late week filed comments in behalf of some 115 universities and educational organizations throughout the country. These bolster the innumerable letters, petitions, resolutions and other comments which have been filed individually by schools, city officials, parent-teacher groups etc. from coast to coast.

KPRC-TV Houston, Tex., petitioned the Commission to grant competitive stations there—both educational and commercial—as soon as possible.

The unusual request was made by the *Houston Post* outlet, now the sole station operating there, on grounds that multiple services are desirable in order to stimulate growth on an overall basis.

KPRC told the Commission:

In the entire field of communications—press, radio, wire services—it has been proven time and again that multiple voices, numerous channels, are necessary to the widest dissemination of information.

TV is an extension of communications in the field of public information. Thus as a matter of basic philosophy, we believe that other TV stations should be opened in Houston as soon as possible.

From an operating point of view, we have found it impossible for one station to serve completely the wide variety of public tastes and interests to be seen in any large city.

We believe, therefore, that it is important for other educational and commercial TV stations to be licensed there to begin service as soon as possible.

IBEW Executive's Views

A vigorous bid for prompt lifting of the TV freeze was contained in a protest comment filed by Frank Darling, president of Local 1031, International Brotherhood of Electrical Workers (AFL), Chicago, which charged the Commission with major blame for causing "mass displacement in the TV set making industry by persistently refusing to issue permits to new TV broadcasting stations."

The freeze was imposed Sept. 30, 1948, when FCC decided because of TV interference problems that the allocation plan and engineering standards should be reconsidered.

The revised plan issued in March would allocate some 2,000 VHF and UHF stations to more than 1,200 communities and contains proposals for partial lifting of the freeze if

no objections are received by the May 7 deadline for initial comments.

FCC proposed to lift the freeze on VHF and UHF construction in U. S. territories, new UHF station construction within the U. S. and power boosts for operating VHF stations in the U. S. under certain conditions.

The Commission has given no further hint as to its present thinking on this tentative plan, and specific industry comment on the subject was still non-existent as of last Thursday.

May 22 Deadline

Replies to the initial comment, as well as counter-proposals, must be filed with FCC by May 22. Hearing on the city-by-city allocation proposals, the final phase of the re-allocation proceeding, is scheduled to commence June 11.

Two of the 31 operating VHF stations which FCC would switch to different VHF channels—WSYR-TV Syracuse, N. Y., and WJAC-TV Johnstown, Pa.—informed the Commission they have no objections to the proposed channel changes affecting them. FCC would relocate 31 of the 107 operating VHF stations in order to reduce interference problems and effect a more efficient overall allocation.

Both WJAC-TV and WSYR-TV commented that in view of the expense they would incur because of the channel changes, they hoped

the changes "can be accomplished as simply as possible, particularly in connection with the compiling and filing of data relating to the technical operation on the new channel."

WHLD-AM-FM Niagara Falls, N. Y., filed comment supporting FCC's proposed allocation of VHF Channel 2 there.

KELO Sioux Falls, S. D., supported proposed allocation of VHF Channels 11 and 13 and UHF Channels 38 and 44 (reserved for education) in its city.

W. A. Wilson, president and general manager of WOPI Bristol, Tenn., expressed full accord with FCC's proposed allocation with respect to both VHF and UHF and urged that proposed VHF Channel 5 be retained there because of the mountainous terrain.

Laramie-Cheyenne Shift

Warren M. Mallory, consulting engineer, proposed either VHF Channel 11 or 13 be allocated to Laramie instead of Cheyenne, Wyo. He would move Laramie's UHF Channel 18 to Cheyenne. VHF Channel 8 is proposed to be reserved at Laramie.

Mr. Mallory explained that with a 500-w VHF transmitter and six-bay antenna located on a 8,777-ft. mountain eight miles east of Laramie, both cities would fall within the 6,000 uv/m contour. Beyond this contour, he said, listeners would be served in eastern Wyom-

ing, northern Colorado and a small part of western Nebraska.

Roy C. Swank, president of WLAG LaGrange, Ga., said WLAG plans a maximum power station at Pine Mt., 19 miles from LaGrange and 22 miles from Columbus, but VHF Channel 4 if used there cannot deliver the required minimum signal to metropolitan Columbus. He indicated Channel 12, originally proposed by FCC there, would provide the required coverage.

FCC proposes to allocate UHF Channel 50 to LaGrange, VHF Channel 4 and UHF Channels 28 and 34 (reserved) to Columbus.

Woodall Comments

Allen M. Woodall, president of WDAK Columbus, told FCC he felt engineeringwise VHF Channel 8 could be added in his area without interference to other markets.

Similarly, E. D. Black, president of WBML Macon, Ga., expressed belief that VHF Channel 7 could be added to Macon without interference. Macon's proposed allocation now included VHF Channel 13 and UHF Channels 41 (reserved) and 47.

R. B. Bell, owner-manager of KENA Mena, Ark., asked that a channel be allocated there in order to service west central Arkansas and eastern Oklahoma.

WILE Cambridge, Ohio, thanked the Commission for its proposed allocation of UHF Channel 26 there.

The KPRC-TV comment also supported FCC's general engineering proposals for wider station separations in the Gulf Coast area because of propagation characteristics

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COLOR PROSPECTS

Hausman, Coy Give Views

BOTH advertiser and consumer eagerly await the start of color television, the National Newspaper Promotion Assn. was told last Monday in Washington.

Louis Hausman, vice president in

charge of sales promotion and advertising for CBS, and FCC Chairman Wayne Coy, emphasized this at a television dinner meeting of NNPA during its annual convention at the Wardman Park Hotel.

* * *



Mr. Hausman (center) discusses television with Mr. Coy (l) and Bert E. Stolpe, NNPA president

Mr. Hausman prefaced his talk with a reminder that he was not speaking as a representative of a competing medium, but rather with intent to present a general advertising problem, "common to all of us."

Rather than try to sell against television, the appetite of sponsors for the new medium should be accepted realistically, said the CBS executive, adding: "I suggest that we use this willingness to invest in television advertising to increase the total advertising budget. Television can be the force to induce advertisers to enlarge their total advertising investment."

Mr. Hausman held that the relationship between advertising and national income is out of balance. He cited the rise in total national income from \$87 billion in 1929 to \$180 billion in 1946. He compared this to the 1929 advertising figure of \$3½ billion and the 1946 total of \$3½ billion.

"Too many advertisers" are using "old-fashioned dollars" to sell "higher priced cases," he said. Advertising's percentage of national income declined last year to 2.2%—the same figure as 1941, it was

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REE & PETERS' executives and salesmen attending the sales clinic in New York included (l to r): William J. Tynan, Chicago; R. J. McNamara, Lloyd Griffin, John Brooke, and Elliott Reed, all New York; Keith T. McKenney, Detroit; Joseph W. Evans, Fort Worth; I. E.

Showerman, New York; George Stanton, Chicago; F. Preston Peters, New York; William B. Wiemers, Chicago; Russell Woodward and R. F. Kieling, New York; Lon King, San Francisco; John A. Serrao, Hollywood. Four-day session was held at the Waldorf-Astoria.

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TELESTRIP

F&P Unveils New Sales Technique

A NEW technique in sales presentations, the TELEstrip unit developed by Free & Peters for selling television stations and programs to advertisers and agencies, was unveiled at the national TV sales clinic conducted by the station representative firm for its video salesmen Tuesday through Friday at the Waldorf-Astoria, New York.

"We have finally licked the problem of selling TV 'blind,'" I. E. Showerman, national TV sales manager of Free & Peters, said. "This portable unit is the first real visual method of selling a visual medium." He added that although developed specifically for television, the technique could easily be adapted for use by any salesman of almost any product.

Comprising a compact film projector and a viewing screen 8½ by 11 inches, the TELEstrip unit costs little and can easily be carried in a briefcase. In addition to providing a means of displaying visual material such as TV programs visually, the unit enables the salesman to present his material and his sales story face-to-face with his prospect and without the breaks in salesman-to-prospect contact entailed in presentations by the easel method. It also avoids the high cost and low mobility which has made the use of motion picture equipment impracticable for most sales presentations.

History of Development

The unit was developed by the Society for Visual Education after the idea had been engendered by the Chicago office of Free & Peters, Elliott W. Reed, F&P TV salesman, explained. There is nothing new about slide film projectors, he said, but it took many months to produce the desktop rear-view screen which permits the salesman to make an intimate presentation.

"Formerly, when we tried to sell a video program put on by a station to an advertiser or agency in another city, we were selling against his imagination," Mr. Reed said. "If it was a puppet show, for

example, what the prospect visualized was not the program we were selling but the last puppet show he had seen, good, bad or indifferent. Now, with a film that shows the characters and the story line and whatever else is pertinent, we are selling this program itself."

Just as a station can, at relatively small expense, prepare a TELEstrip program presentation for use by all F&P TV salesmen, so the technique can be used to present the station's market story in a visual way, Mr. Reed said. Such a presentation, for WBAP-TV Fort Worth, was used as a pilot project for preparing the test film for use in developing the new unit.

After the unit was ready, a polished market story presentation

was prepared for WPIX (TV) New York. This has been used for three commercial presentations, Mr. Reed stated, "and so far its batting average is 1,000." While not identifying the accounts involved, he said that one ran into six figures and that making this one sale more than reimbursed F&P for the complete cost of developing the TELEstrip unit and equipping its sales force with them.

One account secured for WPIX through the TELEstrip presentation was that of a manufacturer of an automotive accessory who, while using TV in other cities, had avoided New York because of the low automobile usage in Manhattan. He had rejected oral presentations from all New York TV sta-

tions, Mr. Reed said, but signed for time on WPIX when the visual presentation impressed on him, apparently for the first time, the magnitude of the New York market even if Manhattan were taken out entirely.

On Tuesday, the F&P salesmen heard Raymond F. Guy, NBC radio and allocations engineer, discuss the significance of the proposed new frequency allocations, VHF versus UHF, the value of antenna heights, power and frequency and other engineering subjects. Allan Jay of Videodex, Sidney Roslow of The Pulse Inc. and C. E. Hooper of C. E. Hooper Inc. participated in a research clinic, each explaining the rating technique used by his organization and answering questions raised by the F&P sales staff. Rex Cox of Sarra Inc. spoke on the use of film in television.

Wednesday Session

Wednesday was devoted to introducing the TELEstrip unit to the sales force and briefing them in its use. John F. Noone, WPIX sales director, instructed the salesmen in the points to be stressed during the presentation of his station, following a showing to a group of WPIX executives. The last two days of the four-day meeting were used for a thorough analysis of the markets and station operations of the eight TV stations represented by F&P.

Attending the clinic, in addition to the New York men, were: Joseph W. Evans, Fort Worth; William J. Tynan, William B. Wiemers Jr., George F. Stanton, Chicago; Keith T. McKenney, Detroit; John A. Serrao, Hollywood; Lon King, San Francisco.

HEARINGS CODE

Urged by Crime Committee

A UNIFORM code of procedure to guide Congressional committees in their conduct of public hearings involving television coverage was recommended by the Senate Crime Investigating Committee last week.

The proposal was contained in a special interim report released by the committee, which also lauded television as a potentially "tremendous power for good" and a "superb means" of public education.

The reference to telecast proceedings was seen as further recognition by top Congressional leaders of the growing controversy over problems posed by television coverage on Capitol Hill [BROADCASTING • TELECASTING, April 30].

The issue, according to the Kefauver Crime Investigating Committee, resolves itself into questions involving "possible invasion of privacy" and the insurance of the continued "dignity and maximum effectiveness of legislative proceedings." Television, it noted, "raises whole new or intensified issues of public policy" with respect

to screening of Congressional activities.

"Nevertheless, our committee commends the television industry which devoted so much time at considerable cost to our committee's proceedings," the report said. "The dignified and restrained handling of the television broadcasts of the hearings by the respective stations and networks involved, and their personnel, speaks most highly for the public spirit of this relatively new medium and for its judicious approach to a new problem."

Other Developments

Against the backdrop of the Crime Committee report, which also called for stricter regulation of radio-TV and other means of transmitting of gambling information (see separate story), there were these other developments last week:

● The joint Senate Armed Services-Foreign Relations committees held initial hearings on Gen. Douglas MacArthur's dismissal in executive session last Thursday, but left the door open for

radio-TV coverage of possible open sessions.

● Rep. Jacob K. Javits (R-Lib-N. Y.) renewed his demand for radio-TV broadcast coverage of House debates, and called on the public to demand telecasts.

The Kefauver committee, in recommending a code of procedure, made no specific reference to possible sponsorship of Hill proceedings. The House Agriculture Committee had posed the issue the past fortnight when it balked on sponsorship issue raised by ABC-TV.

Observing that the use of television "involves serious consideration of many new factors," the Crime Committee felt that constitutional rights of citizens may be one issue—a claim raised by several witnesses who refused to have their faces screened "although they did not object to the broadcast of their voices over wireless radio."

The Kefauver group noted that two witnesses, Morris Kleinman and Louis Rothkopf, had raised the issue and the alleged "onerousness" of the conditions under which they

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KINESCOPES

Foster Airs Views at SMPTE Meet

By PETE DICKERSON
TODAY'S greatest boon to advertising agencies "would be development toward perfection of instantaneous kinescopes and relaxation of the need to transmit the (television) program as it is being kine-scoped," Kendall Foster, vice president for television, William Esty Co., New York, told the 69th semi-annual convention of the Society of Motion Picture and Television Engineers, April 30-May 4, in New York.

Speaking at Tuesday's television session of the convention, which attracted more than 250 scientists, engineers and technicians from all over the U. S., Canada, Mexico, and England, Mr. Foster said that the agency view of kinescope recordings today is "a dim one."

"Yet why should we expect one

phase in the whole complex field of television broadcasting to be perfect?" he asked. "Productions and the artists and craftsmen who present them are not perfect; nor are the live facilities; the allocations and affiliations of stations and networks are thoroughly confused; and reception under the best of circumstances is uneven.

"The simple fact is that we can't get along without kinescopes because there are 63 markets of which 38 are single stations and there isn't enough live time for all programs," he said.

"Yet wherever possible the average station will take the live program in preference to the kinescope program—especially in network option time," he continued.

Pointing out that a kine-scoped program usually draws less audi-

ence than a "less good" live program, Mr. Foster said that "the commercial problems of kinescopes are the need to cut out the commercials from the kinescopes and insert film negatives into the kine negative, and the difficulty of handling seasonal advertising messages."

In contrast to Mr. Foster's views were those of Peter Mole, SMPTE president, who, in addressing the opening session, chided the motion picture industry for lagging behind technological advances. He said:

"We in the SMPTE are constantly improving the technical phases of pictorial rendition of action. It is now up to the producers and exhibitors of these motion pictures to take advantage of the technical developments that will continue this business as the greatest medium of mass education and entertainment.

"It has been said, 'That great new

technical strides must be taken a once to keep the motion picture industry prosperous, remembering, no doubt, the economic boost that followed the introduction of sound.

"I believe the present state of affairs is quite the contrary, because technical contributions already a hand are so far ahead of the industry's willingness to adopt them that the lack of interest may have the effect of applying a brake on the future technical growth."

Benjamin Schlanger and William A. Hoffberg, New York theatre engineering and architectural consultants, cited wide-screen theatre television as a factor supportive of a plan to widen movie screen enough to occupy most of the audience's field of vision.

Maj. R. V. Bernier, of the Wright-Patterson Air Force base Dayton, predicted television and motion pictures will achieve a synthetic vision "almost as remarkable as natural vision" in respect to depth perception and other factors

Field Tested

Frank C. Lepore, NBC manager of film and kinescope recording operations, told the session that kinescopes have been "field tested" under all practical operating conditions so that now clients and agencies of the major networks have available a very flexible service with a good performance record."

A scheduled report of the joint Radio-Television Mfrs. Assn.-SMPTE film equipment committee was not delivered, but F. N. Gillette, committee chairman, said that the group is working on standards for:

"(1) Dimensions for TV slides and opaques; (2) 16-mm. film projectors for use with TV camera film chains operating on full storage basis; (3) location and size of picture area in TV recording and reproduction of 16-mm. motion picture film; and (4) location and size of picture area in TV recording and reproduction of 35mm. film."

Mr. Gillette also said that the films for TV committee reported it was working to effect:

"(1) Footage markings on three successive frames of film leader (instead of only one, which is now the custom) to increase duration of image on TV monitor; (2) adoption of standard markings (footage, start of pictures, and start of sound track) for 16-mm. film, same as now used for 35-mm. film; (3) use of test pattern on film to assist the TV operator in making adjustments; and (4) use of a cue mark to signal the TV man to switch on equipment at right instant."

Among the other speakers at the television recording and reproduction session were Howard Chinn, CBS; P. J. Herbst, R. O. Drew, and S. W. Johnson, RCA Victor Div. of RCA, Camden, N. J.; Fred G. Albin, ABC; K. B. Benson and A. B. Ettlinger, CBS; and W. D. Kemp, BBC.

Laraine Day Sponsor

NORTHAM WARREN Corp., Stamford, Conn. (Cutex and Odorono), is sponsoring *The Laraine Day Show*, over ABC-TV, Saturday, 1-1:30 p.m. Sponsorship began last Saturday. Agency is J. M. Mathes, New York.

The Largest Local Sale of **RADIO or TELEVISION** in Chicago's History

The American Vitamin Associates, Inc., have purchased all the home games of the Chicago Cubs and all the day home games of the Chicago White Sox on an EXCLUSIVE basis. This is the only complete baseball schedule on Chicago television. When no game is scheduled, or a game is called, the advertiser will sponsor a film variety review featuring the top names in show business. They have also purchased six additional programs on WGN-TV which include: "Leo Carillo's Dude Ranch," WGN-TV's exclusive contest to select the Chicago representative for the finals of the "Miss U.S. Television" contest, three shows featuring top Chicago columnists, and a mystery program, "The Public Prosecutor."

*It's another first
for **WGN-TV** . . .
Chicago's First Station*



The Chicago Tribune Television Station



Three years, University of California
Three years, U. S. Army Air Force
Nine years, NBC
Free & Peters (San Francisco
Office) since January, 1951

West Coast
Please Note—

Lon King!

On December 7, 1941, Lon King was an earth-bound page boy at NBC, San Francisco, but soon won his wings as a fighter pilot, ending up as Lieutenant King, pushing P-38s in Italy. After that he went back to NBC for three years in Sales Traffic and five years in Sales—at which time we got him in our sights and made him "Colonel" King, in command of television sales in San Francisco! Thus San Francisco has become the fifth city in which F&P maintains separate sales departments devoted *exclusively* to television. Here as elsewhere, our TV

operation benefits tremendously by splitting bookkeeping, clerical, office and management expenses with our AM operation—thus permitting F&P to allocate more dollars to all-important *sales manpower*, and doing a far more thorough television sales job than would otherwise be possible.

In this system, F&P has the basis for giving optimum service and optimum *values* to everybody concerned. And that's the way we *always* work, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

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

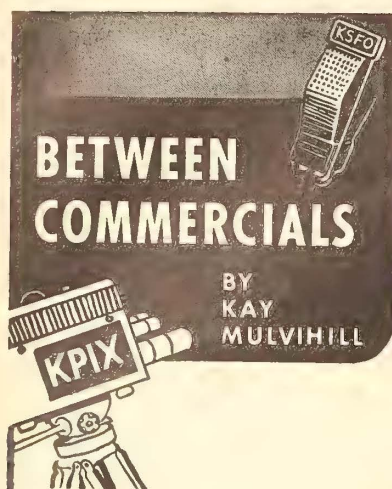
*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932



NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO



Still the most discussed topic in local television circles is the MacArthur telecast. The West Coast's combined operation, which included the pooled facilities of the 11 California TV stations, brought five million viewers on-the-spot coverage of the historical event via the San Francisco-Los Angeles microwave. An estimated 45 million eastern viewers witnessed the telecast by kinescope.

KSFO aired the event for AM audiences with Wally King handling announcing chores.

In San Francisco, KPIX, exclusively, screened MacArthur's address to Congress 9 hours later. Kinescoped in Chicago, via the Balaban-Katz process, the kine was flown to Los Angeles and fed to KPIX on the microwave.

ADD KSFO AIRINGS

KSFO's recently inaugurated "Voice of California Agriculture" features well-known bureau man, Bert Buzzini. Originating in the KSFO studios, the 15 minute farm show is fed to four additional California radio stations, Mondays through Fridays at 6:30 A.M.

STATISTICS . . . Bay Area TV set sales have now reached the 180,000 mark . . . according to Tele-Que, 90.3% of these sets were tuned to the West Coast's telecast of MacArthur's arrival.



WCON-TV TRANSFER

Ga. Tech Asks FCC Delay

GEORGIA INSTITUTE of Technology, operator of WGST-AM-FM Atlanta, has asked the FCC to temporarily withhold its consideration of a proposed transfer of WCON-TV Atlanta. Deal, with FCC approval, would permit Atlanta Newspapers Inc. to sell station for \$525,000 to an organization of prominent Atlanta citizens under name of Broadcasting Inc. [BROADCASTING • TELECASTING, April 9].

Transfer is also conditioned on the licensing of WSB-TV, now operated by Atlanta Newspapers Inc. on Channel 8—on the Channel 2 for which WCON-TV holds construction permit.

On merger of the Atlanta Journal and Constitution last year, FCC stipulated that Atlanta Newspapers Inc. must surrender its Channel 8 outlet upon licensing the Channel 2 station.

Dr. Harmon F. Caldwell, chancellor of the University System of Georgia, last Thursday confirmed to BROADCASTING • TELECASTING that the FCC had acknowledged receipt of his letter. Dr. Caldwell asked the delay until counsel for the Board of Regents can prepare a petition in opposition to the transfer and a brief in support of this petition.

Dr. Caldwell held that if the

transfer is denied, the Commission could then assign the channel "to one of several applications who, in the opinion of the FCC, is in best position to provide additional television service of the kind and quality that is needed in the Atlanta area."

Walter C. Sturdivant, president of Broadcasting Inc., immediately disagreed, pointing out that if the

transfer is denied, Channel 8 would be put back into the "freeze," thus denying Atlanta the "many advantages of a third television station."

Dr. Caldwell declared that Georgia Tech had sought TV more than three years ago and if the transfer was granted, it may "adversely" affect the school's radio position.

In turn, Mr. Sturdivant pointed out that the transfer would not preclude WGST from acquiring a TV channel, despite the freeze, and that the FCC already had proposed allocation of a special channel for educational purposes in the Atlanta area. He further said that Broadcasting Inc. favored WGST getting this channel and would render any assistance it could towards that end.

Broadcasting Inc. proposes to acquire WSB-TV technical facilities and transmitter site of WCON-TV as WCON-TV. Also, they would lease the present WSB-TV transmitter building. ANI would take over the new WCON-TV plant renaming it WSB-TV.

Paul Porter Represents WGST

Paul A. Porter, one-time FCC chairman, and now member of the Washington law firm of Arnold Porter and Fortas, represents WGST-AM-FM. State of Georgia had authorized his appointment as special assistant attorney general to represent their broadcasting interests.

Paul D. P. Spearman, Spearman & Roberson, is counsel for Broadcasting Inc. Paul A. O'Bryan and William Sims, of Dow, Lohnes & Albertson, represents ANI.

ASCAP STAND

Reports Conflicting

TWO conflicting reports were extant last week as to whether TV station operators are going to accept the presently offered blanket or per program licenses for the use of ASCAP music on TV or will continue to fight for better terms.

ASCAP last week reported that some 60% of the 107 TV stations presently operating have either signed the blanket license contract or have indicated their early intention of doing so.

The All Industry TV Per Program License Committee, on its part, said it has received reports from 65 stations stating that they have resisted ASCAP's demands in one way or another. Aside from the TV stations owned and operated by the networks and about eight others which accepted blanket licenses from ASCAP when they were first drafted in the fall of 1949, only about a dozen have signed up in the recent drive, according to the committee's information.

The committee also reported that 28 stations already have made their first quarterly payments to the committee of sums equivalent to their highest one-hour rate, amounting in total to more than \$13,000. From pledges and promises of other TV operators, the committee anticipates its receipts will total about twice that sum within the near future.

Many of these stations have authorized the committee to represent them in individual negotiations with ASCAP, as provided for in the consent decree accepted by the society in 1941. According to the decree's provisions, offered licenses may be considered for 30 days and individual negotiations may be considered for another 60 days before a final decision is required whether to accept a license, decide to get along without ASCAP music or ask the federal court to set fair terms. Judge Samuel Rifkin and Stuart Sprague, counsel for the committee, are acting for the stations in these negotiations.

AVA BUDGET

Now Exceeds \$5 Million

AMERICAN VITAMIN Assoc. Inc., Hollywood, increased its annual advertising appropriation this past week to more than \$5 million to promote AVA products, Thyavals and Orvita.

Of this sum approximately 55% is earmarked for TV, 15% for radio and 30% newspapers, according to George S. Johnston, president. Original 1951 budget for television and radio as announced last March was "more than \$1 million."

Currently using television and radio extensively in Chicago and West Coast areas [BROADCASTING • TELECASTING, April 2], AVA last week started sponsoring five weekly 15-minute *Telenews* and weekly half-hour kinescoped Leo Carrillo's *Dude Ranch Varieties* on WJIM-TV Lansing, Mich.

Starting May 19, WXYZ-TV Detroit will be added, with AVA sponsoring 3½ hours per week of live and kinescoped programs, with time clearance. Weekly program schedule starts within the next couple of weeks on WLAV-TV Grand Rapids. The firm also has contracted for an average of 11½ hours weekly of live, kinescoped and film programs on WLWT (TV) Cincinnati, microwaved to WLWC (TV) Columbus and WLWD (TV) Dayton, starting May 21.

Some 20 additional eastern and midwest major markets will be added to the TV list as the campaign progresses and dealer outlets are established, according to Frank J. Miller, president, The Counselors, Hollywood agency servicing the account.

Wrong Loyola U.

VERY REV. James T. Hussey, S. J., president of Loyola U., Chicago, who wrote FCC Chairman Wayne Coy in support of educational TV channel reservation, was incorrectly identified as "president, Loyola U., New Orleans (WWL)" in TV allocation comment story, BROADCASTING • TELECASTING, April 30. The New Orleans Loyola U., operator of regular commercial station WWL there, last week had not yet filed its TV allocation comment. It has pending a bid for commercial VHF Channel 10 there.



The TV "catch" of the 1951 football season!



**UNITED
FEATURE
SYNDICATE**

ANNOUNCES

**Dick Dunkel's
Football Ratings
TV Show**

TIME—

15 minute weekly TV program on 16 mm. film.
13 week presentation . . . first release Sept.
17th.

CONTENTS—

Thrill-packed action shots of college and university football teams across the nation. Weekly merchandising traffic-puller mat service including ratings on 400 teams.

BACKGROUND—

For over twenty years, the Dick Dunkel Football Ratings have been followed by millions of fans and have been considered the most informed and accurate in the business! Used successfully by leading advertisers during the 1950 football season!

PRODUCED BY

TEL RA PRODUCTIONS

Producers of "Dick Dunkel's Basketball Ratings", "Tele-sports Digest", "Pro Highlights", "Touchdown", "Baseball Briefs"

**WRITE
PHONE
WIRE
IMMEDIATELY
FOR AVAILABILITY**

UNITED FEATURE SYNDICATE

220 E. 42nd ST., NEW YORK 17, N.Y.

PHONE MU 2-3020

The



etougher the better



Eddie Drake likes tough customers. The tougher the better! And whether television's newest private eye is tracking down crime suspects or sales prospects, he gets his man.

In "The Cases of Eddie Drake,"* his series of 13 half-hour mysteries filmed especially for television, rough-and-ready Eddie has plenty of help. With Don Haggerty ("Command Decision," "Canadian Pacific") in the title role, the cast includes "Kiss Me Kate's" Patricia Morison, and featured players Hillary Brooke, Theodore Von Eltz and Angela Greene. Scripts are written by Jason James, writer for "Suspense" and other network mysteries.

Sponsors are discovering, in TV as in radio, that crime *does* pay... *in jackpot ratings and results.* (Evidence: "Man Against Crime," "The Web," "Danger," and many others.)

If you've got tough customers on *your* hands, put Eddie Drake on the case.

Radio Sales

Radio and Television Stations Representative... CBS

Radio Sales TV Productions: THE CASES OF EDDIE DRAKE, GENE AUTRY SHOW, RANGE RIDER, STRANGE ADVENTURE, WORLD'S IMMORTAL OPERAS, VIENNA PHILHARMONIC ORCHESTRA, HOLLYWOOD ON THE LINE.

*Available exclusively through Radio Sales in all TV markets, subject to prior sale.

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



News Presentation Methods Studied

(Report 162)

A BOSTON U. student has just completed an analytical survey of methods used in presenting news via television.

The survey is so highly regarded that Ben Chatfield, news director of WMAZ Macon and president, National Assn. of Radio News Directors, announced that NARND plans to publish it for distribution.

Mr. Chatfield aided materially in preparation of the survey. The NARND executive, on behalf of the student, sent out letters and questionnaires to about 100 stations and received returns from 60.

The student, Marion Del Vecchio, came to three "strong" conclusions: That there has been an expansion in the time length of video newscasts; that there has been an increase in the number of such newscasts, and that there has been an integration of the best-known audio-visual standards of productions into one type of news show.

"These milestones indicate a voluminous rise in the dissemination of illustrated news on television which points toward the road of a better informed, more tolerant American public," concluded Mr. Del Vecchio.

The study revealed also that 2.8 newscasts are shown daily over the average TV station. In addition, 38 stations were shown to be carrying at least one network news program daily. Average amount of

time allotted daily to news programming in independent stations is 37 minutes.

* * *

WTOP-TV Rate Card

WTOP-TV Washington has issued rate card No. 2 which increases Class A time in one-hour classification from \$450 to \$550; one minute from \$100 to \$120. Eight-second spots remain at \$50. Station points out that in the period since August 1950, when rate card No. 1 was issued, the number of sets in the market has increased 69% and WTOP-TV's share of audience 56%.

* * *

Cincinnati U. Study Favors Classroom TV

TELEVISION should be brought into the classroom as an educational teaching tool, according to 92% of the educators polled at the U. of Cincinnati. The study was made possible under a grant of the Crosley Broadcasting Corp. [WLWT (TV) Cincinnati], which telecast four programs to a select audience of teachers and pupils in 14 schools.

The study "can aid the TV industry by revealing the time limits for school use of programs, the interest of teachers and administrators in planning educational programs, the curricular and other areas most

useful for school telecasts, and standards for evaluation of such programs," Dr. Raymond Walters, university president, stated in releasing the survey.

WLWT's "in-school" telecasts, titled *Look-Learning*, were designed to demonstrate TV's different uses as a teaching aid and to obtain educator reaction to actual use. The study was made by Russell Helmick, principal on leave from Holmes High School, Covington, Ky., over a period of months and involved interviews with 694 educators.

Other conclusions reached by the survey were these:

(1) Current events offer the best subject matter; (2) television will be more widely used than radio (60%); (3) sets should be placed in schools to effect a fully planned educational TV program (82%), to be paid for out of the school budget (79%); (4) restricted sponsorship should be approved (58%); (5) a weekly supplementary instruction type program should be telecast (84%).

A long period of experimentation will be required before television can become a vital factor, according to Mr. Helmick. A top recommendation is one urging formation of an education-television council comprising educators, pupils and TV industry representatives. Educational needs of children and use of a TV film pool would be studied.

Mr. Helmick recommends that a
(Continued on page 71)

Weekly Television Summary—MAY 7, 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	86,782
Ames	WOI-TV	56,161	Memphis	WMCT	86,221
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	292,095	Milwaukee	WTMJ-TV	233,230
Binghamton	WNBF-TV	38,150	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Birmingham	WAFM-TV, WBRC-TV	46,200	Nashville	WSM-TV	26,712
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,800
Boston	WBZ-TV, WNAC-TV	721,325	New Orleans	WDSU-TV	62,150
Buffalo	WBBT-TV	197,592	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	75,307		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	906,210	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	81,366
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	77,050
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264	Phoenix	KPHO-TV	37,400
Davenport	WOC-TV	53,855	Pittsburgh	WDTV	260,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	105,353
Dayton	WHIO-TV, WLWD	190,000	Richmond	WTVR	73,992
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135	Rochester	WHAM-TV	79,210
Erie	WICU	52,255	Rock Island	WHBF-TV	53,855
Fl. Worth			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264	Salt Lake City	KDYL-TV, KSL-TV	42,600
Grand Rapids			San Antonio	KEYL, WOAI-TV	44,547
Kalamazoo	WLAV-TV	114,557	San Diego	KFMB-TV	91,000
Greensboro	WFMY-TV	66,972	San Francisco	KGO-TV, KPX, KRON-TV	179,100
Houston	KPRC-TV	73,710	Schenectady		
Huntington			Albany-Troy	WRGB	151,600
Charleston	WSAZ-TV	41,300	Seattle	KING-TV	80,900
Indianapolis	WFBM-TV	148,000	St. Louis	KSD-TV	282,000
Jacksonville	WMBR-TV	30,000	Syracuse	WHEN, WSYR-TV	113,792
Johnstown	WJAC-TV	82,200	Toledo	WSPD-TV	125,000
Kalamazoo			Tulsa	KOTV	74,140
Grand Rapids	WKZO-TV	133,122	Utica-Rome	WKTV	42,000
Kansas City	WDAF-TV	114,600	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Lancaster	WGAL-TV	88,347	Wilmington	WDEL-TV	62,005
Lansing	WJIM-TV	49,000			
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH				
	KTLA, KTLA, KTTV	877,421			

Total Markets on Air 63

Stations in Air 107

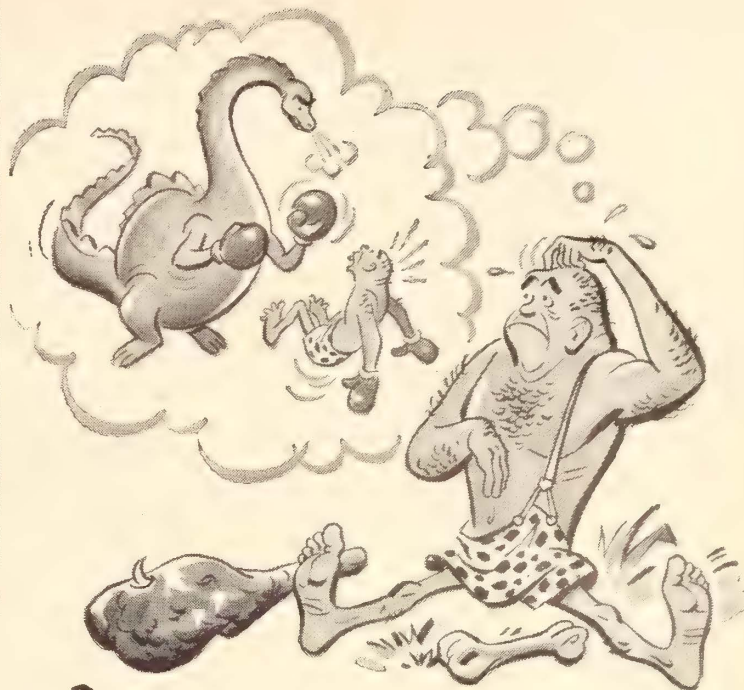
Estimated sets in Use 12,098,472

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



1.

Poor Ab O'Ridginy, so she'd repine no more,
Promised his helpmate to knock off a dinosaur.



2.

This, on reflection, seemed good for no yaks—
No one yet, you must know, had invented the axe.



3.

So Ab did—and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4.

MORAL: You don't have to invent it! Your
best sales weapon for Dayton
is ready and waiting—Dayton's
first and favorite WHIO-TV.

For Sales Prowess in Dayton* THE SHOW MUST GO ON WHIO-TV

* How's to get *your* share of sales from Dayton's 800,000 viewers and their 200,000 TV receivers? Via *WHIO-TV*! How else? Pulse says that they *really* keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 54% *televised*. Ask for the full story from National Representative George P. Hollingbery Company.



* Pulse March figures show 8 out of top 10 televised shows were *WHIO-TV* programs.

"Night and Day"

WOW-TV

Leads!

NIGHT

WOW-TV LEADS IN 19½ OF THE 31 HOURS it is on the air!

DAY

WOW-TV LEADS IN 20 OF THE 32 HOURS it is on the air!

Let us PROVE to you that

WOW-TV

has the LARGEST audience nearly $\frac{2}{3}$ of the time. BOTH DAY and NIGHT!

• Yes . . . ask us to prove it. This is no "guesswork" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV-owners.

Full details of this survey — how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers—all these, and other important data, are available to you in our presentation of the Survey.

You can't judge the Omaha T-V market without this vital information—these FACTS! Write, wire or telephone to WOW-TV, Webster 3400.

WOW-TV

CHANNEL 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400 OMAHA, NEBRASKA

Frank P. Fogarty - General Manager
John Blair TV - Representatives

NEW PICTURE TUBE

Chicago Firm
Invention

RCA COLOR
N. Y. Test Causes Commem

AMERICAN Television Inc., Chicago, introduced Thursday a 21-inch rectangular tube which reportedly eliminates strategic copper and steel and cuts the retail price of the receiver.

The "image-orthoscope", developed by graduate students and instructors at the institute's school, substitutes an electrostatic for a magnetic element, thereby eliminating the expense of a magnet and saving two pounds of copper and "several" pounds of steel per set, spokesmen maintained.

President U. A. Sanabria reported manufacturing cost of the tube has been reduced \$2.50 thus far, and an equal sum is expected to be saved on other parts by the time the line is in full production in July. This will ultimately be reflected in a consumer saving of \$20, he said.

The tube, in addition to conserving scarce materials needed for defense, uses less electricity, enables a greater depth of focus and permits corrective contrast, Mr. Sanabria said. Focus has been expanded across the tube to include the curled edges, for almost two inches in depth, by use of an electron jet stream as replacement for the usual electron gun. The depth is gained by use of a long, thin

stream of electrons rather than a diverted scatter, he explained.

The company exhibited the new 21-inch Corning Glass cylindrical face tube with frosted interior, which will fit any present set. Production is now 2,000 per day, of which only about 300 are used by the firm for its own receivers. Majestic Radio, through President Leonard Ashbach, has contracted for the remainder.

Majestic is building a chassis for the electrostatic tube, and will introduce its new receiver with the tube in a national advertising campaign, tied-in with American Television. Its first sets will come off the line June 1, Mr. Ashbach said, but American Television is selling its models with the new tube now in Chicago.

The glass non-magnetic tube saves the steel used for casing by many firms, Mr. Sanabria said, and enables the customer to save money by turning in a burned-out tube for about a third of the cost of a new one.

Because of "micro-shade" qualities in the tube, the firm predicts a year from now the 20-inch set will be the "smallest size" in demand. Picture fidelity reportedly is improved enough in the new tube so a viewer can sit directly in front of the screen and watch with fewer lights on and without eye strain.

This development is automatically circulated in the RCA patent pool, and will be available to pool manufacturers within a month. American Television's research director is Dr. Lee de Forest, frequently termed the father of television and a noted scientist.

UNITED FEATURES Enters TV Film Field

ENTRY of United Features, veteran newspaper syndicate, into the field of TV film program distribution, employing its nation-wide sales organization, was announced last week.

First TV presentation is Dick Dunkel's Football Ratings, a weekly series of 15-minute shows presenting action shots of collegiate football teams and scientifically computed ratings of their strength and prospects in games to be played each week. First program of this series is scheduled for Sept. 17.

Officials said United Features currently is negotiating with a number of independents for other packages for distribution, along the lines of its newspaper operations.

Business Manager James Hennessy said the syndicate's decision to expand into TV film distribution was made at the request of independent producers who reported sales and distribution too costly to handle themselves. United Features will utilize its own extensive newspaper feature sales force in the project.

UPT Purchases

PURCHASE of 20 RCA theatre television systems and two Paramount intermediate film systems by United Paramount Theatres, for installation principally in midwest theatres of the chain, was announced in New York last week. Installation of the purchases will begin soon for operation in September.

DuMONT GROSS

Income 69% Above
Previous Year

ALLEN B. DuMONT LABS had a gross income of \$76,362,665 during 1950, a gain of 69% over the 1949 gross of \$45,267,089, Dr. Allen B. DuMont, company's president, reported Tuesday in the annual report to stockholders.

Net earnings for the year totaled \$6,900,788, or \$2.87 per share of outstanding common stock, compared with \$3,269,880 or \$1.49 per share in 1949.

This advance in production, sales and net earnings was achieved despite such retarding factors as "the 10% manufacturers' excise tax, Regulation W (affecting installment sales), uncertainty over color television, the Korean situation and a resultant shortage of certain parts and materials," Dr. DuMont said. "Finally, there were an excess profits tax and an increase in the rate of surtax," he noted.

The DuMont TV Network operated at a loss in 1950, although "to a considerably less extent than during 1949," Dr. DuMont reported, adding: "the number of national advertisers using our network fa-

COLOR TV, quiescent of late while the industry awaits a decision from the Supreme Court on the validity of the FCC award of commercial status to the CBS method of telecasting color, broke back into the news Thursday. A front-page story in the New York Times by its astute radio editor, Jack Gould, reported reception of an unscheduled TV program the previous morning which investigation revealed as a test of the RCA color system.

NBC video engineers, it developed, had received from RCA a couple of color receivers for testing. After some off-the-line color pickups from a color camera in the studio, the engineers decided last Tuesday afternoon to try some off-the-air pickups the next morning. So an experimental TV transmitter, KE2XVJ, was put into operation Wednesday morning and broadcast color pictures from 9:10 to 10:30 a.m. Channel 4, normally utilized by WNBT, NBC's black-and-white commercial TV station in New York, was used for these experimental colorcasts which, since the RCA system is compatible, were receivable in monochrome over standard receiving sets in the area.

Mr. Gould, by happy chance, saw the program at his home some 4 miles from New York, reporting that "the black-and-white picture from the color transmitter were, if anything, superior to the monochrome images normally received."

O. B. Hanson, NBC vice president and chief engineer, said the color telecasts, which were on again Thursday morning, were not being put on any regular schedule. Tests would be repeated, at times when Channel 4 is not in use for regular WNBT programming, whenever they are needed for technical tests of the RCA color system.

ilities increased steadily and we see the possibility of a substantial profit for this division after the lifting of the freeze on new television station construction."

Reviewing the color TV situation, Dr. DuMont pointed out "excellent progress is being made on all-electronic means of color broadcasting and reception, and it is our opinion that such a system is the only type which will receive commercial acceptance."

Dr. DuMont summed up his company's outlook on color in this sentence: "Although we believe no color system will be ready for consumer use for several years, it is possible that the color television situation could develop so as to have a material effect at an earlier date."

It's part of the landscape

Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word "daily." More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before *noon*.

Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like night-

time, will be a sell-out. And before *that* happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example—Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.

CBS TELEVISION



COMPARATIVE NETWORK SHOWSHEET

E V

TELECASTING

	SUNDAY				MONDAY				TUESDAY				WEDNESDAY	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	WEDNESDAY
6:00 PM	Swanson Gen. Mills	Bigelow: Sanford Bigelow Theatre			Film			Co-op Small Fry Club	Co-op Cactus Jim L	Film		Co-op Small Fry Club	Co-op Cactus Jim L	
6:15	(alt. wks.)			General Foods Hopalong Cassidy F	"					"				
6:30	Ted Mack Family Hour	Nestle			Kellogg Space Cdt.								Kellogg Space Cdt.	
6:45	L (E-M)	Mr. I. Magination			Jimmy Blaine					Jimmy Blaine			Junior Edition	
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L	Club Seven*			Gen. Foods Capt. Video	RCA Kukla, Fran & Ollie L			Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L	
7:15					Pepsi-Cola Faye Emerson				Betty Betz				Pepsi-Cola Faye Emerson	
7:30	Dodge Dealers Showtime USA L (E-M)	American Tobacco This Is Show Bus.		General Foods Aldrich Family L	Ironite Hollywood Screen Test	GM-Olds News	Ed Thorgensen News	Mohawk Ms. Mohawk Sh. Room L	P&G	GM Olds News	Ed Thorgensen News	Van Camp Little Show L	Bendix Chance of a Lifetime	GM Olds News
7:45						Chesterfields Perry Como		Camel News Caravan L	Beulah	Fatima Stork Club	Not for Publication	Camel News Caravan L		Chester Perr. Com.
8:00		Lincoln-Mercury		Col.-P.-Peet alt. every 4th week with Frigidaire	Film	Lever Lux Lux Video Theatre		Speidel Speidel Show L	Hollywood		Court of Current Issues			Pillsbu Ton (alt. Godfr & Frien
8:15	Hollywood Adventure	Dealers			"				Mystery			Texas Co. Texaco Star Theatre L	The Ruggles	
8:30	Time	Toast of the Town	Pentagon Washington	Comedy Hour L	Bill Gwynn Show	Lever-Lipton Godfrey's Talent Scouts		Firestone Voice of Firestone L	Time F (E-M)		Johns Hopkins Science Review		Kreiser Mfg. Band-stand	Ligge & My. Godfr & Frien
8:45														
9:00	Crusade In Europe	Gen. Electric	Bromo-Seltzer Rocky King, Dec.	A. Murray Studios Arthur Murray Show	P. Morris Horace Heidt Show			Admiral Lights Out L	Q.E.D.	R.J. Reynolds Vaughn Monroe Show	Drug Store TV Prod.	P&G Fireside Theatre F	Philco Don McNeill	Wildro Charl Wild
9:15		Fred												
9:30	Marshall Plan	Waring Show	Music From Chicago	On Trial L (E-M)	Gen.Fds. Sanka The Goldbergs		Wrestling with Dennis James	Amer. Tob. Robert Montgomery alt. with Bymart Somerset Maugham Theatre L	Arnold Bakery Life Begins at 30	Electric Auto-Lite Suspense	Cavalcade of Bands	Armstrong Circle Theatre L	Wrestling	P. Lorill The Web
9:45														
10:00	Film	B.F. Goodrich Celebrity Time		Congoleum-Nairn Garroway At Large L	Feature	Westing-house				Block Drug	Once Upon A Tune	P. Lorrillard Original Amateur Hour L		Pabs Sales 1 Boxin Club
10:15	"				Film	Studio One			Roller Derby					
10:30	Young Ppl. Church of Air Youth on March	Jules Montenier What's My Line		TBA	"			Co-op Who Said That L						
10:45					"									
11:00	Feature Film	Norwich Week in Review			Amr.For. Christ Inc. Circuit Rider	Masland At Home Party		Anchor-Hocking Broadway Open House (to 12) L	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L	(to 12)	
11:15 PM														

D A

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45													2:15
10:00													2:30
10:15													2:45
10:30									Scouting in Action				3:00
10:45									Gen. Shoe Acrobat Ranch				3:15
11:00									Maiden Form Faith Baldwin Theatre				3:30
11:15													3:45
11:30	Fun Fair	Bonafide Mills Versatile Varities				C-P-P (MWF) Strike It Rich							4:00
11:45									Sawyer Views Hollywood				4:15
12:00 N	R. Joe Inc. Ranger Joe								BT Babbitt Two Girls Named Smith				4:30
12:15 PM	Chester The Pup									Natl. Dairy The Big Top			4:45
12:30	Voice of Prophecy Faith For Today				Steve Allen Show		Premier Prod. Rumpus Room		Seaman Bros. I Cover Times Square				5:00
12:45													5:15
1:00													5:30
1:15							Sterling Drug Okay Mother						5:45 PM

DAY		THURSDAY				FRIDAY				SATURDAY			
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
Co-op Small Fry Club	Co-op Cactus Jim L			Co-op Small Fry Club	Co-op Cactus Jim L			Co-op Small Fry Club	Co-op Cactus Jim L				
						Kellogg Space Cdt.				Anthractite Int. Better Home Show		Power House Flying Tigers	Brown Shoe Say It With Acting L
		Junior Edition				Junior Edition							
Gen. Foods Capt. Video	Ford Kukla, Fran & Ollie L			Gen. Foods Capt. Video	Time Inc. Kukla, Fran & Ollie L	* Club Seven Pepsi-Cola Faye Emerson		Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L	Hollywood Theatre Time	Bymart Tintair Sam Levenson		Kellogg Victor Borge L
Ed Thorgersen News	Mohawk Ms. Mohawk Sh. Room L	Gen. Mills Lone Ranger	GM Olds News	Ed Thorgersen News	VanCamp Little Show L	Green Giant Co. Life with Linkletter	GM Olds News	Ed Thorgersen News	Mohawk Ms. Mohawk Sh. Room L	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		Manhattan Soap One Man's Family L
Stage Entrance	Camel News Caravan L		Fatima Stork Club		Camel News Caravan L		Chesterfield Perry Como	Nol For Publication	Camel News Caravan L				
	Motorola Pet Milk Norge Four Star Revue L	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre		DeSota You Bet Your Life F	Ronson 20 Questions	Gen. Fds. Max H. Cof. Mama		Miles Labs. Quiz Kids L	Amer. Dairy Assn. Whiteman TV Teen Club	Anheuser Busch Ken Murray Show		
		Lorillard Stop The Music	American Safety Razor The Show Goes On	Tydol Headline Clues Bd. to Hwood.	Borden T-Men in Action L	Best Foods Penthouse Party	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, The People L			Showtime at the Meadowbrook	Lehn & Fink, Evershard, Reynolds, Crosley, Minn. Min. & Mfg., S.O.S., Benrus, Swift
	Kraft Fds. Kraft Television Theatre L	Packard Motors Holiday Hotel	Eso Kroger Alan Young Show	Kaiser-Frazer Ellery Queen	Ford Ford Festival L	Schlitz Brewing Pulitzer Prize Playhouse	Ford M. Ford Theatre (alt.) Gen. Mills Live Like a Millionaire	Hands of Destiny	Amer. Cig. The Big Story		Bulova Frank Sinatra Show		Saturday Nite Revue L
On, Cigar Corp. Plain Clothesman		Gruen Blind Date	Lever Rinsio Big Town	DuMont Labs DuMont Royal Playhouse					Campbell Henry Morgan L		TBA	They Stand Accused	
	Bristol-Myers Break the Bank L	US Army Roller Derby	Philip Morris Truth or Consequences		U.S. Tob. Martin Kane L	Marshall Plan	Kelvinator Appl. Morton Downey	Drug Store TV Prod. Cavalcade of Stars	Gillette Boxing L	Roller Derby	Carter Sing It Again		Amer. Tob. Your Hit Parade L
		Blatz Roller Derby		Co-op Boxing							Sing II Again		
	Armour Stars Over Hollywood F		Carter Prod. (alt. wks.) Crime Photographer		TBA	Stud's Place			Chesebrough Greatest Fights		Sterling Drug Sing It Again	Co-op Wrestling	
	Anchor-Hocking Broadway Open House (to 12) L	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L				Anchor-Hocking Broadway Open House (to 12) L				Max Factor S. Graham F

IME

SUNDAY			MONDAY - FRIDAY			SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
		Bohn Aluminum Am. Forum of the Air L		Various Sponsors The Garry Moore Show						
		Watch the World F								
				Vanity Fair		Co.-P.-Peet Miss Susan L				
		Battle Report L		Merlene Vanity Fair* (Wed.)		Vacation Wonderland F				
		Mrs. Roosevelt L		T, Th Gen. Mills B. Crocker M F Latex Fashion Magic		General Fds Bert Parks (MWF) Remember This Date (TuTh)				NBC Takes You to the Races L
		Revere Copper Meet the Press L		Partic. Home- makers Exchange						Carling's Races L
						Various Sponsors Kate Smith Show L				TBA
Lamp Unto My Feet		Quaker Oats Zoo Parade L		It's Fun To Know						
The Facts We Face		Quaker Oats Gab. Hayes Show L		Lucky Pup*		Lever Hwks. Falls (MWF) L				Mr. Wizard L
						Quaker Oats Gab. Hayes (MWF) *				
People's Platform		Derby Foods Magic Slate alt. with H'wd. Candy Hollywood Jr. Circus		United Nations (when avail.)		Mars, C-P-P Welch, Klg. Int. Shoe, Wander* Howdy Ddy L				Nature of Things L
										Mutual of Omaha, Bob Considine

Programs in *italics*, sustaining; Time, EST. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

7-7:05 PM, M, W, Th., Schenley, Andy & Della Russell; F, Schenley, Cook's Champagne Party.

DuMONT

1:30-1:45 PM, Th., Universal Appli-
ances, Homemaking.

CBS

3:15-3:30 PM, T. Th., Bride & Groom;
Th., Hudson Paper Co.

5-5:15 PM, M-F, Lucky Pup, Th.—Bristol-Myers: Fri.—Sundial Shoe Co.

NBC

5:15-5:30 PM, T, Th., Panhandle Pete, s.
5:30-6 PM M-F, Firms listed sponsor
Howdy Doody in 15 min. segments.

BROADCASTING

The Newsmagazine of Radio and Television
TELECASTING

May 7, 1951 Copyright 1951

On April 1, in Los Angeles, the big-name stars of CBS-TV packed up their shows and moved to KTSL.

Now it's your move

*Now that the Los Angeles TV picture has changed completely,
the station to watch...the station to buy...is KTSL,
Columbia's television station in the nation's third market.
The next move is your move...to KTSL.*

Los Angeles **KTSL**

Channel 2 • Columbia Owned

Represented by Radio Sales



Telestatus

(Continued from page 64)

search program be set up not only to determine acceptable types of advertising sponsorship but also "examine other means of financing the television-education programs."

Tele-Que, L. A., Lists Best-Liked Commercials

BEST-LIKED television commercials in the Los Angeles area for the first quarter of 1951 were those of Altes Brewing Co., Los Angeles, according to a report by Tele-Que. Commercials appear on KTLA TV, *Ina Ray Hutton Show*. Research firm will present a special plaque to Monica Whelan who sings and announces the commercials, as the first of such awards to be made to a sponsor whose advertising is voted best-liked by television viewers.

Commercials taking the next four highest places in popularity were reported as Lucky Strike, Heber's bread, Ford and Muriel Gars.

★ ★ ★

Texaco Show Tops Nielsen Rates

NIELSEN ratings of the top television programs for the two weeks ending March 24 show *Texaco Star Theatre* leading in both the homes reached category and in the percent of TV homes reached in program area. As reported last week, Nielsen ratings were:

HOMES REACHED IN TOTAL U. S.

NK	PROGRAM	HOMES (000)
	Texaco Star Theatre	7,533
	Colgate Comedy Hour	5,336
	Fireside Theatre	4,873
	Philco TV Playhouse	4,664
	You Bet Your Life	4,639
	Martin Kane, Private Eye	4,304
	Your Show of Shows (Crosley)	4,285
	Gillette Cavalcade	4,247
	Mama	4,236
	Your Show of Shows (Swift)	4,079

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

NK	PROGRAM	HOMES (%)
	Texaco Star Theatre	64.6
	Fireside Theatre	50.9
	Colgate Comedy Hour	48.7
	Philco TV Playhouse	48.3
	Arthur Godfrey's Scouts	47.1
	Gillette Cavalcade	46.5
	Hopalong Cassidy	44.7
	Lone Ranger (General Mills)	43.9
	Mama	43.3
	Your Show of Shows (Swift)	42.2

Prime Recreation for Teen-Agers

VIDEO is growing in popularity among teen-agers at the expense of movies, reading and radio. This was the finding of Dr. Paul Witty, Northwestern U. professor of education, who conducted a survey among high school pupils in two Chicago suburbs.

Professor Witty's study revealed that 44% of the pupils interviewed now attend movies less than before the advent of TV. Same frequency is listed by 50% and only 2% have increased their movie-going. More than 65% of those who

have telesets in their home prefer video to radio, but some students incisively criticized the quality of current TV programs.

One third of those interviewed read less than before television but the choice of what reading was done was of relatively high quality.

NEWS UNIT

Washington Bureau Set Up

ROBERT J. ENDERS, president of the Washington, D. C., advertising agency bearing his name, last week announced the establishment of a television news bureau with offices at 1415 K St., N. W., Washington.

Subscriber stations will receive a seven-minute sound-on-film coverage of Washington highlights, five times a week. It will be processed, edited and sent by air express to most parts of the country for showing the evening of the same day. The Pacific Coast will be serviced by special "overnight" express.

Film becomes the property of the subscriber station for showing as many times as is desired, it was announced. Rates are on the basis of one-half of the Class A 10-minute rate, with a minimum of \$75 and a maximum of \$250. Rates for "special assignment" service will vary with the nature and scope of the assignment, Mr. Enders said.

CHANGE NAME

Consolidated Conflicted

TELECASTERS Film Syndicate Inc. is the new corporate name of Consolidated Television Broadcasters Inc., recently organized cooperative TV film syndicate formed in Chicago [BROADCASTING • TELECASTING, April 23].

Name change was made because it conflicted with that of Consolidated Television Productions Inc., Hollywood, according to Harrison Dunham, executive vice president and general manager of the new syndicate.

Headed by Richard E. Jones, managing director, WJBK-TV Detroit, as president, Telecasters Film Syndicate was organized by a group of 50 TV stations on a cooperative basis. It will produce, procure and finance TV films to assure steady flow of film product to participating stations. Hollywood headquarters will be announced shortly.

Stanley C. Ridges

STANLEY CHARLES RIDGES, 59, television, stage and screen actor who played leading roles on TV in *Studio One* and *Suspense*, died in Westbrook, Conn., April 22. He is survived by his widow, Mrs. Dorothea Crawford Ridges, and a daughter, Mrs. James N. Boyce of Chesire.

LATIN MARKET

TELEVISION in Latin America faces a boom period comparable to that which it has experienced in the U. S., Philco International Corp.'s Radcliffe L. Romeyn said fortnight ago in urging members of the Export Advertising Assn., at their annual meeting in New York, to get into television there in the beginning.

Using U. S. experience as a basis, he predicted the 24,000 to 26,000 TV sets currently in use in Latin America will grow to about 1,250,000 within the next four or five years.

Mr. Romeyn, vice president and executive assistant to the president of Philco International, pointed out that six stations are now operating in Cuba, Mexico and Brazil, and reported that 18 other TV operations are in various stages of planning.

He noted that Mexico, which has two stations operating in Mexico City (XHTV and XEW-TV, the latter now in test operations), has issued construction permits for 12 new television outlets, and that plans are advanced for the addition of another station in Mexico City and one at Puebla. In addition to CMUR-TV and CMQ-TV Havana, he said, another Havana outlet is slated to commence operation by mid-year under ownership of Manuel Alonso, and plans are afoot for linking Camaguey and Santa Clara with Havana.

Brazil Outlets

Brazil's two stations—PRF3-TV Sao Paulo and TUP1-TV Rio De Janeiro—may be augmented by another in Rio and two in Sao Paulo, plus one each in Belo Horizonte and Porto Alegre, according to current plans, Mr. Romeyn reported.

He also said San Juan, Puerto Rico, may have a station in operation by the end of this year; that Bogota, Columbia, faces a similar prospect if plans of the Ministry of Education for a municipally owned station materialize; that Caracas, Venezuela, interests are

COLOR SHOWING

KLZ To Demonstrate

FIRST public showing of color television in Colorado will be given by KLZ Denver, starting May 14, according to Manager Hugh B. Terry. Ten Smith, Klein & French receivers will be operated in Humphrie's Auditorium, in downtown Denver.

Dealers, servicemen, students, agencies and clients will be guests the opening day. Adrian Murphy, CBS vice president and general executive, will address the client-agency group.

Ten showings a day will be given May 15-18, with the public admitted free. Models from Dupler's fashion store will be used. John Martin, CBS television supervisor, will direct the demonstration. KLZ is an applicant for TV in Denver, and proposes to use color.

Boom Period Ahead, Says Romeyn

★ reported negotiating with U. S. manufacturers for equipment for a station there; that a station is projected for Santiago, Chile, and that Argentine Dictator Juan Peron has announced the first Argentine station will be inaugurated July 9 at Buenos Aires and reportedly has ordered the transmitter and some 11,000 TV sets.

Mr. Romeyn noted that there are 3,258,000 wired homes within a 60-mile radius of these Latin American cities where TV is now operating or projected. He felt that Mexico City, with 435,000 wired homes, should become the largest single TV market in Latin America. Sets in use there now total 3,500, but he felt these would increase substantially when XEW-TV reaches a daily schedule.

Havana has 12,000 to 14,000 sets in operation now, Mr. Romeyn estimated. He pointed out that it already is difficult to buy time on CMQ-TV, even though the station commences operation at 11 a. m.

In other Latin American TV cities he reported sets in use as follows: Rio De Janeiro, 3,000, and Sao Paulo, 3,600.

WESTERN LEADER IN TELEVISION



KDYLT-TV

NBC NETWORK
CHANNEL 4
Salt Lake City, Utah

National Representative: John Blair & Co.

FILM AGENCY

Havana Firm Formed

NEW TV film distributing agency has been organized under the name of Pan American Television Corp. with headquarters in Havana under a Cuban charter.

Frank Fouce, Los Angeles Mexican film theatre owner, is president and Franklin Catusas y Martin is vice president. Frank Louis Fouce is treasurer with Dr. Jose Joaquin Espino y Aguerro secretary and Dr. Jose Elia Polez Silvero vice secretary.

Firm was organized by Mr. Fouce and Abel Mestre, brother of Goar Mestre, president CMQ Havana, to handle TV rights to motion pictures in the entire Western Hemisphere excluding United States and Canada, but including Spain and Portugal [CLOSED CIRCUIT, March 26].

Recently formed Pan American Television Corp. of Los Angeles is a subsidiary of the new Cuban firm, Mr. Fouce stated.

Besides a backlog of some 600 motion pictures already produced, the new firm has signed agreements that will give it 80% of all Mexican films made in the next 10 years, according to Mr. Fouce. Contracts go through 1970.

Pan American TV Corp. also has Latin-American TV rights to 100 Mack Sennett two reelers, 300 shorts and 48 features produced by Hal Roach and 340 educational comedies. In addition, Mr. Fouce revealed, his firm has acquired TV rights to 150 motion pictures from Argentine Sonofilm Corp. Other similar deals are now being completed.

Antenna Law

A BILL to prohibit the attachment of radio and television antennas "or other wires" to fire escapes or to soil or vent pipes extending above a rooftop in New York State has been signed into law by Gov. Thomas E. Dewey. The new law, which strikes at a common practice in heavily populated sections, was designed to decrease roof accidents and reduce damage to sanitary systems of multiple dwellings.



FOCAL point of discussion here is "shopping by television" as Theodore C. Streibert (l), president of WOR-AM-TV New York, meets with executives of L. Bamberger & Co., sponsors of *Bam's Television Shoppers' Revue* on WOR-TV. Discussing the new program with Mr. Streibert are John C. Williams, Bamberger president, and George P. Stockbower (r), store's vice president and publicity director. Telecast originates daily at new TV studio in the Newark, N. J., department store where WOR originally housed its facilities in 1922.

Film Report . . .

PARAMOUNT TELEVISION Productions will distribute a new TV film to stations without charge, for local sponsorship. Produced by WOR-TV New York, and backed by Cribben & Sexton Co., Chicago, maker of Universal gas ranges, the film is designed to promote use of gas for cooking. The show—*Sally Smart's Blue Flame Gas Kitchen*—is shown live over WOR-TV and kinescoped by Paramount for distribution with local spots edited out. It is particularly suited to sponsorship by gas utilities or gas appliance retailers.

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., has completed more than 400 musical films in less than 10 months, according to President Louis Snader. He said the firm will produce film shorts in color next season—especially for TV—but will continue to release black-and-white prints from color separations until color projection and reception have been approved.

ANIMATION HOUSE, New York, has completed first in a series of film commercials for Sylvania Electronics Corp. in black-and-white for TV and in color for motion picture theatres. The animated spots were commissioned by Roy S. Durstine Agency. The firm also announced completion of a half-minute cartoon commercial for Barney's clothing store through Emil Mogul agency.

BING CROSBY Enterprises, encouraged by NARTB convention response to its pilot TV film, *Cry of the City*, will produce 39 more films in the series and may extend to 52. Production begins July 1. Bernard Girard is writer and director; Everett Crosby and Basil Grillo are production supervisors.

UNITED TELEVISION Programs has contracted with Mutual Television Productions to distribute a series of 39 British mystery-drama feature films which UTP has adapted to TV.

UNITED WORLD, Los Angeles, announces completion of eight one-minute TV film commercials for Motorola. Spots are scheduled for national distribution and were commissioned by Ruthrauff & Ryan.

ROLAND REED Productions, Los Angeles, has filmed one one-minute TV spot for Obay (deodorant) through Ruthrauff & Ryan.

JERRY FAIRBANKS Productions, Hollywood, announces that three more TV stations have signed for its one-hour *American Legion Wrestling* film program. . . . Another half-hour mystery play, *Frame For Murder*, has been ac-

SCHOOL TIE-INS

Stations Announce Pact

TWO television stations last week announced agreements with universities to provide students with actual studio experience.

WNBW (TV) Washington, and the Catholic U. of America have set an exclusive agreement for "Television Workshop."

Final basic terms were agreed upon by William R. McAndrew, general manager of WNBW and WRC-AM-FM, and the Rev. Gilbert V. Hartke, O. P., head of the CU school of speech and drama.

WHAS-TV Louisville and the U. of Kentucky have announced an experimental plan whereby university seniors during the summer will work in the studio, getting experience in the many branches of TV production.

Arrangements for the student training program were made by Prof. E. G. Sulzer, head of the university's Dept. of Radio Arts. Victor Sholis, WHAS vice president and director; Harold Fairson, program director, and Ralph Harrison, director of TV operations.

quired by Fairbanks for its *Frost Page Detective* series. . . . Firm also is producing hour-long film commemorating 100th anniversary of the Illinois Central Railroad. will be done in color and black-and-white for both TV and industry showings.

MUTUAL TELEVISION Productions, Hollywood, has acquired TV rights to more than 300 Jack London short stories and will produce them on film, each story complete in itself. William Morris Agency will present the package.

TELEPIX Corp., Hollywood, has completed a one-minute commercial and a 20-second spot for 42 Products (42 Shampoo), Los Angeles. One commercial also has been produced for each of the following firms: Zippy Products Co. (Zippy Liquid Starch) through W. B. Geisinger & Co.; Scudder Food Products (Laura Scudder Romeo Juliet dressings) through Davis Co.; Beauty Sales (Shampoo-Cut) through Barton A. Stebbins Agency.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS Profits Depend on Efficient Personnel

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

Trained by . . .

Network Professionals

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

Trained with . . .
Complete TV and Radio
Commercial Equipment

Trained under . . .
Actual Broadcast Conditions

For Promote Free Service
Call, Write, or Wire
Personnel Division

SCHOOL OF RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

NBC
TV AFFILIATE

The RECORD tells the CHICAGO STORY

CHICAGO TELEVISION RATINGS*

(12 months ending March 1951)

TOTAL PROGRAMS IN FIRST FIFTEEN	
WNBQ	95
Station B	51
Station C	26
Station D	12
	<hr/> 184

(Four ties for 15th place during year)

More WNBQ programs than all other stations combined listed in Top Fifteen for last five months and for seven of 12 months in year; more WNBQ programs than any other single station in 11 of 12 months during year.

12-MONTH AVERAGE RATINGS

12:00 to 4:00 P.M. (Monday-through-Friday)	
WNBQ	8.1
Station B	1.9
Station C	1.6
Station D	0.8

(Four months only, ending March 1951)

4:00 to 6:00 P.M. (Sunday-through-Saturday)	
WNBQ	12.8
Station B	2.6
Station C	8.5
Station D	5.2

6:00 to 11:00 P.M. (Sunday-through-Saturday)	
WNBQ	17.9
Station B	13.0
Station C	9.7
Station D	9.7

ALL 1/4-HOUR PERIODS	
WNBQ	13.9
Station B	7.2
Station C	9.1
Station D	7.3

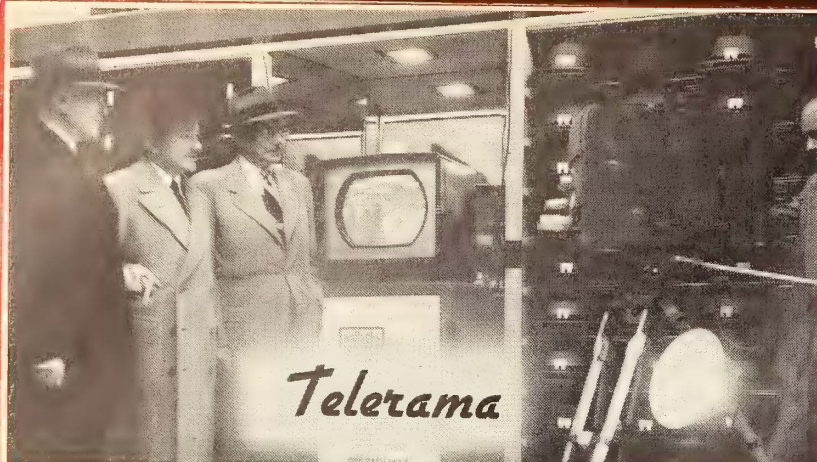
*American Research Bureau,
April 1950 - March 1951

★ Again and Again, Day and Night,
the No. 1 Station in Chicago Television...

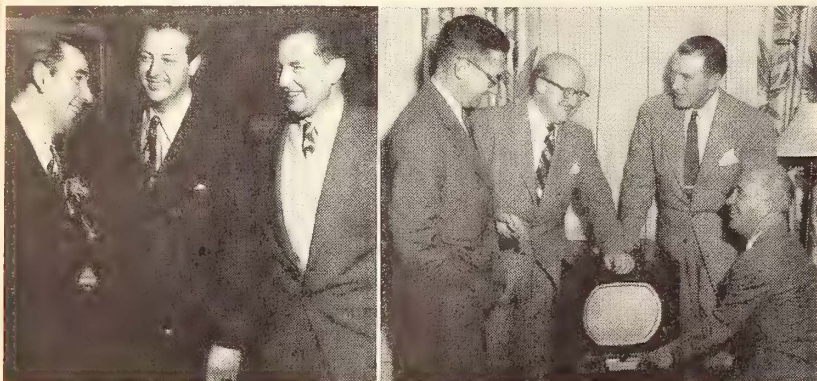
WNBQ
CHANNEL 5



NATIONAL BROADCASTING COMPANY



NEW technique for selling men's hats is shown in a Wallachs Dept. Store with help of RCA Victor equipment and Frank H. Lee Co. hats. Posing with hats on are (l to r) Jack Bettlair, v. p. of Lee Co.; Manny Korshnoy, pres. of National Hat Foundation, and Ken Vernon, hat buyer for Wallachs.



CELEBRATING final shooting of commercials for *Pantomime Quiz* are (l to r) Russ Torg, radio-TV director of BBDO, Chicago; Mike Stokely, packager placing show through Stuart Reynolds Productions, and A. S. Gantner, adv. mgr. of Peter Hand Brewery (Meister Brau beer), sponsor on WENR-TV Chicago.

GATHERING at receiving end for debut of Edmund Lowe in *Front Page Detective* over KGO-TV San Francisco are (l to r) William Shaftner, adv. mgr., Wine Growers Guild, sponsor; Howard Williams, guild mgr.; Walter Guild, Guild, Bascom & Bonfigli, agency, and Gayle V. Grubb, gen. mgr. KGO-TV.



AT party in honor of Fran Allison (center) of NBC's *Kukla, Fran & Ollie* are Hal Maag (l), RCA Victor Western Region vice president, and John K. West, NBC Western Network vice president. Miss Allison was visiting in Hollywood.

ON set of DuMont TV's *Headline Clues From Broadway to Hollywood* are (l to r) Frank Frost, adv. mgr. of Tidewater Assoc. Oil Co. (Tydol, Veedol); Bill Slater, emcee of show, and Jackson Taylor, v.p. of Lennen & Mitchell adv. agency.

LIVE commercials are explained by WFMV-TV Greensboro, N. C. Acct. Exec. William Baskerville (l) to new customer, Morris Lee, field rep. for Concord Clothes Inc. Staff Announcer Jack Harter is seated at right.



NCAA SCORED

Station Owner Hits Ban

EDWARD LAMB, television station owner, has declared that telecasters should assert their right to telecast college grid games.

Mr. Lamb, who owns WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, suggested that the "moratorium" imposed on live telecasting of college grid contests was a violation of anti-trust laws.

Speaking at New York's Hotel Statler before the American Assn. for Physical Education, Health & Recreation, Mr. Lamb stated:

"Frankly, I believe that the telecasters of this American democracy have a positive duty of aggressively asserting their right of access to all matters of interest being carried on by any institutions owned by the public."

Mr. Lamb referred to his own position as a television licensee, and said: "We're expected to program in the public interest. We try to present informative, thought-provoking programs. We think that our obligations require us to make a fight for public interest programs. What difference is there between our telecasting the sessions of the United Nations, the U. S. Senate Crime hearings and telecasting the debates or athletic contests of schools?"

PORTLAND SEES TV

RCA Crew Demonstrates

TELEVISION was seen in Portland, Ore., fortnight ago for the first time when RCA Victor demonstrated the medium at the Greater Portland Industries Exposition. During the four days variety shows were picked up at the U. of Portland and transmitted by closed circuit to receivers in several places throughout the city, including display windows of Meir & Frank department store.

Under the guidance of the RCA crew, which has toured the world demonstrating the new medium to reportedly more than 10 million persons, the whole operation was put in the hands of Portland U. students who thus gained first hand experience in all phases of TV broadcasting.

Replaces Lester

ANCHOR - HOCKING, through William H. Weintraub Co., New York has replaced Jerry Lester on its *Broadway Open House* [CLOSED CIRCUIT, April 30] on NBC-TV with Jack E. Leonard, comedian. The advertiser will sponsor the show three times weekly, effective May 28. Two nights are being dropped, Monday and Wednesday and may be filled by NBC with Ben Blue, or another comedian under contract to NBC. The fate of Mr. Lester, as to whether he will be featured in another program at another time, has not yet been decided upon by NBC.

RENEWAL DENIED

Experimental TV Station

IN DENYING Sherron Metalic Corp.'s request for license renewal for experimental TV station KE2XIE Brooklyn, N. Y., FCC said in part:

"... The Commission has carefully considered the facts and statements submitted in your application and in your responses to the Commission's letters. It appears therefrom that station KE2XIE was not operated during its previous license period; that no technical research of any kind was undertaken; and that no changes in equipment were made. Your plans for further developments are vague and indefinite and from a review thereof, the Commission is of the opinion that you have not made a showing required by Section 4.131 (a) (1) of the Rules that you have 'a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the development of the television art.'"

UNUSED FILM

Armed Forces Supply Big

PERHAPS the greatest unused film footage suitable for TV in the world is available in armed forces laboratories, Charles Dillon, chief of the Radio-Television Branch, Dept. of Defense, told an American Television Society luncheon meeting in New York.

Describing the footage as "an enormous source of raw material," some of which even the service cameramen who shot it had not seen, Mr. Dillon said that 81 motion picture people, mostly from Hollywood, currently were availing themselves of it.

This was but one of the services, he continued, available to the industry through the Dept. of Defense, which two years ago combined the separate information agencies of the four services.

Radio or television appearances of any one in the department, top to bottom, could be arranged, he said, as well as clearances for admission of industry people to all but a few restricted areas of defense activity. Maps, charts and other visual aids are available for loan, along with films; and live pick-ups from the Pentagon TV studio would be scheduled upon request, he said.

NBC has acquired TV and radio property rights to more than 200 short stories, Plays and novels of Sax Rohmer, creator of "Dr. Fu Manchu." Negotiations were completed through Herbert Bayard Swope, NBC-TV producer-director, who is preparing two series, *Fu Manchu* and *Sax Rohmer Presents*, for the network.

EXTENSIVE LIBRARY OF FILMS
(Including Cartoons)
Available For
TELEVISION
Send for Catalog
729 Seventh Ave., N.Y. 19

front office



R. O. RUNNERSTROM, commercial manager WCOL Columbus, appointed general manager WLOK Lima, succeeding J. ROBERT KERNS [BROADCASTING • TELECASTING, April 30].

BUDDY STARCHER, managing director WAVL Apollo, Pa., appointed manager WMBM Miami Beach, Fla.



Mr. Starcher

QUINCY BRACKETT, president, and **LEWIS B. BREED**, treasurer WSPR Springfield, Mass., have resigned. **ALAN C. TINDAL**, station manager, elected president, succeeding Mr. Brackett, who will become vice president and remain on board of directors. **KIRSTIAN SOLBERG**, assistant treasurer, appointed treasurer succeeding Mr. Breed, who now becomes assistant treasurer, and who also remains on board of directors. **JAMES H. FERGUSON Jr.**, Yankee Network, Worcester, appointed sales manager WSPR.

GRANT WEBB appointed East Coast representative for KVOG Ogden, Utah. He will make his headquarters at 50 Broadway, New York. **WALTER BIDDICK Co.**, Los Angeles, appointed West Coast representative for KVOG.

E. R. VADEBONCOEUR, vice president and general manager Central New York Broadcasting Corp., retires from broadcasting his daily news analysis and commentary because of business pressure. **ROBERT NELSON** will replace Mr. Vadeboncoeur on program.

VINTON FREEDLEY Jr., account executive BBDO, N. Y., to NBC New York, as account executive in sales department. He will service U. S. Steel, DuPont, DeSoto, Lucky Strike and Pall Mall accounts.

EDWARD DeJONGH appointed director of sales promotion and research WSGN-AM-FM Birmingham, Ala. He has been with several marketing research firms.

DAVID SACKS, sales manager KROW Oakland, to KGO-TV San Francisco, as sales representative.

F. SILBEY MOORE, account executive WGAR Cleveland, to sales staff WJR Detroit.

JOE M. SEIFERTH transferred by Liberty Broadcasting System, Dallas, to Chicago, as regional vice president. He joined LBS in January as station relations manager for South and Southwest. He was formerly audience promotion manager for WJZ New York.

RA-TEL REPRESENTATIVES Inc. moves its Chicago offices from 360 N. Michigan Ave. to 75 E. Wacker Dr. Telephone number is the same, FRanklin 2-7979.

E. LAWRENCE ANDERSON, commercial manager WTAO Cambridge, Mass., appointed general manager WTAO and WXHR (FM).



Mr. Anderson

JOHN G. BOOTH, advertising manager Travel-Go-Round, to New York sales staff of John H. Perry Assoc., radio station and newspaper representatives.

BRANHAM Co., Chicago, named exclusive national sales representatives for KOB-AM-TV Albuquerque, N. M.

EDWIN J. KASPAR, O. L. Taylor Co., Chicago, to WMAQ Chicago, on sales staff.

JOHN GEDDES, sales staff KDSH Boise, to New York office of Radio Sales, radio-TV station representative, as radio account executive. He was account executive with Albert Frankguenther Law, Inc., N. Y.

WILLIAM OGDEN, radio-TV director LeValley Agency, Chicago, to ABC, same city, as network radio salesman. He was with WNEW and WMCA New York.

SYDNEY B. GAYNOR, partner Gaynor & Forward Inc., Hollywood (sales and advertising consultants), appointed assistant manager and sales manager KFVB Hollywood. Mr. Gaynor was vice president in charge of new business for Raymond R. Morgan Co., Hollywood, before forming his own firm last year. Prior to that he was associated with Don Lee Broadcasting System as general sales manager. Gaynor & Forward Inc. will continue under direction of **ROBERT FORWARD**.



Mr. Gaynor

PATRICK HAYES, Washington concert manager and radio commentator, to WGMS Washington as director of sales and promotion. **RAY WILSON**, chief announcer, named senior account executive. **CECIL RICHARDS**, sales manager WGMS, resigns to accept position as account executive Onslow & Brown (public relations and advertising), Washington.

Personals . . .

THEODORE C. STREIBERT, president WOR New York, and **CEDRIC FOSTER**, commentator WOR-Mutual, left last Tuesday for three-week overseas tour with first stop at Tel-Aviv, Israel. Mr. Foster will originate broadcasts from cities visited, which include Athens, Belgrade, Berlin and Paris.

LEE RUWITCH, vice president and general manager WTVJ (TV) Miami, recuperating from virus ailment contacted during NARTB convention in Michael Reese Hospital, Chicago . . . **CHARLES S. SALIK**, president and general manager KCBQ San Diego, and **LOUISE GREVEN**, senior, U. of Southern California plan to be married May 27. . . **JOHN H. NORTON Jr.**, vice president ABC Central Division, and his wife are vacationing through the south and southeast. . . **JOE FISHER**, sales staff WENR-TV Chicago, father of boy.

On All Accounts

(Continued from page 8)

McTighe returned to his old job at Campbell-Mithun in Minneapolis, but stayed only a few weeks, leaving to join Olmsted & Foley.

Four and a half years later he is still on the job, handling all of O&F's timebuying and production for both radio and television accounts, including Holsum Bread, Marshall-Wells Hardware chain, King Midas Flour, Chun King Oriental Foods and others.

Television takes his time disproportionately these days. It has, in fact, since T-Day three years ago, when he produced the first TV commercial in the market. His attitudes toward radio and television are not unlike those of the '20's tin-type who said, "I love my wife, but oh you kid." He considers himself happily married to radio, but forced to flirt with the most promising tomato who ever came

down any pike—television. So far, he has to play the triangle and hopes that a rift isn't inevitable.

Since all of his accounts use radio and television on a spot basis, Mr. McTighe personally knows people and policies in hundreds of stations through the country. His work philosophy is an active one, with a pet project always at hand with which to flail operators and representatives. His current and recent projects include the general establishing of continuing discounts, the abolition of local rates for any account but the retailer on Main Street, and, of course, the dream of a uniform rating system.

Mr. and Mrs. McTighe have two children, Kathleen, 8, and Michael, 1½. During Minnesota's short summer Mr. McTighe plays a lot of golf at Minneapolis Golf Club. He belongs also to the University Club, Minneapolis Ad Club, and Raoul Lufbery Post of the American Legion.

LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE
JACKSON, MISS.

REPRESENTED NATIONALLY
by
GEORGE P. HOLLINGBERRY CO.

Family spendable income in Jackson is high—68th in the entire nation. This is one more good reason to use popular WJDX in reaching this expanding market.



A NEWSPAPER columnist takes to the air as *The Mark Beltaire Show* begins on WXYZ Detroit. All smiles at the contract signing were, seated (l to r), Mark Beltaire, Detroit Free Press columnist, and Glenn Walker, chairman of the DeSoto-Plymouth Dealers of Metropolitan Detroit. Standing are Joe Molin, WXYZ special representative, and Bill Botsford, of Denman & Beteridge, agency for the dealers.

AD AWARDS

Club Accepting Entries

RADIO AND TELEVISION entries are being judged by the Chicago Federated Advertising Club for its ninth annual advertising awards competition. Winners in nine categories will be announced at the annual dinner May 17.

Separate awards will be made for local and network entries in both radio and TV.

Entry classifications for television are (1) programs, drama, variety, music, news, juvenile, audience participation, sports; (2) commercial announcements, including station breaks, live and film, and (3) a new program created during the year. Groups in radio are (1) programs, drama, variety, music, audience participation, juvenile, disc jockeys; (2) special features, sports, public service, women's shows, news, veteran's shows; (3) commercial announcements, including station breaks, and (4) a new program created during the year.

TV judges includes Russ Tolg, BBDO; Les Waddington, Miles Labs,

and John Mitchell, WBKB (TV) Chicago. Radio entries will be judged by William McGuineas, WGN; Bob Flanagan, WMAQ; E. C. Shomo, WBBM; Ed Lynch, WENR; Harold Safford, WLS; Les Atlass Jr., WIND; Art Harre, WJJD; Bob Platt, WCFL; Holly Shively, Ruthrauff & Ryan; Marion Reuter, Young & Rubicam; Buckingham Gunn, Foote, Cone & Belding; Kay Kennelly, Olian Adv.; Evelyn Vanderploeg, Schwimmer & Scott; Frank Baker, Reincke, Meyer & Finn.

Other radio judges are Jane McKendry, Needham, Louis & Brorby; Lou Nelson, Geoffrey Wade Adv.; Hal Rorke, J. Walter Thompson; Jim Shelby, McCann-Erickson; Russ Tolg, BBDO, and Mrs. L. S. Schwartz, Advertising Council.

RELOCATION of RCA Victor Custom Record Sales division, including Custom Record Sales and Recorded Program Services (Thesaurus and syndicated programs), to the International Bldg., Rockefeller Center, 630 Fifth Ave., N. Y., has been announced. Telephone Judson 2-5011. Orders and service section of Custom Records will be at 155 E. 24th St., Murray Hill 9-0500.

CAR RADIOS

N. Y. Total Up 31%—Pulse

NEW YORK CITY automobiles equipped with radios total 770,330, representing a 31.6% increase since last year, according to a special survey by Pulse Inc., conducted during January.

This means, according to Dr. Roslow, director of Pulse, "an increase in 'out of home' listening. It's further proof of the growing importance of the 'out of home' audience."

The survey, conducted for the Joseph Jacobs Organization, disclosed that more than 4 out of 5 New York City cars had radios, or 80.6% of them as compared to 75.1% a year ago. Car ownership has increased sharply, with 38.2% of the families surveyed owning a car compared with 32.9% last year, Pulse reported.

Dr. Roslow said there is "one radio-equipped car for every three radio families in New York City. If this ratio held true in suburban counties (and, there, the ratio is probably even higher), there are approximately 1,250,000 cars with radios in metropolitan New York."

BASEBALLCASTS

Majors Aired in Alaska

ALASKA Broadcasting System, through Liberty Broadcasting System facilities, this year will broadcast for the first time the major league baseball games carried live by Liberty. Blatz Beer through Kastor, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor. Participating sponsors for all Saturday games will be Philip Morris through Biow Co., New York; Procter & Gamble's Tide through Benton & Bowles, same city; Hill Brother's Coffee through N. W. Ayer & Sons, same city, and Lucky Lager Beer through McCann-Erickson, San Francisco.

Alaska Broadcasting System consists of the following stations: KFQD Anchorage, KINY Juneau, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka.

Canadian Media

HOW Canadian radio costs compare with those of other Canadian media is contained in a detailed report, *The Inter-Media Story*, released by the Canadian Assn. of Broadcasters to advertisers and agencies in Canada. Report deals first with the methods used to arrive at the comparative figures, the sources used, Bureau of Broadcast Measurement, and Audit Bureau of Circulation. It also deals with each specific station and important Canadian daily, regional and national publications, giving comparative figures on one hour Class A time and radio homes for stations with publications' circulation and proportion of page advertising rates for area covered by station. Pat Freeman, CAB sales director, compiled data.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and Including Telephone Non-Telephone Homes)

EXTRA-WEEK MARCH 25-31, 1951
EVENING, ONCE-A-WEEK

CURRENT RANK	PROGRAM	CURRENT RATING HOMES %
1	Lux Radio Theatre (CBS)	18.1
2	Jack Benny Show (CBS)	13.9
3	Charlie McCarthy Show (CBS)	13.3
4	You Bet Your Life (NBC)	12.9
5	Walter Winchell (ABC)	12.4
6	Amos 'n' Andy (CBS)	12.3
7	Godfrey's Talent Scouts (CBS)	12.2
8	Fibber McGee & Molly (NBC)	12.0
9	Mr. Chameleon (CBS)	12.0
10	Big Story (NBC)	11.9

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.

Copyright 1951 by A. C. NIELSEN Co.

ANNOUNCERS

Field Crowded, VA Says

ACCORDING to a survey made for the Veterans Administration by the Bureau of Labor Statistics of the Dept. of Commerce, radio announcers and newspaper reporters are having a hard time finding work. The survey reports that job prospects for announcers and reporters are "not good" despite the country's expanding defense economy.

Announcers seeking jobs will find that "broadcasting companies, particularly those in large communities, will generally be able to choose the best of many applicants," but those not finding employment in large markets might look to smaller towns where the competition is not so great. The survey goes on to say that TV stations probably will be hiring more announcers all the time, but here too, the competition is very strong.

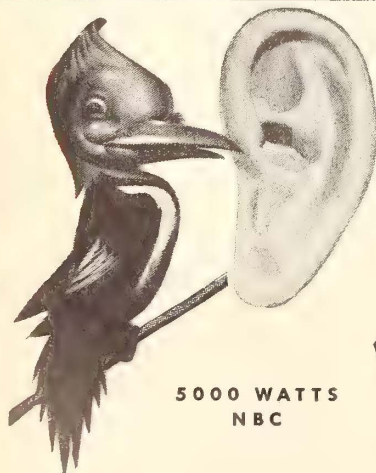
The newspaper reporting field is greatly overcrowded, and is likely to remain that way for "... the next few years," the survey states.

KNBC Expands Unit

KNBC San Francisco announced last week it will expand its radio recording division to provide more and better facilities for clients. The recording division was a principal contention in the recently settled dispute between KNBC and NABET [BROADCASTING • TELECASTING, April 30]. The expansion plans are designed, KNBC said, in an attempt to make the division more self-supporting and profitable. J. Alan O'Neil, KNBC recording engineer, will continue to supervise all technical operations. Bill Gavin, KNBC writer-producer-director, will be in charge of recording production and sales.

QUINCY HOWE

the ANSWER for that
PRESTIGE ACCOUNT
SEE PAGE 16 — NOW!



In Greater Grand Rapids
... the most ears
are WOODpecked!

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

SUMMER SELLING

KYW Philadelphia using variety of means to promote station's summer sales. Red and white blotter mailed to 700 advertising agencies in transparent envelope of sand attached, with message stating "We don't sell sand but we can teach the people who sit on it," and explaining how station covers seashore resorts. Station also arranging chain-store two-week sales during summer, with stores' ads carrying phrase "advertised on KYW." Six different chain-stores are currently signed up for campaign.

MUSIC TOUR

WABF for 52-day Music Festival pilgrimage, second to be sponsored by WABF (FM) New York and Thomas Cook & Son Inc., were announced recently by WABF President Ira A. Hirschmann. Sailing from New York on June 28, pilgrims will visit Paris, French Riviera, Florence, Rome, Venice, Lugano, Lucerne, Salzburg Festival, Bayreuth, and London, where tour will be culminated at "Festival of Britain." Tour will cost pilgrims \$1023 each.

SCHOOL OPERATION

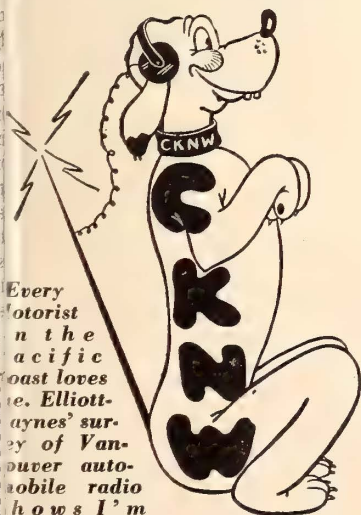
KIN Visalia, Calif., April 23, was operated by Visalia Senior High School students inaugurating Public Schools Week. Students wrote and announced all programs during day "without a hitch" according to station manager.

NEWSBEAT SCORED

NAX Yankton, S. D., claimed "scoop" in the first report of three Dakota State College department heads being fired. Station followed up story with new leads most daily, and taped entire hearing proceedings April 14. State governor reported he listened to playback, and court reporters used tapes to prepare transcripts.

FOR GOOD EYES

MOX St. Louis distributing three-color, two page promotion piece in form of an eyesight chart such as hangs in doctor's office for testing vision. Letters of graded size carry sales message.



programs promotion premiums



BASEBALL PROMOTION

WTBC Tuscaloosa, Ala., distributed 150 baseball bats to area's school children to promote *MBS Game of the Day*. In addition, station employees carried bat with them one week prior to opening of baseball season. Bats carried slogan "Baseball—WTBC."



SOMETHING FOR THE LOWBROW AUDIENCE: Cheta, simian matinee idol of the Tarzan movies, recently was a guest on the daily interview and chatter show broadcast by Bill Weaver (right) on KCBS San Francisco. Mr. Weaver was stumped by the ape's questions.

LISTENERSHIP INCREASES

WQXR-AM-FM New York sending trade promotion piece, entitled "Yes, indeed . . . you certainly were right!", 8-page black-and-white booklet analyzing 1950 ratings to point up that "nothing takes the place of good music." Overall listening increase of 18% daytime and 12% night-time, based on tabulated average ratings of 68 quarter hours, is set forth.

TELEPHONE GIMMICK

WNBQ Chicago sending "easy dialing" apparatus for telephone to local agency and client personnel. With device, which attaches to telephone and eliminates wear and tear on finger, was note "May this remind you each time you use your telephone of the No. 1 television station in Chicago." The plastic dialer bears promotion message, "Tops in Chicago TV."

WRBL CLINICS

WRBL Columbus, Ga., announces series of twice-monthly clinics for its station staff. Jim Woodruff Jr., executive manager, got series off to start by outlining future policies and activities, status of TV in area and position of WRBL in time of national emergency. Each department head will prepare program for clinic designed to inform members of other departments.

SYMPHONY SAVED

WTMA Charleston, S. C., one-day drive to solicit financial support for city's symphony orchestra drew \$1,340 in pledges and assured support of musical group. Disc Jockey Bill Dorn broadcast need 10 times during one day, while others canvassed city for support. Amount pledged was one-sixth of sum needed and prompted group's board of directors to vote for continuance of symphony. President of girls' student body, Nancy Friday, manned telephone in WTMA studios while Mr. Dorn aired appeal.

SPECIALIZED BLOTTER

KDKA Pittsburgh is sending all Free & Peters representatives pale-green, white and black blotter with picture of laughing mule. Caption states "What's so funny? Must be on . . . KDKA's Musical Clock." In addition to describing program, blotter has space where representative's name was inserted with phrase "This blotter to be used only by . . . on KDKA contracts."

FM POPULARITY

WWDC-FM Washington, to test popularity of its FM programming in homes from 10 p.m. to 2 a.m. when radio-equipped streetcars and busses do not receive station, asked listeners if they like the virtually uninterrupted music. Station reports 800 letters were received, along with petition signed by 77 persons and fifteen dollar donation from another listener. Station returned donation, decided to continue separate FM programming.

TRANS-PACIFIC CALL

KTOK Oklahoma City, 12 O'Clock News, March 21, featured recorded conversations between five Oklahoma families and their sons recovering from Korean war injuries in Tokyo hospitals. Station's news room editor arranged call with cooperation from United Press reporter and telephone company.

COLOSSAL SUMMER

KNX Los Angeles sending bright three-color brochure to agencies and trade, with cover showing supermarket-type of customer-cart loaded with groceries. Inside spread is color facsimile of ad appearing in trade press with headline "Summer is only colossal," and caption describing Southern California summer sales. Picture portrays huge supermarket. Back cover has colorful palm tree with station's call letters, power and representative listed.

ADDS ITS VOICE

WIP Philadelphia bought space in New York newspaper on day of General MacArthur's arrival in that city, showing General's hat and saying "We'd like to add our 'Voice' to the multitude." Station reasoned that ad from Philadelphia station would attract attention of New York timebuyers.

TERRIFIC COPY

WSBA York, Pa., composed and aired commercial to introduce new paint product for local paint and hardware merchant prior to its retail release. Copy was used on early morning news show for two days. On third day sponsor called station and urgently said "We'll have to change the copy, we're swamped with orders for it and we don't know when we'll get it."

EGGING HIM ON

WBUD Trenton, N. J., *Early Bird*, early morning show featuring John Schneider, using new interest arouser for its dawn arisers. Emcee Schneider invites anyone in his audience to use him for an egg-watcher—that is, to call him up and tell him when an egg is going on the stove and how long it's to cook. Then, at right time, Mr. Schneider announces that so-and-so's egg is done and ready for the platter. He estimates that about 20 eggs are laid each morning in this way.

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

immediate revenue produced with regional promotion campaigns

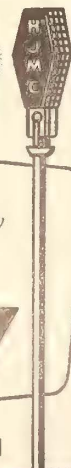
23 years of service to the broadcasting industry

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



NEW STUDIO

For KSEL Lubbock, Tex.

CONSTRUCTION has been started on a new studio building for KSEL Lubbock, Tex., scheduled for completion Aug. 1. The structure is to be made of brick and stone. One feature of the new building is a client lounge where an advertiser or prospective advertiser may hear or audition a program.

KSEL presently occupies the second floor of a downtown building. The station feels it has long since outgrown these quarters. During the past 12 months, KSEL's billing increased 117% and first three months of this year showed a substantial increase over the same three months of 1950, station officials report.

'La Prensa' Protest

BROADCASTERS' protest against dictator suppression of the newspaper *La Prensa* in Argentina was expressed to the American Society of Newspaper Editors, American Newspaper Publishers Assn. and National Assn. of Radio News Directors by NARTB President Justin Miller. In letters to Alexander F. Jones, Charles F. McCahill and Ben Chatfield, respective presidents of the groups, Judge Miller submitted the text of the resolution of protest adopted at the NARTB convention in Chicago [BROADCASTING • TELECASTING, April 23].

fcc actions



APRIL 27 TO MAY 3

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

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

April 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion dates: KBLI Blackfoot, Idaho; KJCF Festus, Mo.; KWHP Cushing, Okla.; WABA Aquadilla, P. R.; WVOW Logan, W. Va.; KRON-FM San Francisco, Calif.

License for CP

WGLC Centerville, Miss.—License for CP new AM station.

KTBB Tyler, Tex.—License for CP to increase power, change hours operation etc.

WFGH Bristol, Va.—License for CP to change frequency etc.

WNAC-FM Boston, Mass.—License for CP new FM station.

KSL-TV Salt Lake City, Utah—License for CP new TV station.

APPLICATION AMENDED

Portland, Ore.—Application for new TV station AMENDED to change name of applicant from Oregonian Pub. Co. to Pioneer Bcstrs. Inc.

April 30 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Lawrenceburg, Tenn.—Lawrence County Bcstg. Co. application for new AM station on 1230 kc 250 w unl. AMENDED to change from 250 w to 100 w.

AM—950 kc

KDSX Denison, Tex.—CP to change from 1220 kc 1 kw D to 950 kc 500 w unl. DA-DN, AMENDED to change to DA-N.

License Renewal

Following stations request renewal of license: WSHB Stillwater, Minn. (re-submitted); WWO Laurinburg, N. C.

License for CP

WHOM-FM New York—License for CP new FM station.

APPLICATION RETURNED

Assignment of License

WSB-TV Atlanta, Ga.—RETURNED application for assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. [BROADCASTING • TELECASTING, Apr. 23].

May 1 Decisions . . .

BY THE COMMISSION EN BANC

Petition Granted

KFTM Fort Morgan, Col.—Granted petition for continuance of oral argument in matter of revocation of license from Apr. 27 to May 4.

BY THE SECRETARY

WFKY Frankfort, Ky.—Granted CP to install new trans.

KRON-FM San Francisco, Calif.—Granted extension of completion date to 12-3-51.

KWSC Pullman, Wash.—Granted license covering installation of new trans.

KMMJ Grand Island, Neb.—Granted license for installation of new trans.

WVET Rochester, N. Y.—Granted license for installation of aux trans. at present site of main trans.

KCNA Tucson, Ariz.—Granted mod. CP to change type of trans. and change from employing northeast to center tower for D non-DA operation; cond.

WJET Erie, Pa.—Granted mod. CP for approval of ant. trans. and main studio locations, and change type of trans.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted CP and license for new remote pickup KA8715.

Station KRLC, Lewiston, Idaho—Granted CP for new remote pickup KA8716.

KTKN Katchikan, Alas.—Granted CP to make changes in trans. equipment; cond.

WKOK Sunbury, Pa.—Granted CP to install new trans.

WDXE Lawrenceburg, Tenn.—Granted mod. CP for approval of ant. trans. location, to specify main studio location and make changes in trans. equipment.

'MRS. AMERICA'

Stations To Air Contest

ELIMINATIONS in the 1951 "Mrs. America" contest will be held on radio and television stations throughout the nation, Mrs. America Inc., New York, announced last week. Grand finals will be held in Convention Hall, Asbury Park, N. J., Sept. 9.

For the past two years, the grand finals were telecast by ABC-TV; first year as a sustainer, last year sponsored by Exquisite Form Bras. Arrangements are now being made to telecast this year's event.

Cooperation Asked

FCC has requested voluntary cooperation of amateurs during large scale military maneuvers scheduled in North and South Carolina for Aug. 6 through Sept. 7. On behalf of the Army, and with the concurrence of the American Radio Relay League, the Commission asks amateurs not to operate, during the maneuvers, in the band of frequencies 3700-3900 kc in the states of North Carolina, South Carolina, Georgia, Delaware, Maryland, Virginia, West Virginia, Washington, D. C., and eastern Tennessee. Those amateurs in other states east of the Mississippi River are asked not to operate after dark in the 3700-3900 kc band.

FOR FINEST TAPE RECORDING

KFJZ
Fort Worth, Tex.

USES
Magne recorder

—FIRST CHOICE OF ENGINEERS!

Only Magne recorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTA
Operation available by combining units in rich Magne recorder cabinets.

For new catalog — write:
Magne record, INC.
340 N. Michigan Ave., Chicago 1, Ill.

KSRV Ontario, Ore.—Granted mod. CP to change type of trans.; cond.

The Journal Co., Milwaukee, Wis. Granted request to cancel licenses for remote pickup KA 3043, 3044.

City of New York Municipal Bcstg. System, New York, N. Y.—Same K 4802, 4804.

KWIE Kennewick, Wash.—Grant license covering changes in facilities, 610 kc 1 kw unl., installation of ne trans. and DA-N etc.

KBKR Baker, Ore.—Granted CP install new trans. and ground system. Santa Paula Bcstrs. Inc., Santa Pau Calif.—Granted CPs for new remote pickups KA-8705, 8706.

Alice Bcstg. Co., Alice, Tex.—Grant CPs for new remote pickups KA-8707, 8708.

KWAX Eugene, Ore.—Granted cense for new non-commercial educational FM station on 88.1 mc 10 w.

WMCR Kalamazoo, Mich.—Grant license for new non-commercial educational FM station; on 91.1 mc 400 140 ft. ant.

KSUB-FM Manhattan, Kan.—Grant license for new non-commercial educational FM station on 88.1 mc 10 w.

WBUR Boston, Mass.—Granted cense for changes in existing non commercial educational FM station 90 mc 20 kw, 50 ft. ant.

WBS Santurce, P. R.—Granted cense for change in trans. location a DA.

Marmat Radio Co., Bakersfield, Cal.—Granted license for new remote pic up KA 8284.

KJCF Festus, Mo.—Granted mod. to change type of trans.

Chippewa Valley Radio & TV Cor Eau Claire, Wis.—Granted mod. licer for remote pickup KA-7670 on 26.43 i in addition to 26.13 mc.

Earle C. Anthony, Inc., Los Angel Calif.—Granted CP and license i remote pickup KA-8704.

South Shore Bcstg. Co., Quincy, Ma.—Granted CPs for new remote picku KA-8700, 8701.

Herman Anderson, Tulare, Calif Same KA-8702.

Southern Idaho Bcstg. & Televisi Co., Twin Falls, Idaho—Same KA-8703.

WGCM Bcstg. Co., Gulfport, Miss Same KA-8696.

KTAE, Inc., Taylor, Texas—Sam KA-8697.

WDOF-FM Miami, Fla.—Granted e tension of completion date to 6-22-

WKNA-FM Charleston, W. Va. Granted extension of completion d to 8-10-51.

FCC CORRECTION

In April 25 Decisions [FCC ACTION Apr. 30], location of WHIM shou have been shown as Providence, R. In April 26 Decisions [same issue], hearing date for KTXC was chang to Jul. 14.

ACTIONS ON MOTIONS

By Comr. Frieda B. Henneck

Ionis Bcstg. Co., Ionis, Mich Granted petition to accept late appeance in consolidated proceeding on application and Floral City et al.

Booth Radio & Television Station Inc., Lansing, Mich.—Granted petiti to dismiss without prejudice its application.

KIWW San Antonio, Texas—Grant petition to dismiss without prejud its application.

FCC General Counsel—Dismissed moot petition filed April 25 requesti extension of time to file exceptions initial decision in re application WALE Fall River, Mass. The genei counsel has advised no exceptions w be filed in this proceeding.

FCC General Counsel—Granted petition for extension of time to May 7, which to file exceptions to initial decision re applications of WSNY Sch nectady, N. Y.

By Examiner J. D. Bond

WJVA South Bend, Ind.—Grant motion for continuance of hearing its application from May 1 at Sou Bend to a date to be fixed by further order.

By Examiner Leo Resnick

WOOF Dothan, Ala.—Granted pe

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RADIO CONSULTANTS



requesting leave to amend its ap-
plication by changing its presently
authorized site to a new site; to amend
technical data, etc.

Western Bestg. Associates, Modesto,
Calif.—and West Side Radio, Tracy,
Calif.—Ordered that a pre-hearing con-
ference in this proceeding will be held
May 2 in Washington.

By Examiner Fanny N. Litvin
KLCN Blytheville, Ark.—Granted pe-
tition for correction of transcript of
hearing re application; record was
corrected in various respects set forth
in petition.

By Examiner Fanny N. Litvin
KLCN Blytheville, Ark.—Granted
petition of KLCN, orally joined by re-
sidents WSUI and WCOC, for addi-
tional time within which to file pro-
posed findings in proceeding; time was

extended to May 23.

By Examiner Jack P. Blume
WHIP Mooresville, N. C.—Granted
request for continuance of hearing re
application from May 11 to June 11.
KXLA Pasadena, Calif.—Upon Com-
mission's own motion, time within
which to file proposed findings in pro-
ceeding was extended to May 14.

By Examiner James D. Cunningham
WVOW Logan, W. Va.—Granted peti-
tion for continuance of consolidated
hearing re application and that of
WKIC and KJEF from June 4 to
Sept. 5.

May 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KCHJ Delano, Calif.—Mod. CP new

AM station for extension of completion
date.

WMAK Nashville, Tenn.—Mod. CP
authorizing changes in DA to change
from DA-DN to DA-N.

License for CP

WVNR Beckley, W. Va.—License for
CP authorizing change in frequency,
power, install new trans. and DA etc.

Following FM stations request license
for CPs authorizing changes: WVCV
(FM) Cherry Valley, N. Y.; WVCN
(FM) DeRuyter Twp., N. Y.; WFNF
(FM) Wethersfield Twp., N. Y.

KTJO-FM Ottawa, Kan.—License for
CP new non-commercial FM station.

AM—1560 kc

KWCO Chickasha, Okla.—CP to in-
crease D power from 250 w to 1 kw.

May 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOX Harlingen, Tex.—Mod. CP new
AM station for extension of comple-
tion date.

KCBC-FM Des Moines, Iowa—Mod.
CP new FM station to change ERP
from 260 kw to 5 kw, ant. from 500 ft.
to 251 ft. trans. and studio locations etc.

WARD-FM Johnstown, Pa.—Mod. CP
new FM station for extension of com-
pletion date.

License for CP

KMCO Conroe, Tex.—License for CP
new AM station.

(Continued on page 88)

JOHN GIBBS Agency, N. Y., offering new half-hour package series of supernatural tales entitled *Sleep No More* featuring **ORSON WELLES** as narrator. Program is available in both radio and TV versions. **ED DOWNES** is producer and **ASHLEY BUCK**, writer. Story material planned for series has never before been used.

ARMED FORCES Radio Service producing series of half-hour programs entitled *The Pentleton Story* based on factual incidents taken from American history. Forty-four programs planned in initial series. Writers are **STEPHEN R. CALLAHAN**, chief of information and education section, **AFRS**, **JOHN VLAHOS** and **FRED FREIBERGER**. Appearing in stories are **LAMONT JOHNSTON**, **RAYMOND BURR**, **FLORENCE REVENEL**, **RUTH SWANSON**.

PET DAIRY PRODUCTS, Johnson City, Tenn., renewing **Frederic W. Ziv Co.**'s transcribed *Guy Lombardo Show* for another 52 weeks in 32 southeastern markets. Agency: **Robert E. Clarke & Assoc.**, Atlanta. **SICKS' CENTURY BREWING Co.**, Seattle, sponsoring *Guy Lombardo Show* in eight Washington and Oregon markets. Agency: **Western Adv.**, Seattle.

RADIO & TELEVISION Directors Guild locals established in Detroit, Philadelphia and Washington, **RTDG's** international office in New York announced last week. **CHARLES BALLO**, of Phillips, Nizer, Benjamin & Krim, attorneys, New York, named general counsel for guild by **RTDG** national board. He also will serve as counsel for New York local.

WOODWARD B. CLUM, president Consolidated Television Productions Inc., Hollywood, resigns as advisor to Department of the Navy, to assume active direction of the TV film syndicate. **JOHN R. MARKEY**, sales manager of firm, on extended sales trip to visit major television markets. Plans include conferences with TV station and advertising agency executives as well as local CTP representatives on current releases of firm. Mr. Markey also plans to meet with local TV show producers to discuss filming such programs in Hollywood for national distribution by CTP.

AUDINE COFFIN, one of directors Coffin, Cooper & Clay Inc., Los Angeles (TV audience research firm), retires from active participation in firm. Her duties to be absorbed by other firm members.

HENRIETTE K. HARRISON appointed national radio and TV director for **YMCA's** Centennial Celebration in United States and Canada.

allied arts



ALFRED RICE, New York attorney for **ERNEST HEMINGWAY**, has announced that Mr. Hemingway's literary works and his appearance by film are available for series on television. Package deal would be entitled *Hemingway Television Theatre*. It would also feature other stories by noted authors.

ANTHONY DILLON, assistant manager of sales **Air King Products Corp.**, N. Y., appointed field sales manager.

KEN FARNSWORTH appointed eastern sales manager **United Television Programs**, N. Y., **ROBERT CLAUSON** named midwestern sales representative attached to firm's Chicago office, **WALLACE E. STONE** appointed southeastern sales representative with Florida offices. **FRANK EVANS** named head of West Coast sales and **UTP** promotion director. **LOUIS TEAGARDEN** named Chicago business manager. **WIN NATHAN**, Los Angeles office of company, transferred to New York office.

GARY MILLER, writing staff **WBBM** Chicago, to **Tom Moore Productions**, Chicago, as writer of *Ladies Fair*, aired on Mutual.

HARVE FOSTER, television and motion picture producer and director, to **Bing Crosby Enterprises**, L. A., as supervising manager on all television film production. He will work directly with **BASIL GRILLO**, production head of firm.

GEORGE TRESSEL has changed name of his television commercial and show production firm to **Tressel Studio**. Chicago headquarters have been moved to 59 W. Hubbard. Telephone **SUperior 7-1297**.

ARTHUR R. ROSS, **Storecast Corp.** of America, N. Y., named assistant program director, and **BARBARA WINTER** named area program director of **Storecast's** Chicago Div.

CHARLES MICHELSON Inc., N. Y. transcription firm, appointed sole United States distributor for English and European sound effects records of **E.M.I. Studios**, London, large British record-manufacturing combine. **Michelson**, which distributes **Gennett** and **Speedy-Q** sound effects and claims

to have largest recorded sound-effects library under one roof in the world, announced that sub-distributors are being appointed, and trade advertising campaign would follow.

Equipment . . .

ALPHA WIRE Corp., N. Y. moves to larger offices at 430 Broadway.

H. LESLIE HOFFMAN, president **Hoffman Radio Corp.**, L. A., presented **Helm Athletic Foundation Award** for his "noteworthy contributions to sports," through sponsorship and pioneering of college football telecasts in 1950. Mr. Hoffman guaranteed gate receipts of 30 Pacific Coast Conference games.

TECH LABORATORIES Inc., **Palisades Park**, N. J., announces new magnetic tape splicing block, enabling faster editing of tape programs.

RADIO CITY PRODUCTS Co. Inc., N. Y., announces pocket size **FM**, **AM** and **RF** signal generator and audio oscillator. Unit employs unusual circuit design, according to company, and has highly satisfactory and stable operation over wide range of line voltages.

ALDEN PRODUCTS Co., **Brockton**, Mass., announces miniature fuseholder with neon bulb which glows when fuse blows. Small unit, less than an inch and a half long behind panel mounting, is ideally suited for mass production assembly techniques, according to manufacturer.

BRUSH DEVELOPMENT Co., **Cleveland**, Ohio, announces multichannel magnetic record-reproduce head, available with three to fourteen channels, balanced magnetic construction and perfectly aligned gaps front and rear.

E. W. RITTER, manager electronic tube division **Westinghouse Electric Corp.**, **Pittsburgh**, appointed vice president. **E. V. HUGGINS**, secretary of company, elected to newly-created post of executive vice president of **Westinghouse Electric International Co.** **WILLIAM G. MARSHALL**, vice president in charge of industrial relations, retires. **JOHN G. THOMPSON**, director of service department **Four Wheel Auto Co.**, **Clintonville**, Wis., appointed manufacturing manager new **Westinghouse Electric Corp.**'s tube plant in **Bath**, N. Y.

SHAW INSULATOR Co., **Irvington**, N. J., announces its terminal block, originally developed for Navy, is now available to manufacturers. It is designed for high voltage insulation and is made of molded phenolic plastic.

SERIES of "gala celebration" cruises to **Bermuda** will be staged by **Philco Distributors Inc.** for some 2,200 key **Philco** dealers, starting **June 2** on liner "Queen of Bermuda." Announcing plans last week, **HAROLD R. SHEER**, vice president and general manager **Philco Distributors**, explained that "this is a tangible means of expressing our congratulations to the 'key' **Philco** dealers throughout the nation for the outstanding sales performance job they have done for **Philco** products."

EDWARD F. HARRISON, chief of guided missiles plans branch of **Air Material Command**, **Wright Field**, **Dayton**, to **Philco Corp.**, **Phila.**, a manager of new West Coast office of **Government and Industrial Div.** Offices will be located at 260 South Beverly Drive, **Beverly Hills**, Calif.

TELEVISION PICTURE TUBE DIV. of **SYLVANIA ELECTRIC PRODUCTS Inc.**, N. Y., announces new type electrostatic focus TV picture tube in 14 inch and 17 inch sizes.

GENERAL ELECTRIC, **Schenectady**, announces publication of "1951 Instrument Transformer Buyer's Guide." The 93-page brochure, **GEA-462**, gives pertinent buying information on G-E instrument transformers. It is divided into sections which offer technical data on indoor and outdoor potential transformers, current transformers, metering outfits, potential transformers and current portable transformers.

ALLEN B. DuMONT Laboratories, **Clifton**, N. J., has released two new transmitter bulletins **TTD-T101** and **TTD-T102**. **TTD-T101** is based on new "Acorn" air-cooled transmitter and **TTD-T102** is about new 5 k "Oak" air-cooled transmitter.

WILLIAM J. HALLIGAN Sr., founder and president **Hallcrafters Co.**, **Chicago**, elected president **Armed Forces Communications Assn.**

Brig. Gen. TELFORD TAYLOR, former **FCC** general counsel and chief counsel at **Nuremberg** war criminals, named to board of directors **Skiatron Electronics & Television Corp.**, **New York**.

JAMES H. SIMON, president **Simon Distributing Corp.**, **Washington**, appointed to **Wholesale Consumer Lard Durable Goods Industry Advisory Committee** of the **Office Price Stabilization**.

Technical . . .

PERRY ESTEN, director of engineering **WGRC** **Louisville**, Ky., to **E. Page** (consulting radio engineer) **Washington**. He is on 18-month leave of absence from station.

CLIFF SPATES, engineer **WLY** **Lynn**, Mass., father of daughter.

DON F. RHEBERGEN, transmitter engineer **WSDR** **Sterling**, Ill., **WHBF-TV** **Rock Island**, Ill.

JIM NIHDA to **L. J. Heagerty & Co. Ltd.**, **Toronto**, as recording engineer. He was with **CHUM** **Toronto** and **CKLB** **Oshawa**.

WALTER PHILLIPS, engineering supervisor **WGN** **Chicago**, transferred to **WGN-TV** in same capacity.

RODNEY D. CHIPP, engineering director **DuMont Television Network** will fly to **Europe** **May 18** on three week vacation-business trip, during which he will visit **Great Britain**, **France**, **Italy** and **Switzerland**. Mr. Chipp will accompany him.

JOSEPH COHEN, on leave of absence for past year because of illness, returned to engineering staff **CBS Hollywood**.

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

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RADIO COMPANY

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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

ACK NAMED

Army Chief Signal Officer

THE NOMINATION of Brig. Gen. George I. Back, signal officer for Gen. Douglas MacArthur since 1947, to be Chief Signal Officer for the U. S. Army, was confirmed in the Senate last Monday. He was named by President Truman to succeed Maj. Gen. S. B. Akin, who retired March 31.

During World War II Gen. Back served in the Mediterranean Theater of Operations as deputy chief signal officer of Allied Force Headquarters and later was appointed chief of the Army Communications Service in the Office of the Chief Signal Officer. In this post he helped supervise the Army communications network.

One of Gen. Akin's last actions before retiring was to urge an advisory program pointing up the tactical need for communications specialists by the Army. As a result the U. S. Army Signal Corps currently is offering advice to communications-electronic specialists about to enter service as to the procedure for seeking to continue their present capacities while in service.

ATION JOBS

Urged for Radio Teachers

TEACHERS of radio journalism in colleges and universities have been invited by the Council on Radio Journalism to apply for summer internships at radio and TV stations. The program is designed to give teachers who handle radio news courses a chance to get practical experience at commercial stations.

The council is sponsored jointly by NARTB and the American Council on Education for Journalism, with Robert K. Richards, NARTB public affairs director, as secretary. Floyd Baskette, U. of Colorado, chairman of CRJ, said 37 professors representing 28 colleges have interned since the program was started in 1945. NARTB has invited stations desiring services to file requests.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's . . . Ratings,
Rates, Results . . . made
WDRC 1st choice in the
Hartford Market. Write
Wm. Malo, Commercial
Mgr., for availabilities.
Represented by Raymer



SAMPLING one of the products at the National All-Industries Frozen Food convention, San Francisco, are (l to r) A. E. Stevens, vice president in charge of sales, Minute Maid Corp., New York; Jane Todd, woman's director, KCBS San Francisco; John M. Fox, national president, Minute Maid.

FCC WARNING

Scores Illegal Operation

WARNING has again been issued by FCC against illegal operation of television "relay" or re-broadcast transmitters and of small transmitters used in "beating the bookies" attempts at race tracks.

"During the past few months the Commission has apprehended several groups of persons operating unlicensed radio and television transmitters for the purpose of relaying radio and television programs," the warning pointed out.

FCC stated "information brought to the Commission's attention indicates that local law enforcement

officers on apprehending persons violating the Communications Act sometimes fail to consider the seriousness of violations of the federal law. A series of cases including unlicensed transmission by radio for the purpose of 'past posting' and 'beating the bookies' has occurred in which the county sheriffs or local police officials making arrests have failed to refer the violations of the federal law to the United States attorneys" or the FCC.

Public Alerted

The Commission pointed out "the general public has long been alerted to the fact that any operation of an unlicensed radio transmitter violates Section 301 of the Communications Act . . . and that convictions for such violations are punishable by a fine of \$10,000 or two years imprisonment, or both." FCC added that operation of radio transmitting equipment by unlicensed operators violates Sec. 318 of the Act and is similarly punishable.

CALIF. AP MEET

Gramling Will Be Speaker

OLIVER GRAMLING, New York assistant general manager in charge of radio for the Associated Press, will be the principal speaker at the California Associated Press Radio Assn.'s annual meeting, to be held at the Hollywood Roosevelt Hotel next Wednesday evening. He will discuss "Your News—and It's Revenue Potentials," illustrating with color slides. Question and answer session is to follow.

A panel discussion on radio sales problems as they effect news will be participated in by Galen Gilbert, general manager, KGER Long Beach; Stanley Spero, account executive, KFAC Los Angeles; Amos Baron, radio sales manager, ABC Western Division and Ward Ingram, vice president in charge of sales, Don Lee Broadcasting System. Dave Anderson, NBC Hollywood newscaster and president of Radio News Club, will act as moderator. Grant Holcomb, CBS Hollywood newscaster and president CAPRA, will preside over the meeting.

YANKEE IS HOST

At Home of Braves

A ROUSING send-off was given the Boston Braves by the Yankee Network April 16, with Yankee playing host at a dinner attended by several hundred radio, TV, newspaper, and baseball figures.

Highlights of the dinner and interviews with celebrities attending were brought to New England baseball fans via TV and radio. A half-hour telecast by WNAC-TV Boston, with Jim Britt, sportscaster, as m.c., was followed later in the evening by a 45-minute radio version on Yankee, with Les Smith conducting the AM portion.

Guests included Braves and their wives; Yankee affiliated station members from all over New England; representatives of P. Ballantine & Sons, sponsor of Braves games on radio and TV; radio, TV, and sports writers; and officials of WBZ-TV Boston, which alternates with WNAC-TV in telecasts of Braves and Red Sox games.

A new set-up in Boston radio coverage of baseball this year finds WNAC airing all home and away games of the Braves, while WHDH airs those of the Red Sox.

AWARD JUDGES

Proetz Unit Names Five

JUDGES for the seventh annual Erma Proetz Awards of the Women's Advertising Club of St. Louis have been announced. The awards will be made during the Advertising Federation of America convention in St. Louis, June 10-13.

The judges are Fairfax M. Cone, board chairman, Foote, Cone & Belding, Chicago; Frederick W. Boulton, vice president, J. Walter Thompson Co., Chicago; Budd Gore, advertising manager, Marshall Field & Co., Chicago; Harlow P. Roberts, vice president, Goodkind, Joice & Morgan Inc., Chicago, and A. L. Johnson, advertising manager, International Shoe Co., St. Louis.

KSWM

JOPLIN, MO.

KSWM

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

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

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

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

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

Help Wanted

Salesman

Good solid experienced air salesman. Homey approach. News and DJ on mid-west indie in 1/2 million market. Salary commensurate with ability. No "almost goods." Box 611J, BROADCASTING.

Salesman with proven ability. Prefer man with sportscasting experience. West coast net affiliate. Salary and commission. Start now. Give complete information in first letter. Box 612J, BROADCASTING.

Five kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional account. Adequate draw against commission. Only experienced men apply. Box 619J, BROADCASTING.

Sales manager—5000 watt independent, upper New York state major market. Excellent permanent position if you can produce. Earnings based on sales with modest salary. Car essential. Picture, full experience desired. Box 635J, BROADCASTING.

Progressive western New York fulltime network station has opening for one hard-hitting time salesman. 15% commission, weekly drawing account. Send service record and references to Box 638J, BROADCASTING.

Two salesmen seeking real money opportunity. Air mail direct Box 1479, Honolulu, Hawaii.

Wanted: Salesman, KIFI, ABC Idaho Falls, Idaho. Give references and salary or commission desired.

Announcers

Announcer, some experience, able handle remotes, 1/4 kw near N. Y. Box 595J, BROADCASTING.

Network station, good southern town, \$20,000. Will pay \$400 a month to a morning show man with a first phone license. Box 596J, BROADCASTING.

Minnesota station needs announcer-copywriter with car. Excellent opportunity. Send disc and details to Box 627J, BROADCASTING.

Station near Dallas needs announcer with first phone. Write Box 608J, BROADCASTING.

Regional Minnesota station needs combination announcer-engineer. Top pay for a top man. Box 628J, BROADCASTING.

Wanted-announcer-1st phone, southern network station will pay \$75.00 for 44 hours for good combo man. Box 645J, BROADCASTING.

Clever morning jockey, salary, percentage, top station, air mail full details Box 1479, Honolulu, Hawaii.

Immediate opening. Announcer-engineer first phone. Progressive owner-operated 1000 watts. Plenty of opportunity for capable man. Good salary. KARE, Atchison, Kansas. Contact immediately.

KBOR, Brownsville, Texas, 1 kw LBS has a good job and a high rating show for the right man. Are you a top morning DJ with a Godfreyish sense of humor? Are you a good all-round announcer? Do you have good references? Can you start June 1st. Can you earn a good salary? If you can fill the bill and are not a lush or a wanderer, write or wire KBOR, Brownsville, Texas.

Topnotch combo man needed, strong on announcing, for growing CBS station. Send disc and qualifications to Program Director, WBSR, Pensacola, Florida.

Experienced announcer-continuity writer, strong on news and commercials. Send representative transcription with commercial scripts, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Help Wanted (Cont'd)

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

Need good announcer 1000 watt daytime. WETO, Gadsden, Alabama.

Wanted: Experienced commercial announcer. Some DJ and news. Send full details, snapshot with disc or tape. Jack McLean, WJPS, Evansville, Indiana.

Announcer-engineer needed immediately. Liberty affiliate. Up to \$70.00 week starting salary. Ability considered over experience. Phone Chief Engineer or Manager, WLEX, Lexington, Kentucky.

Wanted—Announcer-engineer and straight announcer, both with radio schooling or 6 months experience. Send disc and full particulars first letter. WMLT, Dublin, Georgia.

Immediate opening announcer-engineer; emphasis announcing. Starting salary \$74.00, three months—\$75.60; three months more \$79. Call collect today WMNC, Morganton, North Carolina.

Announcer capable of running turntables. Experience necessary. Write Manager, WNAM, Neenah, Wisconsin.

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 ticket, also for a chief engineer who can do some announcing. Send audition disc or tape, references, give experience, salary expected and date available. Manager, WPLA, Plant City, Florida.

Announcers, here is a chance to expand your talents at a fulltime independent station. WRCO, Richland Center, Wisconsin.

Immediate opening for announcer with first or second class license. Not a replacement. Addition to present staff. WRCS, Ashok, N. C.

Wanted: Combination man with emphasis on announcing, good hours, good pay, write, wire or call WUSN, Charleston, S. C.

Immediate opening for experienced announcer with first class ticket. \$75.00 per week starting salary. Wire or phone, collect, WVSC, Somerset, Pennsylvania.

Technical

Engineer for central Pennsylvania kilowatt station. Give experience and salary expected in reply. Permanent. Excellent working conditions. Box 589J, 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.

Experienced chief engineer wanted by sound, progressive 250 w daytime, net affiliate with 3 kw FM in metropolitan upstate New York area. Send resume. Box 603J, BROADCASTING.

If you're just out of school with a first class ticket and no experience, you'll work in nicely with a Virginia station as transmitter operator. Box 615J, BROADCASTING.

Immediate opening for engineer with first phone license. Starting salary \$50 for 40-hour week. Periodic raises, no announcing, good working conditions. 250 watt station near Chicago. Box 633J, BROADCASTING.

Help Wanted (Cont'd)

Southeast Nebraska station needs permanent transmitter engineer. No announcing. Write, wire or phone for full interesting details. W. R. Emerson, Chief Engineer, KWBE, Beatrice, Nebraska.

Engineer, immediate opening. Experience not necessary. Give complete details first letter. WASA, Havre de Grace, Maryland.

Immediate opening, combination engineer-announcer, Mutual station 40 miles from Atlanta. WBHF, Cartersville, Ga.

Immediate opening. Man with first class phone ticket. Some announcing. Start \$205 month. Car necessary. WCDL, Carbondale, Pennsylvania. Phone 1230.

First class operator. No experience required. WCFV, Clifton Forge, Virginia.

Wanted, experienced, studio engineer for 16 week vacation schedule starting May 13th. Contact Wayne Lovely, WEEK, Peoria, Illinois.

Transmitter engineer, opportunity to learn all phases of operation. Five day week. \$50.00 to start. Write or phone WENT, Gloversville, N. Y. 4-7175.

Engineer, network station, car essential, transmitter, recording, remote experience. WGEM, Quincy, Illinois.

Wanted: Two transmitter operators at once, car essential. Contact W. H. Malone, Chief Engineer, WGTM, Wilson, North Carolina.

1st class operator, experience necessary. Top starting salary. Forty hours, 5 day week. WICY, Malone, N. Y.

Immediate opening first phone, qualified engineer. Write Manager, WKWF, Key West, Florida.

Wanted at once, combination engineer-announcer. Network affiliate located on Gulf of Mexico, ideal working conditions, \$70.00 per week. Apply direct to Gene Tibbett, General Manager, WLOX, Biloxi, Miss., giving full details.

Transmitter engineer, start June 15th. Car necessary. Opportunity to attend University of Michigan while working if you desire. WPAG, Ann Arbor, Michigan.

First class operator. No experience or announcing required. Two weeks paid vacation plus sick leave. Forty-seven hour work week. WTON, Staunton, Virginia.

Engineer or combination engineer-announcer, WVOS, 250 watts, Liberty, N. Y.

Production-Programming, others

Program director to completely supervise program department of midwest five kw Mutual station. Must be experienced. Salary commensurate with experience and qualifications. Box 588J, BROADCASTING.

Male copywriter with ideas. Some announcing. Send samples work. Texas. Box 462J, BROADCASTING.

News director. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 631J, BROADCASTING.

Minnesota station located in a sportsman's paradise needs a copywriter-announcer, 1 salesman and one combination announcer-engineer. Good deal for all concerned. Box 605J, BROADCASTING.

Help Wanted (Cont'd)

Experienced program director with midwest background. Five kw Mutual with extensive sports coverage. TV in future. Above average salary. Box 620, BROADCASTING.

Program director able to take complete charge of program department in Minnesota station. Must be aggressive. Must be good MC for amateur shows. Must be on the streets, etc. Send disc, detail and expected salary to Box 629, BROADCASTING.

Program director, able to take complete charge of program department in highly rated regional station. Major market experience and ability to compete locally with network ratings, are "musts." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 632J, BROADCASTING.

Copywriter-stenographer, primarily commercial spots. Write letters, receptionist, secretary, possibly some work. Box 644J, BROADCASTING.

Akron's only independent needs to notch copywriter and all-round radio gal. Top salary to girl with experience and right qualifications. Contact A. Ross, WCUE, Palace Theatre, Akron, Ohio.

Program director, double in announcing. Starting salary \$55.00. Prefer personal interview. WKAI, Macomb, Illinois.

Wanted by a large exclusive furniture store, a fulltime home decorator who has the ability of handling one minute radio program per day which would include giving decorator hints, etc. The women to work fulltime for the furniture store. Excellent salaries and other advantages. Please write at once to Mr. A. E. Heiser, General Manager, Radio Station WLEC, Sandusky, Ohio.

Continuity writer, man or woman. Take complete charge department thousand watt station. Must be experienced. \$175 monthly start job, now open. Send samples, background. Photo to Tom Branson, WWCA, Hotel Gary, Gary, Indiana.

Situations Wanted

Managerial

14 years experience as general manager in markets up to 40,000. Have built two stations from CP to excellent profits. Have hired my own success at present station although owner wished me to remain. Prefer California, Oregon or midwest. Complete references from all former employers. Write Box 559J, BROADCASTING.

I'll operate your station at a profit 6 months or leave. Now manager of 5000 watt full net affiliate and making money. Profit sharing, fat commission. Will supply an on the ball staff. Write Box 590J, BROADCASTING.

Exceptional programming, dynamic sales supervision, community leadership in public relations and hard headed business practices have paid handsome profits on present long-time job. Mature family man seeks change for personal reasons. Box 591, BROADCASTING.

Manager, experienced all phases. Eighteen years including administration, sales, programming and engineering. Conscientious, draft exempt family man. Box 609J, BROADCASTING.

A reply to this "ad" will bring you full particulars on the general manager your station may need. This man is capable and successful, with wide experience in management, now completing twelfth year in broadcast industry. Box 626J, BROADCASTING.

Mr. Station owner: I have 4 years successful sales metropolitan (over 250,000 population) market. Independent and Mutual stations. Presently employed. Want permanent deal manager or sales-manager, smaller market station. Well grounded all phases radio, 33, married, veteran, sober, industrious, reliable. Midwest, northwest or we preferred. Box 630J, BROADCASTING.

Salesmen

Alert showman seeks opportunity sale promotion, programming. Radio-TV. Competitive market. Southwest. Box 604J, BROADCASTING.

Situations Wanted (Cont'd)

bosses are too darn healthy. They never die and seldom fade away. As drawer advertising salesman my earnings are high, but opportunities advancement limited. Can capitalize on many years experience radio, advertising, promotion. Rare combination Phi Beta Kappa scholarship and stalwart salesmanship. Seek management opportunity. Box 624J, BROADCASTING.

Announcers

thoroughly experienced all phases announcing including play-by-play baseball, football, basketball. Also board operation, copywriting. Some TV announcing. Some selling. Now PD, assistant manager 250 watt, desire change. Prefer southwest. Box 538J, BROADCASTING.

announcer, 1st phone. Programming, draft exempt, making \$60. Complete er. Box 565J, BROADCASTING.

ortscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently popping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

rsatile, comedy as well as smooth, 8 year major market success. Presently combination morning man. Married, exempt. Box 594J, BROADCASTING.

io-Indiana stations! Write, giving details, for tape, photo, good references, interview. Married veteran, 26, over three years all phases radio, news, announcing. RFD, sales 5 kw regional. Now PD newspaper's FM operation. Available immediately. Other markets considered. Permanency, future important. Box 597J, BROADCASTING.

ords on the table: Announcer, three years experience, network quality bass voice, excellent news, large DJ "mail order" response. Draft exempt, member of National Guard. Must have position near New York City so that Thursday evening Guard drills can be attended. Unit unlikely to be federalized unless total war develops. Is there a station near N. Y. C. that needs a seasoned staff man? Television? Attention Long Island, Jersey, Connecticut. Write immediately. Box 601J, BROADCASTING.

cket wants transmitter to hang next to owner female. Box 602J, BROADCASTING.

announcer, thoroughly experienced, desires permanent position either announcer or announcer-salesman. Employed, married, draft exempt, disc details on request. Box 606J, BROADCASTING.

perienced announcer, 25, single, veteran, 3 1/2 years experience, disc jockey, news and sportscast. Prefer midwest. Box and details on request. Box 607J, BROADCASTING.

ewsman-announcer. Experienced. Education. Trained in all phases of broadcasting. Looking for radio or TV job with a future. Interview and other details on request. References. Box 614J, BROADCASTING.

announcer, 4 years experience. Reckless, friendly disc jockey. Also strong in news, emcee, play-by-play. Currently employed. Draft exempt. Box 617J, BROADCASTING.

ortscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 622J, BROADCASTING.

ogressive regional or larger? 3 years announcer and PD. Last year moved sales. Doing well, but desire return program or announcing-production job with future. News. Special events. Play-by-play. Present employer reference. Married. College. Box 640J, BROADCASTING.

announcer-wishes start. Radio-stage training. Willing sell radio time also shown. Stations with definite chance for future only. Box 642J, BROADCASTING.

announcer-engineer, experienced. Can build good race show, 2000 records. Prefer large city. Box 647J, BROADCASTING.

announcer-hillbilly DJ, know and like all hillies. News, commercials. Want new permanent spot on non "stuffed" station. Don't have first class license and don't want any. E. T. on quest. Available June 1. Box 652J, BROADCASTING.

announcer, 25, draft exempt. Three years experience. Excellent on commercial and DJ. Permanent. Telegenic. Box 653J, BROADCASTING.

announcer-program director. Experienced. Available June 1. Box 641J, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-newscaster, graduate nationally known radio school. Console experience. Married. Draft exempt. Disc upon request. Prefer west or midwest. Bud Brooks, 6731 1/2 Tujunga, North Hollywood, Calif.

Combination man, single, 21, veteran, no experience. Will go anywhere, available June 1, 1951. W. M. Dickinson, 516 West 5th, Mitchell, S. Dak.

Conscientious, experienced announcer and disc jockey available for station able to pay living wage and willing to state full particulars of position offered, in reply. Contact Gregory, 806 South St. Vrain, El Paso, Texas.

Can you use a newscaster who thinks, and can write? Let me send you a copy of my analysis of the MacArthur situation broadcast 35 hours before his removal and see how it stands up against following events and comment by big names. John Kirkwood, Box 135, Albuquerque.

Making return to radio after one year show biz whirl. Three years singing DJ up till April 1950. Travel anywhere. All offers answered. Eddie Lambert, P. O. Box 16551, Hollywood 38, Calif.

Announcer, draft exempt, some experience, college and broadcasting school graduate, pleasant voice, extensive sales experience, can write copy. Al Lyons, 872 Columbus Ave. (4-W), New York 25, N. Y.

Announcer, versatile. Strong on commercials, news, sportscasting. Write continuity. Operate console. Some experience. Married. Draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y. LUdlow 3-7811.

Summer replacement announcing position desired with eastern Pennsylvania, New Jersey station. Three years college education and experience in all phases. Charles Shaffran, 505 West Abbettsford Road, Philadelphia, Pennsylvania.

Announcer, professional quality, personable voice. Strong on commercials. Knowledge of board. Some experience. Age 29, married, vet. Rai Tasco, 103-06 29th Avenue, E. Elmhurst, L. I., New York. ILinois 7-9819.

Technical

Chief engineer, twenty years technical experience including construction three stations. Handle all your technical problems to your complete satisfaction. Family. Box 546J, BROADCASTING.

Licensed engineer-announcer, 21, single, draft free. Experienced 250 to 5000 watt, including maintenance, could assume chiefs job. Prefer New England, or eastern New York. Box 593J, BROADCASTING.

Chief engineer, eighteen years experience construction three stations, directional array, draft exempt. Box 610J, BROADCASTING.

First phone. Married veteran inexperienced. West preferred. Some announcing. Box 625J, BROADCASTING.

New York, New England: Engineer, six years, first class, without car, veteran 26. Good references. Box 639J, BROADCASTING.

Combo man, first phone, desires position in California with progressive station. 2 1/2 years experience, married, draft exempt. \$75 minimum start. Box 643J, BROADCASTING.

Chief engineer. Good announcer. Experienced construction, directional. Prefer coastal location. Box 646J, BROADCASTING.

Vet with 1st phone. Amateur radio transmitter experience. 12 years. Contact P. O. Box 313, Clifton, N. J.

Production-Programming, others

Producer-director available June. Solid legit, musical, radio, theatre background. Box 416J, 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.

Program director. Experienced. Successful record. Desires change, prefers metropolitan area. \$75 minimum. Top newsmen, writer, producer. Excellent voice, excellent musical background. Really knows radio. Draft exempt. Available one month's notice. Box 536J, BROADCASTING.

Situations Wanted (Cont'd)

New England only, announcer, copywriter, traffic manager. 30, single, veteran. Now employed network affiliate. Box 552J, BROADCASTING.

Two for one. Two college men, radio majors. Experience direction and production, announcing and engineering. Directed dramatic series for three NY indies, familiar with RCA board. Want job that requires initiative and stimulating activity. Frankly interested in experience, increasing versatility, not cash. Excellent bet for early morning DJ. Have car and will go anywhere. Box 587J, BROADCASTING.

Program director-announcer-engineer. Fair voice with plenty of experience in program, writing, play-by-play. Want permanent location preferably town above 10,000. \$80 week minimum. Box 613J, BROADCASTING.

Newsmen recently returned from more than a year of accredited reporting in Europe, searching for a permanent position. Six years broadcasting. B. S. Degree. Thoroughly familiar all phases radio journalism: Rewrite, local reporting, special events, documentary. Excellent voice. Available June 1 for responsible assignment in responsible station. \$125 minimum or talent. Box 617J, BROADCASTING.

Sports director. Major league baseball experience. Top play-by-play all sports. Organized two sports networks. New York experience. Veteran. Box 623J, BROADCASTING.

Attention west coast ad agencies! If you're looking for a radio director or assistant to your present radio-TV director, please contact me. Thoroughly experienced, presently employed 50,000 watt station, 31, married, draft exempt. Box 637J, BROADCASTING.

Special attraction for public service. New series of Biblical dramatizations with music. A spiritual sensation, successfully produced on stage and acclaimed by educators and leaders of all religious denominations for its noble entertainment, moral lesson and artistic achievement. Will produce program for radio-television with talent selected from community. Terms most suitable. Abraham Blum, 1642 East 19 St., Brooklyn, N. Y.

Television

Announcers

Experienced in TV, excellent background in sports and MC work AM and TV. Also experienced in commercial departments. Now in midwest. Will go anywhere that will be an advancement. Married, draft exempt, excellent references. Box 598J, BROADCASTING • TELECASTING.

Announcer: 4 years experience all phases radio, married, draft free, will travel. Would like to situate with TV. Presently employed. Write Box 649J, BROADCASTING • TELECASTING.

Production-Programming, others

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.

TV newsroom or film department, trained and experienced. Efficient. Other qualifications excellent. College grad. Write for resume. Box 592J, BROADCASTING • TELECASTING.

TV prod.-dir., 7 years (1200 air hours) big station experience, extensive stage, radio, movie, pub. rel. bkgd., writes all scripts, knows music. Offers intelligent, alert production for agency, or as station prod. mgr. Box 600J, BROADCASTING • TELECASTING.

For Sale

Stations

For sale, network station in highly desirable southwestern city. Annual gross in excess of \$150,000. Owner developing new, larger property. \$125,000. \$75,000, cash; balance in long term notes. Reply Box 563J, BROADCASTING.

New England 250 watt independent in small but good non-competitive market. Will show excellent profit for owner-manager operation. The profit the station is now showing can be increased. Box 586J, BROADCASTING.

FOLDING MONEY FOR FM EQUIPMENT

Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitors, coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantle complete stations. We want bargains . . . real fire sale deals . . . but it can mean some recovery if your FM equipment not in service.

Maybe we can trade you some AM equipment?

We Want—

REL 646 FM receivers

Any make of STL equipment

Music record libraries

New, spare transmitting tubes

Microphones, consoles, turntables

AM frequency monitors

ELECTRONIC SERVICE CORPORATION also buys military surplus electronic equipment in tele-type, carrier telephone, AN/TRC-1, ARC-1, and ARC-3 equipments.

FOR NEW RAYTHEON SPEECH EQUIPMENT AND ANTENNA TUNING UNITS GET OUR LIST NOW.

Available now . . . immediate delivery

General Electric YDA-1 noise and

distortion meters, brand new, at

\$300.00 each

General Radio AM modulation monitors,

brand new, \$475

ELECTRONIC SERVICE CORPORATION

431 West Jefferson

Louisville, Kentucky

Steve Cisler

of WKYW

Clay 4811

For Sale (Cont'd)

Equipment etc.

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

W. E. 1126B limiter. \$300.00. 4-106 Lan-gevin preamps. \$120.00. Rek-O-Kut G1-16 turntable. \$85.00. 3-48 jack patch panels. \$60.00. Presto 6N recorder. \$400.00. Stromberg remote amplifier. \$140.00. Box 634J, BROADCASTING.

FM equipment—will sell complete RCA 3 kw transmitter, including antenna, amplifiers, monitors, turntable, etc., for \$12,000. Will consider offers for individual items. Box 651J, BROADCASTING.

For sale: 250 watt Collins 300 F. A. transmitter. Complete with Collins 40-E-exciter. Now in operation. KROS, Clinton, Iowa.

Two self-supporting towers. Brand new, top quality, with insulator, 250 foot height, bargain price. KROW, 464 Nineteenth Street, Oakland, California.

Immediate delivery, approximately twenty thousand feet ground wire, two Presto turntables, one W. E. limiting amplifier. All excellent condition, priced to sell. Wire or phone Manager, Radio Station WGAI, Elizabeth City, North Carolina.

1 Crouse Hinds tower lighting chokes, unit in water tight cabinet. \$25.00. 1 rack cabinet 10 ft. high. \$12.00. 2 Shure reconditioned #556A mikes, 30-50 ohm. \$40.00 pce. 1 tuning unit for 250 watts, 21 A less meter. \$100.00. 1, 16 inch Rek-O-Kut, dual speed recorder, Model V with RCA 20 cutting head, turntable enclosed in cabinet, good condition. \$175.00. J. Eric Williams, WGAT, Utica, New York.

Equipment for sale. Complete FM station now in operation. 3 kw GE transmitter like new, FM monitor, RCA limiter, 600' 3/4 Communications Products coaxial cable, latest RCA studio console and 2 latest RCA turntables. 8-bay GE antenna and mast. Also RCA 250L-BTA transmitter. Sell all or part. WJPR, Greenville, Mississippi.

One self-supporting B-K AM or FM 180 foot tower. Insulators No. 9963 and 9984. Tower A1 shape. Bundled and sorted for shipping. Blueprints and hardware. Reasonable. Western Steel Erection Co., 2105 E. 71 St., Chicago.

Wanted to Buy

Stations

Experienced general manager, 15 years fully rounded radio in markets up to 50,000 wishes to purchase all or part interest in single or two station market. Prefer west coast or midwest. Complete references, proven record of profits. 40, family, seeking pleasant permanent location. Write 560J, BROADCASTING.

Southwest, California preferred, single market daytime or small indie in \$25,000—\$40,000 range by successful ad-man long on radio experience. Take all or control and managementship. Box 585J, BROADCASTING.

Station manager. 20 years radio experience and proven management ability desires to buy all, controlling or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROADCASTING.

Wanted to Buy

Equipment etc.

Will buy 5 kw, 1 kw and 250 watt transmitter. Same must withstand engineering inspection. Give all in first letter. Box 478J, BROADCASTING.

Tape recorder—Magnequad, Ampex, Presto. Give price, model, condition and age. Box 618J, BROADCASTING.

One or five kw broadcast transmitter, and one self-supporting or guyed steel tower approximately 226 ft. Give make, age, condition and cost. Box 650J, BROADCASTING.

FM 1 or 3 kw transmitter, monitors, 1-5/8" line. J. B. Fuqua, WJBF, Augusta, Ga.

I want a good used 1000 watt transmitter. Also monitoring equipment, etc. C. L. Graham, Gadsden, Alabama.

FM antenna with gain of 3.5 to 3.7. Advise make, lowest price. Paul W. Kretschmer, 726 North Gramercy Place, Los Angeles 38, California.

Situations Wanted

Production-Programming, others

Radio newsmen with extensive radio, newspaper and film background, seeks employment with progressive AM or TV (or both) news department.

Presently employed at topflight midwest network affiliate.

Prefer employment in eastern or western metropolitan area.

BOX 616J, 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. B. Taylor, Signal Mountain Chattanooga, Tenn. Phone: 88-2487

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING

RADIO SALESMEN

We need radio salesmen for each of five stations—some network, some independent—daytime and fulltime—markets from 40,000 to 500,000. Apply by letter only with all details of experience, salary, status, etc. Enclose picture. Sell us on hiring you.

HAROLD W. CASSILL

Radio Stations Consultant
P. O. Box 305 Poughkeepsie, N. Y.

Technical

RADIO

MARKETING

RESEARCH

World's largest Marketing Research firm has several interesting travel positions in Radio and Television department.

Single men or married men without children can qualify. Age bracket, 25 to 35.

Radio servicing experience or equivalent training is necessary. Men with one year of college or military service training in the fields of Radio—Radar or Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, car is required; car allowance and traveling expenses provided. Good starting salary. Excellent opportunity for promotion; salary increases on merit.

Write, giving in detail, age, education, marital status, military status, work experience, salary expectation, phone number and address for early interview.

BOX 599J, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

VOLUME DEVICE

KXYZ Ups Listener Service

KXYZ Houston has installed a electronic device which it claims supplements and substantially improves the gain-reduction range of the station's regular modern volume limiting equipment. The unit was designed and built by station technicians.

What the unit actually accomplishes is to improve service to the listener. The auxiliary device, now in regular operation, permits the same volume limiting equipment to produce, roughly, the effect of 15 fold increase.

Gerald R. Chinski, technical supervisor of KXYZ's engineering staff, said there are minor disadvantages but these are greatly outweighed by the improved listener service.

CBC BOARD

Meetings Slated May 1

LIGHT AGENDA for public meetings May 18 of the Canadian Broadcasting Corp. board of governors at Radio-Canada Bldg., Montreal includes one change of frequency, a power increase and requests for FM stations for shorter broadcasting day. A number of stations have applied for permission to transfer small numbers of shares of ownership and the following request will be considered:

CKSO Sudbury and CKCL Truro ask permission to change name of licensee; CHFA Edmonton is requesting a public commercial license to handle some traffic into the north country; CHUB Nainaimo requests change of frequency from 1480 to 1570 kc with 1 kw, and CKLB Oshawa requests increase from 100 w on 1240 kc to 250 w. Pye Canada Ltd., Ajax, Ont., British TV and radar manufacturer, has requested experimental T license on an unnamed channel CFCA-FM Kitchener and CJSH-FM are asking for reduction from 1 hour to 6 hours daily operation, and CFPL-FM London is asking for separate programming nightly for 2 hours from CFPL London.

**ONE OF THE NATION'S
OUTSTANDING
RADIO SCHOOLS**

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

**NORTHWEST
BROADCASTING
SCHOOL**

531 S. W. 12th - PORTLAND, OREGON

Highly Desirable Network Station—\$125,000.00

Located in a rapidly growing southwest city with a population in excess of 150,000—one of the most attractive markets in the west. Sales are booming and profits are substantial. This property can be financed with a reasonable down payment and balance in long term notes.

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

ACK BLACK, program manager WGH Newport News, to WNOR Norfolk, as program director.

NY SHARPE, program director TRY Troy, N. Y., to WNBC New York, as producer. **RANDY ENGLISH**, chief announcer WTRY, named program director, succeeding Mr. Sharpe.

VE DRUBECK, assistant program director KFMV (FM) Hollywood, named program director of station.

D SUNKEL appointed program director WPRS Paris, Ill.

FF AHLGREN, sportscaster KRE Berkeley, Calif., to production staff HO-TV Phoenix, as director-announcer.

NALD W. WOLFORD appointed news program director WJER Dover, N. J., succeeding **WILLIAM L. FELL**, who is on indefinite leave of absence due to illness. **GENE REHRER** named announcing staff WJER. He was with WSTS Southern Pines, N. C.

LLIAM DITZEL, WIZE Springfield, Mo., to announcing staff WLWD (TV) Dayton.

B FOSTER, chief announcer, news sports director WGAD Gadsden, Ala., to WHMA-FM Anniston, Ala.

WELL WATTS, farm reporter KLZ Denver, recalled to active duty with the Army as captain. **CARL W. RSMAN**, Denver county agent, resumes Mr. Watts.

LL GRIFFITHS, chief announcer KRT-AM-FM Cortland, N. Y., appointed program director. **HOWARD GAN**, staff announcer, appointed as announcer. **ERNEST L. SIMON**, salesman and copywriter, named director of public relations and assistant program director.

CK WEBB, leading actor and director, and **JAMES MOSER**, writer on NBC's *Dragnet*, awarded "Edgar" at the annual Edgar Allan Poe awards dinner of Mystery Writers of America, held simultaneously in New York and Hollywood, April 27. **FRANKLIN MILLER**, producer-director *The Web*, on CBS-TV, received special award. **ROBERT ARTHUR** and **DAVID KOEN**, co-producers and directors *The Sterious Traveler*, over MBS, received scroll as runner-up.

D FRENCH, staff announcer WLYN Lynn, Mass., father of boy.

MCKINLEY, feature announcer-jockey KATL Houston, and **Janith**, married April 1.

D MUNRO, assistant program director and announcer WCOG Greensboro, N. C., father of boy, John Michael.

ORT NUSBAUM, disc jockey WHAM Rochester, N. Y., starts five-day week-half-hours series on WHAM-TV.

CK KERRIGAN, program director HO Des Moines, father of daughter, Mary Jane, born April 27.

SS WOODWARD to announcing staff WTAM and WNBK (TV) Cleveland.

EEAMAN LUSK starts quarter-hour weekly program V.I.P. on KLAC-TV Hollywood. Program features interviews with political figures.

OWARD FLYNN starts daily early morning news and music program *Wake Up With Flynn* on KMPC Hollywood.

B PUGH, newscaster CKFH Toronto, appointed publicity director.

BIL CHISM (Mrs. Harold Bock), pianist on NBC *One Man's Family* superoperating at home following appendicitis operation.

UL GIBSON, "friendly philosopher" on BBM Chicago, father of boy, Paul Jr., born April 24.

air-casters



DAN RUSSELL, program director KFMV Hollywood and Pacific Regional Network, to program staff KFWB Los Angeles.

KEY HOWARD, KMPC Hollywood, to KCBS San Francisco, as star on *Key Howard Show*.

NORMA SHEALY, new to radio, to WIS Columbia, S. C., as receptionist, succeeding **SUSAN McELVEEN**, resigned to be married.

BETTY JEANNE HOLCOMB named to script-production staff radio section, Public Information Div., European Command Headquarters, Heidelberg, Germany. She was with Leo Burnett Co., Chicago.

JANE BEAL to programming and traffic staff WDNE Elkins, W. Va.

JACKIE HELLER, Pittsburgh radio-television personality, and **SI STEINHAUSER**, radio editor of *Pittsburgh Press*, honored with special awards from American Legion Post 577 in that city. Mr. Heller received Legion Auxiliary Unit's Award of Merit for presenting over 100 USO shows in Pacific area during World War II. Mr. Steinhauer received Certificate of Distinguished Service for helping establish Variety Club Canteen during war and for sending entertainers to veterans' hospitals.

RUTH WELLES, director of women's activities KYW Philadelphia, presented "award for service" from council on volunteers, Health & Welfare Council Inc.

JEAN O'BRIEN, of *Jean O'Brien Entertainers* and *Connecticut Focus* over WNHC-TV New Haven, Conn., and Alexander Lynch married April 14.

SALLY DUNN, traffic director KRMG Tulsa, and Vanvoorst Simmons announce their marriage.

ED McMAHON, personality WCAU-TV Philadelphia, father of boy, Michael Edward.

JIM CRIST, WFBR Baltimore, presented 1950 Merit Award from city's Executives' Dinner Club.

ALLEN DUDLEY, program director WFIN Findlay, Ohio, father of boy, David Allen, born April 3.

KATE SMITH, CBS personality, named "Mighty Monarch of the Air" for month of April by Leonard Ashbach, president, Majestic Radio & Television Div., Wilcox-Gay Corp.

RAMON BRUCE, disc jockey WHAT Philadelphia, elected president of student council at William Pitt Business Institute.

News . . .

BILL WHITLEY, news staff CBS Hollywood, named director of public affairs KNX and KTSN (TV) Hollywood and Columbia Pacific Network. He succeeds **STUART NOVINS**, transferred to department of public affairs CBS New York.

JOHN DALY, commentator ABC, elected president of Overseas Press Club of America.

GEORGE CAMPBELL, news editor LBS, appointed manager of Washington bureau LBS and WOL news department (LBS Washington outlet). Mr. Campbell will coordinate all news, special events and public affairs broadcasts originating from Washington.

Mr. Campbell **CLYDE G. HESS**, news analyst WTAG Worcester, elected vice chairman Worcester's Foreign Policy Assn.

STEVE BEREZNEY appointed news editor WAJR Morgantown, W. Va. He is graduate of West Virginia School of Journalism.

BOB BYRNE, sports and program director KBLF Red Bluff, Calif., to KDB Santa Barbara, Calif., as sports director.

FRED RAWLINSON, sports announcer WFMD Frederick, Md., to WGAP Maryville, Tenn., as sports director. **ANN RAWLINSON**, continuity department WFMD, resigns, to accompany her husband to WGAP.

ED MACAULEY, professional basketball player and former All-American basketball player St. Louis U., to do evening sports show on WEW St. Louis.

PAUL ADAMS appointed news director KGBX Springfield, Mo., succeeding **DAVE HARGIS**. Mr. Adams was with KFRU Columbia, Mo.

JEANNE DAUSSE, U. of California, to news and public affairs staff KNBC San Francisco. She replaces **BEA BURNLEY**, resigned.

GABRIEL HEATTER, **H. V. KALTENBORN**, **DREW PEARSON** and possibly **LOWELL THOMAS** will portray themselves in 20th Century-Fox film "The Day the Earth Stood Still."

JOE MORHAIM, press department NBC Hollywood, father of boy, born April 30.

CHET HUNTLEY starts new Sunday weekly news analysis program on KECA Los Angeles. Commentator also currently has six-weekly newscast on ABC.

JIM HANLON, public relations director WGN Chicago, initiated into Headline Club, Chicago chapter of Sigma Delta Chi, professional journalism fraternity.

MICKEY ROONEY, film actor, signed by LBS to do weekly sportscast.

MIKE KIZZIAH, newscaster CBS Hollywood, starts two new five minute weekly sports shows, one on Columbia Pacific network, 5:55-6 p.m. (PST); second on KNX Hollywood, 11:10-11:15 p.m. (PST). Mr. Kizziah also has weekly western sports news show on CBS eastern network.

DEVELOPMENT of new "permanent magnets" made of only non-critical materials for radio and TV receiver use is now in pilot plant production stage, Sylvania Electric Products has announced.

FAMILIAR NAME

WHO's Personality Promotion

"WHO is Betty Brady?" That question was on the minds of many Iowa listeners as WHO Des Moines launched an all-out campaign to introduce a new daily half-hour show featuring fashions, foods, celebrity interviews—and Betty Brady.

A well-organized drive was started by the station days before the first show hit the air, all designed to make Betty Brady a familiar name to every listener before her air debut.

W. W. Woods, WHO assistant resident manager, detailed the campaign as follows: "We used teaser copy in newspapers and on the air for 16 days. . . . First four days, we scheduled six announcements daily; and matched them with six insertions in morning and evening papers" each splashing the name, Betty Brady.

"Next four days, announcements and newspaper ads said, 'Betty Brady is Coming.' Third four days, copy was, 'Betty Brady is Coming to WHO'."

Then on the final four days, announcements told readers and listeners that "Betty Brady is Coming to WHO Monday."



Miss Brady



OLD FRIEND



Renewing year after year,
Swift promotes the sale of its
fine ice cream through KJR's ef-
ficient coverage of Western
Washington.

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

READING LEVELS

Communication Is Goal

LANGLEY C. KEYES, vice president, Harold Cabot & Co. Inc., Boston, has underscored the basic idea that business writing must communicate with readers on their own language level if that writing is to have its greatest affect.

In a talk before Cabot personnel, Mr. Keyes asked: Why has so much of the writing done in business been pitched right over the heads of the audience it was meant to reach?

One reason, and an important one, said Mr. Keyes, is that more than 77% of ad agency copywriters are college-trained but that only 4½% of the U. S. population are college graduates.

"The cost of business is continuing to rise sharply, constantly militating against the net profit," cautioned Mr. Keyes. "One of the great economic wastes in business—in many quarters—is still the failure to communicate with anything like maximum efficiency.

"One of the main hopes business has of improving its profits in our present world economy is to improve its techniques. Communications," Mr. Keyes pointed out, "is one of these."

SYLVANIA STOCK

SEC Registration Sought

A STATEMENT seeking registration of 400,000 shares of par common stock to support a growing sales volume has been filed with the Securities & Exchange Commission, Washington, by Sylvania Electric Products Co., New York.

The radio-TV-electronics manufacturer reported that half of its 1950 sales were in the television field, and said that purpose of offering the stock to the public is to supply additional capital funds.

According to the prospectus, the firm's national defense role "may require substantial further investment for plant and equipment, possibly \$10 million." Defense contracts may require additional working capital, Sylvania said, adding that it plans to borrow the necessary funds, largely on a self-liquidating basis.

OPERATION MORALE

Military, Civilians Join Media Forces

RADIO and video continue to spearhead home-front morale-building and recruiting drives.

Following are examples of programs produced by both the military and civilians for the benefit of GI's and GI-families. Earlier reports were carried in BROADCASTING • TELECASTING, March 19.

WCSS Amsterdam, N. Y., records messages from families of servicemen and mails them anywhere. There is no charge for the recording, discs, or mailing. Listener response is reported to be heavy.

WIP Philadelphia each week sends crews to the Philadelphia Naval Hospital with tape recorders to interview veterans newly returned from Korea.

ABC, in cooperation with the U. S. Marine Corps, April 28 began a variety series, *Marines Pass in Review*, from Hollywood. Marine personnel from Camp Pendleton in Oceanside, Calif., will be used.

NBC also will eulogize the Marine Corps in a series originating in the Hollywood Palladium. The series, *The Marine Corps Show*, will be presented in cooperation with the U. S. Marine Corps Recruiting Service and will feature Jerry Gray and his orchestra and guests.

Features Guard

KIWW San Antonio followed with tape records and a sound recording truck a National Guard unit into simulated battle through dusty, tick-infested terrain near the Alamo City. Five hours of on-the-spot recordings were condensed into a half-hour broadcast illustrative of the GI training program.

KTSA San Antonio for the "Army network" originates a show produced by the radio-TV staff of the Fourth Army Headquarters, Fort Sam Houston, Tex. This *Fourth Army Show* is taped on Ampex by KTSA and carried in other major markets of the five-state Fourth Army Area. Stations airing the show are KTRH Hous-

ton, WWL New Orleans, KRLD Dallas, KVOO Tulsa, KROD El Paso, KGGM Albuquerque and KLRA Little Rock. The show is being given Class A time.

WSB Atlanta sent a special events man on a flying jaunt to visit Georgia servicemen on duty from Texas to California. The WSB representative, Carleton Morrison, is equipped with a tape recorder and will conduct interviews for feature newscasts and his Sunday program, *News in Person*.

KXYZ Houston through recordings made in Korea brought to Houston families the voices of sons serving at the battlefield.

Don Martin School of Radio Arts, Hollywood, each week sends staff members with recording equipment to California training camps. Message home from the trainees are made and mailed without charge.

WMCA New York will inaugurate *Salute to the Armed Forces* Sundays, 9:30-10 p.m., beginning May 13, with mid-air recorded description of a parachute jump by Voice of America Correspondent Robert Lasher, and an interview with a wounded Korean veteran, Cpl. Charles A. Upright, who will be honored as the program's first "Serviceman of the Week."

NEW KMJ HOME

Cost Estimated At \$70,000

KMJ Fresno, Calif., has moved into a new home at 1515 Van Ness Ave. The move came as the McClatchy Broadcasting Co. unit is nearing its 26th anniversary, June 12.

The new home, a one-story modern building, was built and outfitted at an estimated cost of \$70,000. KMJ formerly occupied quarters in *The Fresno Bee* building, and is to be connected by passageway with that building.

KMJ operates on 580 kc with 5 kw. The new home was designed by Dunbar Beck, a fellow of the American Academy of Rome, in cooperation with the firm of Barovetto & Thomas of Sacramento. Studios are fully air-conditioned.

COAST IRE

Convention Set Aug. 22-24

WEST COAST Section of the Institute of Radio Engineers will hold its 1951 convention jointly with the Seventh Annual Pacific Electronic Exhibit Aug. 22-24 at the Civic Auditorium, Civic Center, San Francisco.

Technical programs at the convention will be arranged to cover a specific topic of current interest in the electronic field. Chairman of each session will be a leading authority on the subject under discussion.

BILLING SYSTEM

Devised by WCMW Chief

SAM HUFFMAN, general manager of WCMW Canton, Ohio, says he's the first to bring electronic into the front office.

Mr. Huffman, with International Business Machines, has developed a new system for logging, posting and billing for radio and television stations.

The new system, known as the Huffman Logomatic Control System, reportedly maintains a meticulous record of the station's entire output, eliminates 75 man hours of labor a week in Mr. Huffman's 1 kw daytimer; eliminates omissions and errors, and gives the customer completely detailed billing which would be prohibitively costly by manual methods.

"At the end of the month," explained Mr. Huffman, "all cards for the month are run through standard electronic sorting, tabulating and billing machine which automatically prints about 100 detailed invoices ready for mailing in one hour's time."

He says he will be able to service radio stations with his Logomatic service for as little as 5¢ per account per month as against an estimated average cost of \$2.00 per month per customer for manual systems.

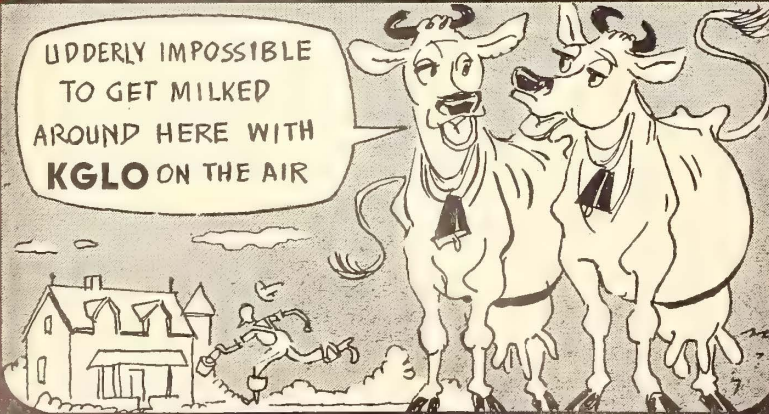
WHITE HOUSE

'Direct' Rules Reiterated

PROHIBITION against spot radio broadcasts directly from the White House without express advance permission has been restated by Joseph Short, the President's press secretary. The ban was reiterated after a network correspondent had aired news of Gen. Douglas MacArthur's dismissal from White House premises following the 1 a.m. news conference April 11.

Mr. Short did not identify the broadcaster by name, but he presumably referred to Frank Bourgholtzer, NBC White House reporter who claimed a clean direct exclusive on the announcement [BROADCASTING • TELECASTING, April 16]. Mr. Bourgholtzer explained he was unaware of violating any rule. Mr. Short said the pickup contravened previous instructions on White House pickups and would not be permitted to happen again without advance consent.

**UDDERLY IMPOSSIBLE
TO GET MILKED
AROUND HERE WITH
KGLO ON THE AIR**




kglo

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

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

**THE LITTLE
STATION
WITH...**



THE BIG WALLOP

WMAM MARINETT WISCONSIN

NBC Follows CBS

(Continued from page 23)

ns from President Joseph H. Connell in a closed-circuit talk 6 p.m. Thursday, were asked to see to an effective date of July although station contracts require a 90-day notice for rate changes. If required to give full notice, NBC could not put the reductions into effect until Aug. 3.

NBC affiliation contracts for the next part contain a provision allowing stations to cancel their affiliation, upon notice, in event of general rate reduction.

The requested July 1 effective date also coincides with the effective date of the CBS changes.

Coincident with its rate announcement, NBC said it is "undergoing a basic economic study of radio network values for future long-range planning to enhance the medium's commanding position in the American economy."

Subjects to be covered in this study, it was understood, include rates, station compensation, network compensation, programming methods, and sales methods. NBC told its affiliates that "the reduction was made in order to put the NBC network on a par with competitive rates and to insure for it a healthy economic future." It also asserted "that all stations will benefit equally by increased business to be achieved by new rates."

The announcement said that planning advertisers "will continue to pay the same amounts as under current rates through a reduction of discount arrangements." These changes were not disclosed immediately.

The SPAC members were reported to have registered strong protests against the rate cuts, but were told the decision had been made.

All SPAC members were present with the television representatives meeting separately. SPAC members are Jack Harris, KPRC Houston, chairman; John T. Murphree, TV director of Crosley Broadcasting Corp., vice chairman; C. Robert Thompson, WBEN Buffalo;

B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw; Howard E. Pill, WSFA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City; Richard O. Dunning, KHQ Spokane; Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WSYR-TV Syracuse; Dean Fitzer, WDAF-TV Kansas City.

Neither NBC or CBS has offered a public explanation of their decisions to make reductions applicable to stations in non-TV areas as well as those in television markets.

Although their officials still offered only a guarded "no comment," both ABC and Mutual were deemed certain to follow the NBC announcement with reductions.

Meanwhile, leaders of the special Affiliates Committee to block rate reductions, temporarily marking time pending a decision on the committee's permanence following its initial rebuff by the networks [BROADCASTING • TELECASTING, April 30], reportedly were canvassing the possibilities of taking some legal action in support of the approximately 30 CBS affiliates whose contracts do not give the network power to change their rates without their approval. Just what form such action might take, if this course is decided upon, could not be ascertained.

NARSR Stand

Spokesmen for the National Assn. of Radio Station Representatives said NARSR has not officially considered the rate question, but that a board meeting probably will be called shortly.

Station sales representatives contacted by BROADCASTING • TELECASTING appeared for the most part to be approaching the whole rate question with caution.

At least one major station representative firm was making plans for a thorough analysis of the entire rate question—not only network and station rates, but also those of ASCAP, transcription libraries, etc.

Several representatives reported that thus far they had found little inclination to cut local station rates, but that, on the other hand, they thought increases would result.

Some said they thought one prime result of the network cuts would be a reduction in the amount of network time accepted by affiliates.

Nor did they feel it would be unduly difficult for stations to sell the time thus reclaimed from the networks. They emphasized that in many cases spot rates already are higher than network rates.

In most cases it was assumed that time thus reclaimed from the networks—within the limits specified by affiliation contracts—would be sustainers and in some instances cooperative programs scheduled outside of network option time.

These station representatives also felt the networks would find their affiliates less cooperative in acceding to network requests for an exchange of network time for station time.

Nor was it felt that local advertisers are clamoring for cuts in lo-

NBC LAYOFFS

A BELT-TIGHTENING program was under way throughout NBC's AM operations last week, with layoffs slated for an estimated 80 to 85 persons in New York, the network's owned-and-operated stations, and other radio divisions.

Officials estimated the dismissals would affect approximately 50 persons out of 3,500 in New York, and from 30 to 35 elsewhere.

They described the move as "completely routine and ordinary." It was, they said, a "business-like" step of the sort that business organizations frequently take after an annual review of operations.

Efforts are being made, it was reported, to have the network's television operations, which are not affected by the economy move, absorb as many as possible of those released from AM employment. All AM departments are affected.

NBC's Economy Board, assigned to review operations and trim what appears to be excess weight, is composed of Charles R. Denny, executive vice president; John K. Herbert, vice president and director of radio sales, and Charles (Bud) Barry, vice president in charge of radio network programs.

In Chicago, cuts were reported

cal rates. Some authorities expressed a belief that one overall result would be that local advertisers will become more firmly entrenched in stations' schedules, with national advertisers ultimately finding it difficult to break back into some of the more choice non-network-option hours if they relinquish them now.

Network spokesmen, on the other hand, took the position that continued usage of network programs is essential to their affiliates' operations, with many of their most lucrative adjacencies built around network shows.

Referring to the bid of Marschalk & Pratt, advertising agency handling the *Esso Reporter*, for a reduction in spot rates [BROADCASTING • TELECASTING, April 30] one representative said he knew several stations which have advertisers "standing in line" for news programs, if Esso should choose to cancel.

All AM Units Affected; Economy Reasons Given

in the network radio sales and promotion structure. Five persons were laid off and one resigned because of ill health.

The resignation was submitted by Edward C. Cunningham, national radio spot salesman, who formerly worked as sales manager of WMAQ Chicago, the network's O&O outlet.

Best-known among those laid off was Rudi Neubauer, a network AM salesman for 11 years who had been with the company 22 years.

Costs Growing Pains

(Continued from page 55)

Press vice president, showed research data on popularity of news shows.

Attending the meeting were:

John McCormick, WTAM-WNBK (TV) Cleveland; Bert Charles, WKVO Columbus; Carl George, WGAR Cleveland; Nate Milder, Jack Perry, Robert F. Hodous, Vernon A. Nolte, WHIZ Zanesville; Robert Mack, Bus Heller, WIMA Lima; R. W. Richmond, WHKK Akron; Robert Beer, WATZ Ashland; Truman A. Morris, WJEH Gallipolis; Gene Trace, WBBW Youngstown; Forest H. Respass, WHOK Lancaster; Robert C. Fehlgman, WHBC Canton; Robert W. Ferguson, WTRF Bellaire; Thomas A. Rogers, WCLT Newark; Lin Pattee, Broadcast Music Inc.; Westford F. Shannon, WSPD-TV Toledo; George Field, RCA Thesaurus; Harold Fitzgerald, SESAC Inc.; Joel Stovall, William B. Hines, WKRC Cincinnati; Fred A. Palmer, WRFD Worthington; George Stroup, WCUE Akron; William Lemmon, WJW Cleveland; Len Nasman, WFMJ Youngstown; Gladys Hastings, Madge Cooper, Robert T. Mason Jr., WMRN Marion; C. N. Evans, WIZE Springfield; Oliver Gramling, Gerald Swisher, Associated Press; Adna Karns, WING Dayton; William R. McNinch, WBEX Chillicothe; James L. Ulmer, WMOZ Marietta; Roger O. Berk, WAKR Akron; Phil S. Bradford, WCOL Columbus; R. O. Runnerstrom, WLOK Lima; Robert M. Sprouse, WMRN Marion; James Leonard, WLWC (TV) Columbus; J. M. O'Hara, WMAN Mansfield.

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

FARMERS
Prefer WIBW because we've served
their interests for 24 years. WIBW is
the farm station for Kansas and ad-
joining states.

WIBW The Voice of Kansas
in TOPEKA

FCC Actions

(Continued from page 79)

APPLICATIONS RETURNED

License for CP

WENE Endicott, N. Y.—RETURNED application for license for CP to change frequency etc., at request of attorney.
W S M - TV Nashville, Tenn.—RETURNED application for license for CP new TV station, because of conflicting dates.

Educators' Comment

(Continued from page 56)

in that area. KPRC-TV also asked FCC to add a section to its proposed rules whereby it would be obligatory to protect areas from co-channel interference which are already receiving adjacent channel interference.

The IBEW Chicago Local 1031 president noted that because of the impact from the TV freeze 8,000 TV workers have been laid off in the Chicago area alone.

On the education front, Mayor W. B. Hartsfield of Atlanta expressed hope for TV channel reservations there.

Iowa State College, operator of WOI-AM-TV Ames, last week announced it has received two grants from the Ford Foundation's Fund for Adult Education [BROADCASTING • TELECASTING, April 30, 16]. Grants involve a total of \$260,000.

City councils and/or mayors of these cities have notified FCC of support for TV reservations:

Baltimore, Seattle, Pittsburgh, Toledo ("emergency measure") asking for VHF reservation in lieu of UHF; Stockton, Calif.; Rockford, Ill.; Wilmington, N. C.; North Little Rock, Ark.; Flint, Mich.; Oklahoma City.

U. of Portland (Ore.) reported it is actively proceeding with preparation of its application and urged reservation.

Several groups filed reservation support in the Pittsburgh area. These were: St. Vincent College, Latrobe, Pa.; Carnegie Institute, Thiel College, Gettysburg, Pa.; State Teachers College, Indiana, Pa.

Other support for educational channel reservation was filed by: Hartford, Conn., Dept. of Education; Chico (Calif.) State College; Seattle Pacific College; Malcolm R. Giles, director general, Supreme Lodge of the World, Loyal Order of Moose; U. of Michigan, Ann Arbor; Omaha public schools; Tulane U., New Orleans; Occidental College, Los Angeles; Fresno, Calif., public schools; Tacoma, Wash., public schools; Cameron State Agricultural College, Lawton, Okla.; Planning Board of San Antonio and Bexar County, Tex.; Oklahoma City public schools; Westminster College, New Wilmington, Pa.

fcc roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations On the Air, Applications

SUMMARY TO MAY 3

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,243	2,232	142		264	139
FM Stations	658	519	150	*1	12	4
TV Stations	107	73	36		402	171

* On the air.

Docket Actions . . .

INITIAL DECISIONS

Ironton, Ohio—Examiner Fanny N. Litvin issued initial decision looking toward grant of application of Glacus G. Merrill for new AM station on 1230 kc, 250 w, unlimited. Decision Apr. 27.

WAVL Apollo, Pa.—Examiner Leo Resnick issued initial decision looking toward denial of application for construction permit to operate at night with 100 w on 910 kc where WAVL presently operates on 1 kw, day, and to change vertical antenna. Decision May 1.

Tacoma, Wash.—Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Tribune Pub. Co. for construction permit for new AM station on 1400 kc, 250 w, unlimited, and denial of application of KBRO Bremerton, Wash. for permit to change from 1490 kc to 1400 kc, 250 w, unlimited. Decision May 3.

MEMORANDUM OPINIONS AND ORDERS

WJAX-TV Jacksonville, Fla.—By memorandum opinion and order, dismissed petition filed Jan. 22 requesting consideration of additional evidence and reconsideration of denial on Jul. 26, 1950 of application for additional time in which to complete construction and grant of same. (Comr. Walker dissented; Comr. Webster did not participate.) Note: Commission's previous denial is now pending on city appeal to U. S. Court of Appeals for District of Columbia Circuit. Order May 3.

On Apr. 30, Commission adopted an order accepting waiver of oral argument filed by WKMH Jackson, Mich., WWJ Detroit, respondent, and FCC General Counsel, in proceeding upon applications of WKMH and WKNX Saginaw, Mich., and cancelled oral argument now scheduled for May 4.

Non-Docket Actions . . .

AM GRANTS

Detroit Lakes, Minn.—Detroit Lakes Bestg. Corp. Granted 1360 kc, 1 kw, day. Estimated cost \$16,921. Principals include President R. C. Brown, 40% stockholder and general manager KXRA Alexandria, Minn., and owner American Institute of the Air; Treasurer Beverly I. Hutton, 40%; Secretary Frederick A. Hay, 20%, owner Fred Hay drug store. Granted May 3.

Montgomery, Ala.—Deep South Bestg. Co. Granted 740 kc, 250 w, day. Granted May 3.

Prestonburg, Ky.—Kentucky Mountain Bestg. Co. Granted 960 kc, 1 kw, day; engineering conditions. Granted May 3.

KDSJ Deadwood, S. D.—Granted switch in facilities from 1450 kc, 250 w, unlimited to 980 kc, 1 kw, unlimited, night directional. Granted May 3.

KNED McAlester, Okla.—Granted switch in facilities from 1460 kc to 1150 kc, 1 kw, day, and change antenna system. Granted May 3.

WKNK Muskegon, Mich.—Granted switch in facilities from night power of 1 kw to 5 kw on 1600 kc, continuing with 5 kw, day; engineering conditions. Granted May 3.

KFQD Anchorage, Alaska.—Granted switch in facilities from 790 kc to 600 kc; engineering conditions. Granted May 3.

KXLR North Little Rock, Ark.—Granted switch in facilities from 1450 kc, 250 w, unlimited to 1150 kc, 5 kw, local sunset, 1 kw, night, night directional; engineering conditions. Granted May 3.

FM GRANT

New Castle, Ind.—New Castle-Henry Township Schools. Granted non-commercial educational permit on 89.3 mc, 10 w. Estimated construction cost \$3,995. Granted Apr. 27.

TRANSFER GRANTS

KIWW San Antonio, Tex.—Granted 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%. Granted Apr. 27.

WCTW New Castle, Ind.—Granted involuntary transfer of control Courier-Times Inc., licensee, from Walter S. Chambers (deceased) and Adaline B. Chambers to Adaline B. Chambers as individual and trustee. No monetary consideration involved. Granted Apr. 26.

WIRB Enterprise, Ala.—Granted assignment of license from Franklin H. James, Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bestg. Co. to new partnership of Robert E. James and Ralph M. Stanford d/b as The Wiregrass Bestg. Co. F. H. James relinquishes his share of partnership in consideration for release from \$2400 obligation for original capital. Granted Apr. 25.

New Applications . . .

AM APPLICATIONS

Calhoun, Ga.—Gordon County Bestg. Co., 1490 kc, 250 w, unlimited; estimated construction cost \$13,596.50. Principals are President R. R. Magill, 51%, chief engineer and assistant manager WRLD-AM-FM West Point, Ga.; Vice President W. L. Bazemore, 30%, physician; Treasurer Duncan Bazemore, 10%; Stanford U. student; Secretary Jewell D. Magill, 9%, wife of R. R. Magill. Filed May 2.

Wallace, N. C.—Duplin Bestg. Co., 1400 kc, 250 w, unlimited; estimated cost \$15,500. Principals, each owning 1/3, are President Harry Kramer, 1/2 owner Kramer's Dept. Store; Vice President Sam Leder, 1/2 owner Leder Bros. Inc.; Secretary-Treasurer Isaac Kadis, 1/4 owner Royal Clothing Co. and two other retail stores. Filed May 2.

FM APPLICATIONS

Morgantown, W. Va.—University High School, non-commercial educational FM station on 88.1 mc, 10 w; estimated cost \$3,500. Applicant plans to use station for training students in radio and speech, acquainting future teachers with radio's educational possibilities, furnishing educational programming to community. Filed Apr. 27.

TV APPLICATIONS

Wichita Falls, Tex.—Texoma Bestg. Co., Ch. 6 (82-88 mc), 19.8 kw visual, 9.9 kw aural, antenna 483 ft. Estimated construction cost \$150,000; first year operating cost \$300,000; estimated revenue \$300,000. Applicant is licensee KTRN Wichita Falls. Filed Apr. 30.

Macon, Ga.—Macon Bestg. Co., Ch. 13 (210-216 mc), 2.94 kw visual, 1.47 kw aural, antenna 446.5 ft. Estimated cost \$106,524; operating cost \$75,000; estimated revenue \$80,000. Applicant is licensee WNEX-AM-FM Macon. Filed May 1.

Texarkana, Tex.—KCMC Inc., Ch. 6 (82-88 mc), 21.62 kw visual, 10.81 kw aural, antenna 427 ft. Estimated cost \$200,000; operating cost \$200,000; estimated revenue \$175,000. Applicant is licensee KCMC Texarkana. Filed May 2.

Savannah, Ga.—Savannah Bestg. Co., Ch. 11 (198-204 mc), 24.9 kw visual, 12.45 kw aural, antenna 495 ft. Estimated cost \$171,750. Applicant unable to estimate first year operating cost and revenue. Applicant is licensee WTOC-AM-FM Savannah. Filed May 1.

TRANSFER REQUESTS

KRMD-AM-FM Shreveport, La.—Involuntary assignment of license from T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and Mrs. R. M. Dean, a partnership d/b as Radio Station KRMD to T. B. Lanford, R. M. Dean,

Mrs. Mary J. K. Lanford and the V. Lipe Dean Trust, a partnership d/b Radio Station KRMD. Action is necessary because of requirements Louisiana community property law following death of R. M. Dean's wife. Filed Apr. 27.

WULA Eufaula, Ala.—Assignment of license from Alabama-Georgia Bestg. Inc. to Edward B. Fussell and Jess B. Fussell d/b as Alabama-Georgia Bestg. for \$14,000. E. B. Fussell is 30% owner of transferor. J. B. Fussell is his wife. Filed Apr. 30.

WKXL Concord, N. H.—Assignment of license from Charles M. Dale, Capitol Bestg. Co. Inc. for \$50,000. Principals in transferee are Treasurer S. Camann, 50%, owner Pariseau's restaurant; President Morris Silver, 25% and Vice President Henry Silver, 25% owners of Silver Bro. Co. Inc., beverage and soft drink firm. All three principals are part-owners of WFL Manchester, N. H. Filed Apr. 30.

WCVI Connellsville, Pa.—Consent transfer control Connellsville Bestg. Inc., licensee, from J. Wylie Driscoll, Mary K. Driscoll, Edward L. Smith, Margaret Dubson, executor of estate of John F. Dubson, through sale of 100% stock to John Barnsley Craddock and 11 other individuals for \$45,000. Mr. Craddock is present general manager of WCVI. Filed Apr. 30.

WDYK Cumberland, Md.—Assignment of license from Richard Aubrey Raese tr/as Western Maryland Bestg. Co. to new corporation, Western Maryland Bestg. Co., owned 98% by Raese and 2% by Secretary James Avirett. Mr. Avirett pays about \$500 for his interest. Filed Apr. 30.

KOFO Ottawa, Kan.—Assignment of license from James N. Jobes, Herbert M. Jobes and Bernard R. Hawley, partnership d/b as Ottawa Bestg. Co. to James N. Jobes and Herbert M. Jobes, a partnership d/b as Ottawa Bestg. Co. Mr. Hawley sells his 16% interest to two other partners for \$6,000. Filed May 1.

WELS Kinston, N. C.—Consent transfer control of Farmers Bestg. Service Inc., licensee, from Ernest Scott, Jack Siegel and Robert E. Wasdon through issuance of stock to new stockholders and relinquishment of Mr. Wasdon of his interest to Mr. Scott. Eight new stockholders purchase 100 shares, per value \$100 per share. One is Edwin J. Schuffman, special events director for WGH Newport News, Va. Filed May 1.

KCBDB Lubbock, Tex.—Acquisition control Caprock Bestg. Co., licensee by President and General Manager J. H. Bryant through purchase of 140 shares from J. T. Krueger for \$29,800. Mr. Bryant will then own 53.4%. Filed May 1.

KWWB Walla Walla, Wash.—Acquisition of control Walla Walla Bestg. Co., licensee, by Harold C. Singlet through purchase of 127 3/4 shares from John W. Kendall for \$23,000. Mr. Singlet is present minority stockholder and will own 51.1% after transfer. He is also 1/2 owner Redmond Bestg. Co., applicant for new AM station in Redmond, Ore. Filed May 1.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 13 FM 37 TV 0. New deletion effective dates and reasons follow:
KZYZ Redlands, Calif.—Orange Empire Bestg. Co., construction permit May 2. Failed to file for extension time.

KBIG Guthrie, Okla.—Leader Pub. Co., construction permit, Apr. 27. Applicant's request. (Application for transfer of control dismissed.)

WBOX (FM) Louisville, Ky.—Northside Bestg. Corp., licensee, Apr. 5. Lack of receivers, economic.

Martin Adv. Moves

HARWOOD MARTIN Ad Agency held open house last Wednesday at its new location, 25 Connecticut Ave., in Washington. New quarters consists of four floors.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

BROADCASTING • Telecasting

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN

HALIFAX NOVA SCOTIA
JOS. WEED & CO.

350 Madison Ave., New York,

(Rep.)

5000 WATTS—NOW!

TV Price Support

(Continued from page 55)

ability into the TV business." About 8 million families of the million in TV areas, Mr. Abrams continued, are without TV sets. But they have found it difficult to buy because of down-payment requirements of Regulation W of the stabilization program.

Mr. Abrams said that he did not know how long the new prices, which were the lowest in Emerson history, could be maintained, particularly if "restrictions become more stringent" and "materials are available." In any event, not more than 60 days, he said.

The reduced prices will apply to sets already in the hands of distributors and dealers, he said. In his Albany address Mr. McDaniel supported the claim that the TV market is far from saturated. Ratio of TV homes is between 50% and 60% in the oldest areas, and well below that in most areas, he added, and there still remain those who will not buy in small screen sets for over models.

Manufacturers Accustomed

Radio-TV manufacturers are accustomed to abnormal business, he declared, with sales records and slumps occurring frequently. Cutbacks in TV production and waning interest on the part of the public in TV programs will help clear current inventories, he said. The predicted opening of the UHF band will increase TV set sales and open new markets.

Mr. McDaniel said he did not believe the public will wait for combination UHF-VHF sets, since no present set will be made obsolete by UHF because converters will be available. He said a customer has no assurance when UHF will come to his community, with extra investment for combination sets a waste of money.

Color Prospects

(Continued from page 56)

Mr. McDaniel pointed out.

"A bigger national advertising budget certainly seems to be needed," observed the CBS executive as he questioned the fallacious reasoning of advertisers who contend, in the face of rising costs all along the line in production, that advertising costs are rising; let's bring them down."

Mr. Hausman readily conceded advertising costs are rising, "but they are not rising with anything

like the speed of other costs." In support he offered the case of a hypothetical advertiser who, at the conclusion of World War II, allocated a total of \$55,000 for various media, including network radio. Reaching 25 million people, his cost was \$2.22 per thousand, Mr. Hausman said.

Pointing out that the wholesale price index since that time has risen 65%, he declared "a similar buy today—reaching more people—would cost \$2.74 per thousand."

"The potential of television is an addition to existing media," Mr. Hausman said. "It is further justified by the bargain counter at which all advertising is sold today."

"I think it becomes quickly evident that television is the most logical fulcrum any of us have to increase the use of all advertising," he concluded.

Reviews Situation

Mr. Coy's NNPA talk included a summary of the television situation to date with an explanation of the FCC's city-by-city hearing on proposed TV allocations.

He pointed to the increase of color advertising in newspaper and magazines as well as the trend of the film industry towards color movies as exemplifying the demand for color.

"Color is a new dimension that will go far towards speeding the dominance of television as an advertising medium," the Chairman stressed. "And color in television costs approximately the same as black-and-white in contrast to increased costs for color in other media."

Mr. Coy also said:

- IF FCC can begin granting applications around the first of December, new stations will start going on the air by middle of next year.

- The 400 TV applications on hand prove the desire and resources of AM broadcasters and other interests to construct video outlets.

- The rate-cutting movement in AM will spur TV construction.

- It's not known how deeply defense requirements will affect TV production.

- Since TV transmitters do not require much materials there's optimism that a reasonable amount of materials will be made available during 1952.

- Outlook for 1953 is quite bright, according to Director of Defense Mobilization Charles E. Wilson, who expects to begin lifting controls by middle of year.

B&B Personnel Shifts

TOM CARSON has joined and Mary McKenna has been promoted in the radio-TV time buying division of Benton & Bowles, New York, George Kern, director, announced last week. Mr. Carson was with Foote, Cone & Belding, New York, as a special radio-TV consultant. His new title will be supervisor and coordinator of all Procter & Gamble time-buying activities. Miss McKenna was named supervisor of time-buying for General Foods and Best Foods.

Hearings Code

(Continued from page 57)

were asked to testify. Both witnesses subsequently were cited for contempt, though the committee expressed belief their refusal was merely a "subterfuge," and the Senate has showed no inclination to consider their cases [BROADCASTING • TELECASTING, April 23].

The committee, whose chairmanship passed from Sen. Estes Kefauver (D-Tenn.) to Sen. Herbert R. O'Connor (D-Md.) last week, also recognized in its report that a "major part of the credit for the vital impact" of its work rested with television. The report added:

Never, prior to that time (the recent hearings) had a Congressional hearing received such a public airing or viewing, nor before such a huge audience. It has been estimated that the hearings in New York were watched by upward of 30 million persons. These telecasts . . . have had a most salutary effect in awakening the public to the menace of organized racketeering that now confronts our national life. For the first time the public was able to see and hear the notorious hoodlums to whom it was, in one form or another, paying tribute, to determine for itself whether or not these men are wholesome influences in public affairs . . .

Code Need Seen

But because of legal implications and the new issues raised by the medium, the committee said it feels that "a code of Congressional procedure should be worked out so as, among other things, to insure the continuing dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens."

Other members who had a hand in preparing the report include Sens. Charles W. Tobey (R-N.H.), Alexander Wiley (R-Wis.) and Lester C. Hunt (D-Wyo.).

The decision to hold the Thursday MacArthur hearing behind closed doors was announced by Chairman Richard B. Russell (D-Ga.), who said earlier that if the sessions are opened to the public, "we ought not to play favorites" and it should be done "before the television and the radio." Sen. Russell referred to a statement by Sen. Robert Taft (R-Ohio) that the Ohioan would not permit radio-TV coverage. The issue is whether national security would be endangered by open sessions, he said.

Sen. Russell felt little would be gained by throwing open hearings to Russia's *Pravda* newspaper representatives and not permitting radio and TV coverage, thus denying the American people "an opportunity to see the show."

Asked whether there would be much difference between probable "leaks" from executive sessions and full coverage of open hearings, the committee chairman felt it is entirely a different matter when

news is given out by committee members than when it falls from the lips of Gen. MacArthur in open session.

Sen. Russell also told his colleagues he has received numerous letters saying "If you do not let me see Gen. MacArthur on television . . . I will never be for you again," and added:

"I hope the General will appear on television a sufficient number of times to permit all the people to see him and get his views . . . But when we are dealing with secret matters . . . it is no time to be putting on a television show from which we cannot exclude agents of our enemies." Gen. MacArthur had been asked to testify in closed hearing and had indicated no preference for appearing in public sessions, he added.

No course had been chosen by the committee last Thursday following the General's appearance. But Armed Services staff members indicated that the radio-TV broadcasting industry would be notified when and if public hearings were set to allow them time to install necessary equipment.

Senate Minority Leader Kenneth Wherry (R-Neb.) took exception to the closed sessions, contending the "truth" could have been brought out in public and thus "unite the people more quickly." Sen. Taft, in turn, denied his remarks on radio-TV broadcasting had reflected sentiments of the GOP Policy Committee.

On the House side, Rep. Javits told colleagues that the Rules Committee "does not now look with favor upon this bill (H Res 62), although it carefully leaves full control over such televising and broadcasting to the Speaker of the House." Asking for discharge of his resolution from the committee, he observed:

Other proposals suggesting a board review of TV's role on Capitol Hill and advocating blanket Congressional coverage still were pending before the Senate and House Rules committees.

FOLLOW THE LEADERS



SELL THE LONG BEACH—
LOS ANGELES MARKET WITH

KGER
5000 WATTS

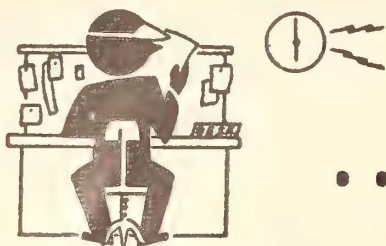
LEADING INDEPENDENT
IN SO. CALIFORNIA
FOR 25 YEARS

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GALEN O. GILBERT
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The Station of the American Home

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.



...at deadline

VIRGINIA GROUP OPPOSES GENERAL RATE REDUCTION

GENERAL cut in radio rates opposed by Virginia Assn. of Broadcasters in resolution adopted Friday during spring meeting at Hot Springs, Va. (early story page 31). Other resolutions supported Senate ratification of NARBA pact and honored memory of B. Walter Huffington, former NAB field director, and John W. New, former commercial manager of WTAR Norfolk and past VAB president.

Charles P. Blackley, WTON Staunton, secretary-treasurer, elected VAB president. James H. Moore, WSLR Roanoke, re-elected vice president, and Robert H. Smith, WCYB Bristol, elected secretary-treasurer. New board members are Frank Koehler, WROV Roanoke; John L. Cole, WHLF South Boston; John Schultz, WMVA Martinsville, retiring president; C. R. Maillet, WFLO Farmville, and Campbell Arnoux, WTAR Norfolk (re-elected).

Sen. Robert A. Taft, Republican leader vacationing at Hot Springs, told VAB radio is important factor in political campaigns. Radio and TV rapidly becoming most important instrument in evolution of national political policy, he said.

Fred Dabney, Richmond manager of Ketchum, MacLeod & Grove, Pittsburgh agency, said radio has done "magnificent job" in getting people into auto showrooms of members of Virginia Chevrolet Dealers Assn. No curtailment in radio planned, he said, though TV will be used later when agency can get what it wants. Harold Essex, WSJS Winston-Salem, N. C., NARTB District 4 director, reviewed association work.

120-DAY PERIOD ASKED FOR OPERATOR WAIVER

FCC asked Friday by special NARTB committee headed by William C. Grove KFBC Cheyenne, Wyo., chairman, to extend from 30 to 120 days its waiver period where stations are unable to obtain first-class operator. FCC announced April 5 stations could obtain 30-day waivers from its field engineers and at same time instigated rule-making procedure.

Bernard Koteen, special counsel for committee, filed reply Friday, last day for filing, in which 30-day period was declared too short. Brief suggested stations obtaining 120-day relief notify FCC within 60 days of steps taken to obtain first-class operators.

AFRA 'RED' PROCEDURE

PROCEDURE for handling charges of Communism against radio-TV performers announced Friday by AFRA-industry group formed last September for that purpose [BROADCASTING • TELECASTING, Sept. 25, 1950]. As set forth in statement issued jointly by AFRA, AAAA, ANA, NARTB and major networks, plan calls for employers of talent to cite charges against individual actors or actresses to president of AAAA, who relays to AFRA, which relays to performer and invites written reply. Both charges and reply remain in AFRA confidential files, to be released "only upon specific request" from AAAA president.

FCC RULING PERMITS COMMERCIAL FM FACSIMILE

IN WHAT is regarded as step towards commercial facsimile transmission, the FCC last Friday ruled, effective June 13, that FM stations may transmit simplex and multiplex facsimile in accordance with Standards of Good Engineering Practice Concerning FM. Simplex transmissions may not exceed one hour between 7 a.m. and midnight, may not be counted towards the minimum operation requirement, and station must notify FCC of intent to transmit in that manner.

Multiplex transmissions must not reduce quality of aural programs below engineering standards nor can degradation of aural programs result on FM receivers not equipped with filter or similar equipment. Permission for simplex and multiplex transmission also extended to non-commercial educational FM stations. Ruling followed petition of Hogan Labs, New York. Extensive hearings held in 1949.

LIMITATIONS ON STAFF URGED IN FCC DISSENT

STAFF members of new FCC Broadcast Bureau (story, page 27) should be restricted from participating in FCC decisions, proposed decisions and review of decisions, Comr. Robert F. Jones stated in dissenting on orders issued Friday defining functions of Bureau, and duties of Office of General Counsel, Chief Engineer and Chief Accountant. He said such persons should act only "as a witness or counsel in public proceedings."

Comrs. Rosel Hyde and Frieda B. Hennock concurred in adoption of Bureau order, but they and Comr. Jones believe one provision for duties should read "Examine and analyze applications in the radio broadcast service." They would delete order's phrase "and make recommendations to the Commission thereon." On the orders for the General Counsel, Chief Engineer and Chief Accountant Offices, Comr. Jones favored adding provision specifying such separation of staff.

AT&T RELAY CREWS MEET

FIRST transcontinental TV network came step nearer last week as AT&T completed construction work on last of 107 radio relay stations in coast-to-coast route, when crews working west from Omaha and east from San Francisco met northwest of Denver. Bell system engineers expect radio relay to be ready for cross-country telephone service by late August, for TV program transmission before end of year.

SAMUELS MOVES TO MORRIS

FRANK SAMUELS has resigned from ABC Western Division vice presidency to join William Morris Agency as head of West Coast radio-TV department. Contract with Morris is for three years. He leaves ABC as soon as successor is appointed. One candidate reportedly under consideration for vacated post is Donn Tatum, Don Lee vice president, who had been reported as moving to ABC in June as assistant to Mr. Samuels.

Closed Circuit

(Continued from page 4)

spot campaign on 300 markets starting June 18 through July 28. Young & Rubicam agency.

CBS, first of networks to back Broadcast Advertising Bureau with full payments for its seven-owned-and-operated stations, might well be first to pull out if BAB undertakes research project designed to thwart network rate curbing. Network contention is that no amount of research will change result and that quarter-million dollar project would be money wasted.

THERE'S no unusual speed in House Commerce Committee to clear FCC procedural bill McFarland Bill (S-658), now on deck (see story, page 29), faces much study and paper work, according to committee. In addition to "studies," it's expected that executive session on bill will be upcoming, prolonging measure's fourth visit in House unit in past two years.

OAKITE RELIES ON RADIO; USING 30 SPOT PROGRAMS

FRANK A. CONOLLY, manager of packaging division for Oakite Products Inc., told BROADCASTING • TELECASTING that "best proof of our belief in radio as a sales builder is that after all these years (22) we are still counting on this medium to increase our sales just as we did in the beginning." As far as TV is concerned, Oakite is studying impact of television.

Oakite announced heavy spring drive using total of 30 spot radio and TV programs, including *Songs by Bing Crosby, Tex and Jimmie*, *Woman's Page of the Year, For Women Only*, and *Kitchen Kapers*. Seven of the 30 are TV shows. Spots are concentrated in metropolitan areas including New York, Albany, Pittsburgh, Washington, Los Angeles and many others.

FINANCE GROUP NAMED

NARTB Finance Committee membership announced Friday by President Justin Miller after conferring with President-elect Harold E. Fellows. Committee meets June 2-3 prior to NARTB board meeting. Chairman is William B. Quarton, WMT Cedar Rapids, Ia. Other members: Robert D. Swezey, WDSU-TV New Orleans; Ben Strouse, WWDC-FM Washington; William A. Fay, WHAM Rochester. Harold Essex, WSJS Winston-Salem, N. C. Radio and TV boards meet separately June 4-5, with joint meeting on 6th.

'FUNCTIONAL' EXTENSION

FCC Friday announced its April 11 policy statement letter on legality of "functional music operations" would apply equally to all FM stations in such operations. Earlier letter sent to four FM outlets [BROADCASTING • TELECASTING, April 16], held that service was in violation of Rules and Regulations; asked return letters by April 30 outlining intent to comply with "lawful" requirements. Licensees, in past engaged in "functional music operations" but since discontinued, are to advise FCC. Response deadline is May 22. Comrs. George E. Sterling and Robert F. Jones dissented, Comr. Frieda B. Hennock did not participate in action.

TV AURAL RULE CHANGED

AURAL transmitters of TV stations may now operate separately from visual transmitters except in certain instances, FCC announced Friday. Amending Sec. 3.661 (b) of Rules and Regulations, effective June 13, it was said exception would be made for actual tests of station equipment and experimentation; for emergency "fills" when visual equipment fails during which program material to permit listener to stay tuned will be allowed.

she **spurs** extra **sales** for **5,500** retailers



Ruth Lyons

in **WLW-Land!**

During February, more than 5,500 retailers in Ohio, Indiana, Kentucky and West Virginia enjoyed the terrific selling impact of the fourth, and biggest, "Ruth Lyons Month"—a merchandising and promotion campaign by WLW and WLW-Television. Throughout the month, the magic words "Ruth Lyons recommends" prompted extra thousands of her loyal audience to buy products advertised on her daily simulcast shows—"Morning Matinee" and "Fifty Club."

Behind this
Extra promotion
for Extra sales
went—

STORE POSTERS

46,000 attractive "Ruth Lyons Month" display posters were distributed

PRICE MARKERS

WLW provided retailers with 13,000 specially designed price cards

TRADE PAPER ADS

Ads in all regional trade papers publicized the event to retailers

ANNOUNCEMENTS

WLW and WLW-Television used 103 promotional announcements

SPECIAL PROGRAMS

Four fifteen minute shows on WLW featured the event

TAXI POSTERS

Display on Cincinnati Yellow Cabs publicized the month

LETTERS

Sales representatives of products promoted were informed of the campaign in advance

AD MATS

300 tie-in mats were supplied dealers for local advertising

NEWSPAPER ADS

Ads on the event were used in Cincinnati, Dayton, Columbus, and Fort Wayne

EASEL DISPLAYS

Specially made displays were used in selected stores

WANT LISTS

Convenient "Want Lists" were supplied to 1000 retailers

NEWS BULLETINS

... kept dealers throughout the area informed

BUY WAY

Two editions of this merchandising newspaper for retailers carried the "Ruth Lyons Month" story

WHOLESALEERS' BULLETINS

Wholesalers urged their customers to cooperate in the promotion

RECORDED PITCHES

... BY Ruth Lyons were used on p.a. systems in 21 stores

Plus the full time coordinated efforts of WLW's large Merchandising Department

WLW AND WLW-Television

Crosley Broadcasting Corporation



ARTHUR GODFREY talks to
millions of housewives over WJR
Monday thru Friday.

W

J

R

*..first they listen
then they buy...*



the
GREAT VOICE
of the
GREAT LAKES



WJR DETROIT ★ CBS 30,000 WATTS CLEAR CHANNEL

The buying habits of millions of housewives (and their families) in the rich
Great Lakes area are conditioned by their listening habits of many years.
Stay tuned to these profitable buying habits with WJR—the great
Voice of the Great Lakes...Remember!...First they listen...then they buy!

Represented nationally by Edward Petry & Company

FREE
SPEECH
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Radio—America's greatest advertising medium

