

# TELECASTING

A Service of BROADCASTING Newsweekly

## Dear Pop:

This is me, Mickey - and writing too. Yeah, I can write. I'm a pretty smart cat, if I do say so.

Anyway, Pop, I think you pulled a boner.

'member that memo from WOR-tv that you left on the desk at home?

Well, I read it. And I want to say that you're a dope to forget a piece of paper that says:

1. Audience-wise, WOR-tv, is the leading independent tv station in New York.
2. One mystery program on WOR-tv brings any sponsor 415,900 viewers at a lower cost-per-thousand than many of the "top" mystery shows on network stations.
3. Fifteen WOR-tv programs pull an audience of over  $\frac{1}{4}$  of a million viewers per broadcast.

I could go on, Pop - but the main thing is...read that memo over and help keep me in better style - and you, too - by making more money in recommending a real sales-making tv station to your clients.

As always,

Mickey



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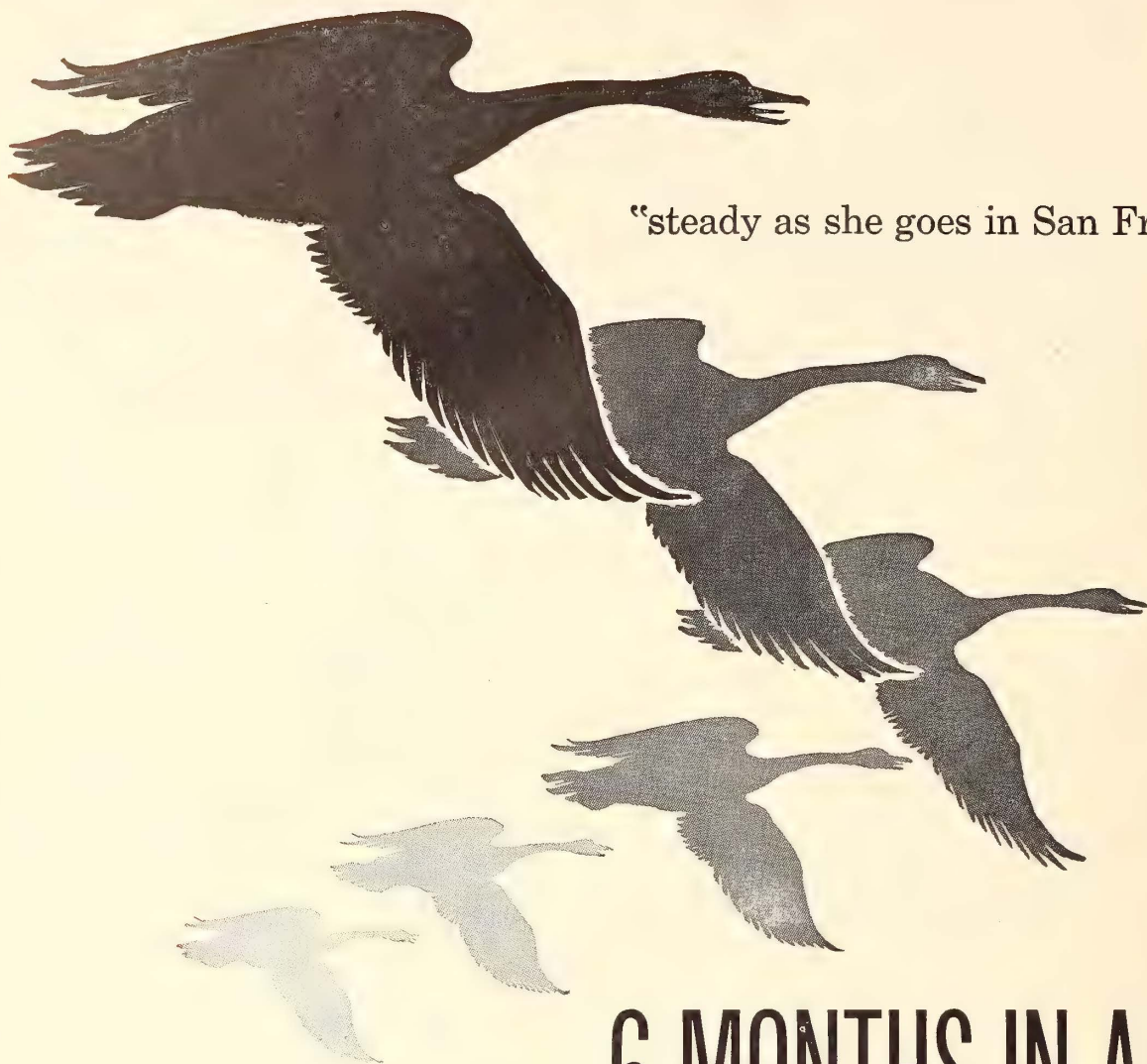
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"steady as she goes in San Francisco"

PULSE reports  
San Francisco  
Bay area tele-  
viewing "steady  
as she goes" —

## 6 MONTHS IN-A-ROW

(OCT., NOV., DEC., '50—JAN., FEB., MAR., '51)

KRON-TV carried more once-a-week and  
multi-weekly programs with largest  
share of audience than the other two  
San Francisco stations combined . . .

HOW'S THAT FOR PROOF



PUTS MORE  
EYES ON  
SPOTS

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago,  
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios  
in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco



# BRIEFS FLOOD FCC

## Further Delay in Hearings Possible

By LARRY CHRISTOPHER  
PROSPECTS of several weeks' further delay in commencement of FCC's hearing on city-by-city allocation proposals—and consequent added delay in finalizing TV allocations and full lifting of the freeze—appeared last week following the deluge of some 700 formal comments at deadline Monday on the Commission's revised TV plan.

"We never dreamed there'd be so many," one FCC official commented in amazement.

So did the Commission clerical staff as it struggled through late Wednesday to clear the flood and get the briefs into the public docket so the press, lawyers and engineers could begin to examine them.

Even the "dry run" of comments to the 1949 proposal failed to fully prepare all concerned for last week's experience, observers agreed.

June 11 will probably be asking date for extension of the deadline for replies and counter-proposals, already once delayed and now set for May 22.

The June 11 date for commencement of the city-by-city allocation proposal hearing would be delayed to June 18, according to present proposals.

Late last week a joint request for such extensions was being considered among the Federal Communications Bar Assn., the Assn. of Federal Communications Consulting

Engineers and NARTB-TV. Each was polling its constituency on the proposals and action is expected early this week.

An exhaustive city-by-city hearing—lasting two to possibly nine months—was seen in various quarters last week as commercial broadcasters and organized education set their teeth for what is generally considered the final grinding out of a last opportunity to enter TV broadcasting.

### Partial Freeze Lift?

What action FCC may take in the meantime on its proposal for partial lifting of the freeze remained open conjecture by the end of the week. Few comments on the subject were received, and they were mixed.

Highlights among the vast array of comments on FCC's revised TV plan, issued in late March [BROADCASTING • TELECASTING, March 26 et seq.], included:

● Majority approval was expressed on broad engineering and allocation policies contained in Commission's "third notice" of proposed allocations, except on issue of reservation of channels for noncommercial educational stations.

● Most briefs filed dealt only with juggling channels from here to there; minority addressed themselves to "general" issues.

● Legality of educational reservation was vigorously challenged

by NARTB-TV and handful of commercial broadcasters. Legality also was questioned by a few educational interests.

● Lawfulness of pre-determined allocation to specific cities by rule-making procedure was challenged by FCBA and a few broadcasters, with oral argument on issue asked prior to city-by-city hearing. Such hearing would be rendered "moot" if FCBA's position prevailed. NARTB-TV, however, supported fixed allocation.

● Alternative to fixed allocation suggested by FCBA and others is to use plan only as informal "guide" as in AM.

● First commercial broadcaster to go on record and challenge educational reservation was Fred A. Knorr (WKMH Dearborn, Mich.), whose detailed brief also questioned fixed allocation.

● Education's well-organized bid for reservation was spearheaded by now permanent Joint Committee on Educational Television. Backed by funds from Ford Foundation's half-billion dollar kitty, JCET "coordinated" filing of more than 200 educational comments, prompted additional individual briefs.

● JCET plans extensive presentation for each city "reserved" to education in allocation proposal, plus others desired so reserved.

● "Bulk package" from U. S. Conference of Mayors, rounding up

support from cities coast-to-coast, was among those jumping on education bandwagon.

● Few schools suggested "partial commercializing" of educational channels to defray costs, while scattered others don't want noncommercial reservation and prefer to compete for full commercial facilities.

● State-wide educational network of 11 outlets—costing \$3.5 million just to build—is already underway by New York State board of regents (see story page 75).

● RCA-NBC urged prompt, full lifting of freeze in those areas where no issue is raised by comments. Opening of UHF seen as "constructive step" to full TV development, but still other channels requested if possible.

● Sen. Edwin C. Johnson (D-Col.) personally filed in behalf of Denver's allocation plight, asked more VHF channels from other parts of state or also Wyoming and Nebraska.

● Switching of all commercial TV to UHF, leaving education entirely in VHF, posed as one remedy for allocation headache by Attorney Arthur Scharfeld in behalf of several stations.

NARTB's Television Board, filing through Thad H. Brown, its counsel  
(Continued on page 90)

# TV at the Stretch

IT WILL TAKE days to analyze, dissect and collate the some 700 separate pleadings which inundated the FCC at deadline last week for comments on the Third Report covering TV allocations.

Even a cursory perusal, however, shows:

1. That the political grab is on, under the guise of "reservations for education."
2. That the majority of legitimate applicants wants a prompt thawing of the freeze.
3. That, aside from the unanimous opposition to the educational grab, the land-rush will be for VHF in the larger markets, through proposed shifts in proposed assignments.

Whether the FCC will be able to carry through with its avowed plan to stick to the fundamental frame-work of the allocations in the face of this plethora of proposals is too early to foretell. Obvious errors and inequities in its original plan certainly will be remedied. But if it goes far beyond, it is evident that the whole allocations scheme goes to pot, and a fresh start and new delays will be entailed.

The Joint Committee on Educational Tele-

vision, feeling its oats after snagging a \$90,000 windfall from the half-billion dollar Ford Foundation (which certainly had a fast, high-pressure sell) processed more than 200 prefabricated pleadings from colleges and school systems. Weight, bulk and volume won't delude the FCC majority.

Nor did the Hennock harangue on sweetness and light via so-called educational television (controlled by the politically elected mayors or school boards) deter other educational institutions, like Loyola of New Orleans, or St. Thomas of Minnesota, from entering the front door and seeking commercial status on a parity with other applicants.

The fallacy of the whole so-called educational "reservation" approach can be seen in the project of the Board of Regents of New York to seek from the state legislature several million to build 11 stations—two of them in New York. Aside from the obvious political implications, there is the small matter of the law. Two stations in New York City violate

## AN EDITORIAL

the duopoly regulation. More than five stations—wherever located—violate the FCC rules. One member of the board of regents, in passing, observed it might be desirable to sell time to defray expenses. Just a little bit pregnant?

There are a thousand-and-one panaceas offered the FCC in the snow-storm of comments. There are more than implied threats of litigation, which could thwart thawing of any phase of the freeze for the foreseeable future.

It seems to us the FCC has two MUST moves: (1) throw out the educational reservations in their entirety and let the educators come forward on the same footing as all other applicants in competitive quests for facilities; (2) to correct obvious errors in its proposed Third Report, narrow separations where engineeringly feasible to provide additional VHF opportunities.

Then lift the freeze promptly, and let the full force of free competition in the American Way take its course.



# Comments on Proposed Allocations

## ALABAMA

Birmingham—WBRC-TV. Consents to switch from Ch. 4 to 6.

Birmingham—WJLM. Add Ch. 7.  
Birmingham—WVOK. Add Ch. 7; recommends changing channels in Meridian, Miss.; West Point, Miss.

Montgomery—Deep South Bestg. Co. (AM permittee). Add Ch. 3; would affect Meridian and Biloxi, Miss., Pensacola, Fla.

Montgomery—State of Alabama Dept. of Education. Favors reservation.

Tuscaloosa—WTBC. Requests allocation from State College, Miss., to Tuscaloosa and allocation of Ch. 4 to State College.

Tuscaloosa—Favor reservation: Tuscaloosa County Board of Education, Tuscaloosa City Schools.

University—U. of Alabama. Favors reservation.

## ARKANSAS

Fort Smith—KFSA. Add Ch. 8; change of Ch. 8 to 11 in Muskogee, Okla.

Little Rock—Mayor Ross Lawhon. Supports reservation.

Mena—KENA. Informal bid for channel allocation.

## CALIFORNIA

Bakersfield—KERO. Add Ch. 8.  
Fresno—KFRE, KRFM. Add Ch. 3. Affects Visalia, Calif.

Fresno—KMJ. Add Ch. 5, 7 and 9. Affects Goldfield, Tonopah and Las Vegas, Nev.

Fresno—City Schools. Supports UHF reservation; prefers VHF.

Los Angeles—KECA-TV (ABC). Although supporting Ch. 8 at San Diego asks right to increase power beyond maximum adjacent-channel limits proposed. Delete Chs. 7 and 9 in Mexicali. Delete Ch. 6 from Tijuana and add to Mexicali or delete Ch. 12 at Tijuana and assign Chs. 7 and 9 to Yuma, Ariz., in lieu Chs. 11 and 13. Add Ch. 15 to Tijuana and Ch. 29 to Mexicali.

Los Angeles—Occidental College. Supports reservation. U. of So. Calif. regrets UHF reservation in lieu VHF.

Monterey—Monterey Radio-Television Co. (applicant to purchase KMBY). Supports allocation.

Monterey—Steven A. Cisler (AM applicant). Supports allocation.

Oakland—KLX. Add Ch. 13 to San Francisco-Oakland; change Ch. 13 at Stockton to Ch. 3; substitute Ch. 2 at Visalia for Ch. 3; substitute Ch. 4 at Reno for Ch. 3.

Oakland—KROW. Four plans of reallocation submitted for area.

Port Chicago—KECC Pittsburg. Add Ch. 15.

Sacramento—KCRA. Plan 1: Add Ch. 3 reallocate either Ch. 2 or 4 to Reno in lieu Ch. 3. This would allow added VHF at Reno. Plan 2: Add Ch. 8 at Sacramento, reallocate either Chs. 19, 58 or 64 in Monterey, Calif., in lieu Ch. 8; reallocate Ch. 11 in Reno in lieu Ch. 8.

Sacramento—KFBK. Add Ch. 3; affects Reno, Nev.

Sacramento—KROY, KCRA. Add Ch. 3, affecting Reno, Nev., or Ch. 8, affecting Reno, Nev., and Monterey, Calif.

Salinas—KSBW. Switch Ch. 8 from Monterey to Salinas, Ch. 28 from Salinas to Monterey.

San Diego—KCBQ. Add Ch. 6 or 12.

San Diego—KFSD. Opposes removal of Ch. 6 to Tijuana, Mex. Asks: San Diego Chs. 3 (6 or 12), 8, 10, 21, 27 and 33; Tijuana (6 or 12), 39, 45, 51, 57, 63.

San Diego—Charles E. Salik. Add either Ch. 6 or 12.

San Diego—Television Bestg. Co. Delete Ch. 27 and Ch. 33 from San Diego and add to Tijuana. Delete Ch. 12 from Tijuana and add to San Diego. Add Ch. 15 to San Diego.

San Diego—Board of Education. Supports reservation. Requests transfer of one commercial allocation from Tijuana to San Diego.

San Francisco—CBS. Four alternate plans to add either Ch. 11 or Ch. 13, or both, affecting Stockton, San Jose, Madera, Salinas, Sacramento and Reno.

San Francisco-Oakland—Television California Inc. Add Ch. 13, delete Ch. 3 and add Ch. 4 in Reno; delete Ch. 6 and add Ch. 3 in Sacramento; delete Ch. 13 and add Ch. 6 to Stockton, Calif.

San Francisco and Los Angeles—U. of California. Supports reservation.

San Jose—Standard Radio & TV Co. Add Ch. 11.

SYNOPSIS of all available formal comments filed at deadline last Monday on FCC's further revision of its national television reallocation plan are included in this list. The listing confines itself to Appendix C of the Commission's "third notice," i.e., proposals to switch channels from one area to another to effect a better allocation. Comments on general issues are included in the roundup story, page 73. Additional education comments not available early in the week are to be found in the list beginning at the bottom of this page.

Santa Barbara—KIST. Add Ch. 8.  
Stockton—City Council. Favors reservation.

## COLORADO

Denver—Sen. Edwin C. Johnson (D-Col.) Add Ch. 9; remove reservation Ch. 6; reserve Ch. 26; delete Ch. 9 (reserved) at Boulder, substitute Ch. 22 and reserve. Two alternate proposals affecting Colorado Springs, Cheyenne, Wyo., Rawlins, Wyo., Alliance, Neb.

Durango—KIUP. Add Ch. 6.

Montrose—KUBC. Favors allocation.

## CONNECTICUT

Hartford—WTIC. Add Chs. 3, 81 or 83; remove Ch. 3 from New London, Conn., substituting Ch. 22 there, removing Ch. 2 from Providence; or substitute Ch. 81 or 83 at New London. Two alternate plans affecting New London, Providence, Montpelier, Vt., Lewiston, Me.

Hartford—WHTT. Add Ch. 3, 59, 81, affecting New Haven, New London, Conn.; Montpelier, Vt., and Lewiston, Me.

New Haven—WELI. Supports allocation.

New Haven—WNHC-TV Consents to shift from Ch. 6 to 8 but cites estimated expense of \$160,000.

New London—WNLC Supports allocation.

## DELAWARE

Wilmington—WDEL-TV. Supports reassignment from Ch. 7 to Ch. 12.

## FLORIDA

Fort Lauderdale—WFTL. Add Ch. 9, affecting Miami, West Palm Beach and Fort Myers.

Gainesville—WRUF. Change Ch. 5 from educational to commercial.

Jacksonville—WJAX. Add Ch. 2. Substitute Ch. 11 for Ch. 2 at Daytona Beach, Ch. 6 for Ch. 2 at Tallahassee, Ch. 3 for Ch. 6 at Thomasville, Ga.

Jacksonville—WPDQ. Add Ch. 10; eliminate educational reservation for Ch. 7.

Miami—WGBS. Submits three alternate allocation plans to give more chan-

nels to Miami; affects West Palm Beach, Fort Myers, Fort Pierce.

Miami—WIOD. Three alternative plans suggested to give city five channels. Affects Tampa-St. Petersburg, Jacksonville, West Palm Beach, Orlando, Daytona Beach and Fort Myers.

Miami—WQAM. Add Chs. 9, 11 and 13, in lieu of Chs. 7 and 10; also add Chs. 27 and 33; affects West Palm Beach and Fort Myers.

Miami—Support reservation: City of Miami Office of Mayor; Dade County Board of Public Instruction; U. of Miami.

Miami Beach—WKAT. Add VHF channel. Would affect UHF and VHF allocations in 12 other cities.

Orlando—WORZ. Add Ch. 2, substitute Ch. 11 for Ch. 2 at Daytona Beach.

Tampa—WDAE. Remove Ch. 3 reservation.

Tampa—WFLA. Remove Ch. 3 reservation.

## GEORGIA

Atlanta—WAGA-TV. Supports allocation.

Atlanta—WGST. Add Ch. 7.

Atlanta—WSB-TV. Supports allocation. Consents to change from Ch. 8 to 11.

Atlanta—City Council. Supports reservation.

Athens—WRFC. Add Ch. 11, substituting Ch. 7 for 11 at Atlanta; allocate Ch. 8 for commercial use and Ch. 60 for education.

Athens—U. of Georgia. Supports reservation.

Columbus—WDAK. Add Ch. 8.

Macon—WMAZ, WBML. Add Ch. 7.

## IDAHO

Boise—KDSH. Change reservation from Ch. 4 to 7 or 9.

Boise—KIDO. Change reservation from Ch. 4 to Ch. 9.

Boise—Common Council. Supports reservation.

## ILLINOIS

Carbondale—Southern Illinois U. Add and reserve Ch. 10. Switch Ch. 6 from Indianapolis to Terre Haute; Ch. 10

from Terre Haute to Louisville; Ch. 11 from Louisville to Bloomington, Ind.; switch channels assigned to Paducah, Ky., and Cape Girardeau, Mo., allocating Ch. 12 to Paducah and Ch. 6 to Cape Girardeau.

Champaign—WDWS. Waive mileage separation and add Ch. 3.

Chicago—CBS. Three alternate plans to add Ch. 13, affecting Rockford, Urbana and Bloomington, Ill., Indianapolis, Muncie and Connorsville, Ind., Milwaukee and Green Bay, Wis.

Moline—WQUA. Add Ch. 10.

Peoria—WEEK. Shift Ch. 12 from Urbana, to Peoria, Ch. 12 from Kirksville, Mo., to Brookfield, Mo.

Peoria—WMBD. Add Ch. 12, affecting Centralia, Springfield and Urbana, Ill.; Cedar Rapids and Iowa City, Ia.; Kirksville, Mo.

Peoria—Illinois State Normal U., Normal, Ill. Supports reservation.

Rockford—City Council. Supports reservation.

Springfield—Chamber of Commerce Supports reservation.

Urbana—U. of Illinois (WILL). Supports reservation.

## INDIANA

Bloomington—WTTV. Consents to change from Ch. 10 to Ch. 4.

Evansville—WIKY. Supports allocation and reservation.

Evansville—Evansville College. Supports reservation.

Fort Wayne—Indiana Technical College. Add and reserve Ch. 5.

Gary—WWCA. Delete Ch. 11 in Chicago, add in Gary.

Gary—Public Schools. Asks reservation. Wants Chicago Ch. 44, or one of the flexibility channels; or Ch. 50, allocated for commercial use, for reservation.

Indianapolis—WIBC. Add Ch. 4, affecting Bloomington, Terre Haute, Vincennes, Logansport, Ind.; Lincoln, Olney, Ill.; Findlay, Ohio. Oppose reservation.

Indianapolis—WIRE. Asks deletion of Ch. 13 reservation.

Indianapolis—WISH. Opposes reservation Ch. 13.

Indianapolis—WXLW. Opposes Ch. 13 reservation. Add Ch. 38 or flexibility channel.

Indianapolis—Wm. H. Block Co. Add Ch. 10, deleting from Terre Haute and substituting Ch. 41.

Logansport—WSAL. Add Ch. 10 affecting Terre Haute.

Muncie—Ball State Teachers College Reserve either Ch. 49 or 55 or allocate another reserved channel.

Terre Haute—Indiana State Teacher College. Supports reservation.

## IOWA

Ames—WOI-TV (Iowa A and M. Consents to shift from Ch. 4 to 5.

Cedar Rapids—KCRG. Requests Ch. 12 added Cedar Rapids; Ch. 55 for Chariton, Iowa; Ch. 3 substituted for Ch. 12 at Mason City, Iowa; Ch. 41 for Ch. 12 at Kirksville, Mo.; Ch. 47 for Trenton, Mo.; Ch. 46 for Reedsburg, Wis.

Cedar Rapids—Independent School District. Supports reservation.

Davenport—KSTT. Add Ch. 2 to nearby Antilissa. Delete Ch. 2 and reservation at Iowa City. Add Ch. 2 and reserve at Iowa City, removing from Des Moines.

Davenport—WOC-TV. Consent to switch from Ch. 5 to 6.

Davenport—Support reservation Mayor, City Council; Rock Island (Ill.) Public Schools; Moline (Ill.) Public Schools; Marycrest College; Immaculate Conception Academy; Moline Assn. of Commerce; St. Ambrose Academy.

Des Moines—KIOA Add Ch. 4, eliminate reservation for Ch. 11.

Des Moines—KRNT, KSO. Delete reservation of Ch. 11. Add reservation to Ch. 5 at Ames (WOI-TV).

Des Moines—WHO. Add Ch. 11 for commercial use. Ch. 5 to Ames, Ia. for educational station (WOI-TV).

Des Moines—Support reservation City Council; Public Schools; Meredith Pub. Co.; Adult Education Council.

Dubuque—KDTN. Add Chs. 5 and 1 with power limitations.

Fort Dodge—KVFD. Add Ch. 4, affecting Sioux City, Ia.; Vermillion, S. D.

Iowa City—Iowa Wesleyan College supports reservation.

Iowa City—State U. of Iowa (WSUI)

## Additional TV Comments

FURTHER comments in support of noncommercial, educational channel reservations as proposed by the FCC, are tabulated here. These are in addition to those obtainable earlier at the Commission last week and which are reported in the tabulation above along with commercial broadcasters' comments.

### Alabama

Mobile—Public Schools.

### Arkansas

Fayetteville—U. of Arkansas.

### Arizona

Phoenix—Phoenix College. Tucson—U. of Arizona.

### California

Berkeley—U. of California. Los Angeles—College of Medical Evangelists; Mount St. Mary's College; Los Angeles State College of Applied Arts & Sciences and Los Angeles City College; Champan College. Sacramento—Sacramento City Unified School District. San Bernardino—San Bernardino Valley College; City Schools. San Diego—San Diego Unified School District. San

Francisco—Cogswell Polytechnical College.

### Colorado

Boulder—U. of Colorado. Pueblo—Pueblo Junior College.

### Connecticut

Hartford—State Department of Education. Storrs—U. of Connecticut.

### Delaware

Wilmington—Public Schools.

### District of Columbia

Washington—George Washington U.; American U.; Archdiocese of Washington; Howard U.

### Florida

Jacksonville—Duval County Board of Public Instruction. Tallahassee—Florida State U. West Palm Beach—Board of Public Instruction of Palm Beach County.

### Georgia

Atlanta—Public School System. Macon—Wesleyan College.

### Idaho

Moscow—U. of Idaho.

### Illinois

Chicago—U. of Chicago; Chicago

(Continued on page 105)



# EDUCATIONAL NETWORK

## N. Y. Proposal Seeks 11 Stations

AN AMBITIOUS educational television program envisioning construction of a New York state-wide network of 11 stations at an initial cost of approximately \$3.5 million was outlined to FCC last week by the Board of Regents of the U. of the State of New York.

The board announced it "proposes to undertake the construction of non-commercial educational television stations in each of the population centers of the state," and "will include in its next budget (a request for) the funds necessary for the construction of the television stations."

The regents' plan calls for the board to underwrite construction costs "on behalf of all of the educational and cultural institutions in the state," and to bear the technical operating costs, with program expenses carried largely "by the institutions participating in the programming plans," plus perhaps some state aid.

### Board to Direct

Programming would be apportioned among the institutions under the board's supervision, which included 126 for higher education, more than 7,000 secondary and elementary schools, 640 libraries, 60 museums, and 140 historical societies as of 1949-50. The board would coordinate programming.

Spokesmen for educational interests felt FCC's five-station limit on common ownership of television stations would not be applicable in the non-commercial field. They pointed out that FCC has indicated the eligibility rules will be similar to those in non-commercial FM, implying the question of multiple ownership is not in issue.

The board asked FCC to make sure in drawing up its eligibility rules that "full provision" be made for "the unique character and or-

ganization" of the New York educational system and for the regents' plan "to make full use of television broadcasting as an integral and important part of that educational system."

The U. of the State of New York includes "all secondary and higher educational institutions which are now or may hereafter be incorporated in this state, and such other libraries, museums, institutions, schools, organizations and agencies for education as may be admitted to or incorporated by the university."

The 13-man Board of Regents is the constitutional head of the State Education Dept.

Cities where the regents propose to establish TV stations are New York (two) and Buffalo, Rochester, Albany-Schenectady-Troy, Binghamton, Ithaca, Syracuse, Utica-Rome, Malone, and Poughkeepsie (one each).

This would take some changes in FCC's proposed channel allocations, in which connection the board's statement was filed.

To permit "the earliest experi-

mentation and development of non-commercial educational television," the board asked FCC to allot educational TV VHF Channel 7 in Buffalo and 10 in Rochester, instead of UHF Channels 23 and 21, which are set aside for educational groups in FCC's proposals.

These, FCC was told, "are the only two large metropolitan areas in the state which now have VHF television and in which VHF channels are still available," and accordingly the only ones which have enough TV sets to permit early non-commercial educational experimentation, the board said.

The board also asked FCC to reserve either UHF channel 19 or 31 in New York City, in addition to the proposed reservation of No. 25.

"New York contains one of the greatest concentrations of sources of educational programming in the world," the regents said. They contended one station "will be inadequate to provide the programming that a systematized state-wide educational program by television will ultimately demand from the sources available in that city, and at the

same time provide the educational programming to satisfy the important but special needs of the city itself."

The board also requested that the only channels proposed for Malone and Poughkeepsie—UHF 20 and 21, respectively—be earmarked for educational interests. Stations are needed in these cities to get fuller coverage of the educational

(Continued on page 87)

## UHF Transmitter

FRED WEBER, executive vice president and general manager, WFPG Atlanta City, disclosed last week that the station has placed the first order for RCA's new commercial type TTU-1B UHF transmitter since it was announced at the NARTB convention. In addition to the 1 kw UHF transmitter, WFPG has ordered complete antenna and monitoring RCA equipment and is preparing to go ahead with telecasting as soon as FCC approval for the new service is given.

## FALL LINEUP

By FLORENCE SMALL

IN A SPECIAL up-to-deadline survey of fall television programming plans of all four television networks, BROADCASTING • TELECASTING was able to piece together the proposed composition of the important Saturday night lineups as they appear on the networks' drafting boards.

At NBC-TV, the current plan is to drop the *Jack Carter Show*, currently on from 8-9 p.m., and to advance *Your Show of Shows*, featuring Sid Caesar and Imogene Coca into the 8-9:30 p.m. time spot. This would be followed by an *All Star Comedy Show* which would be another version of the Wednesday night *Four Star Revue*, currently featuring four alternating comics.

The specific format, talent and sponsorship of the Saturday all-starrer is still undetermined, due in part to the fact that the present sponsors of the Wednesday night show, Motorola, Norge, and Pet Milk, have not yet made their definite fall decisions.

It is thought, however, that their present Wednesday time, 8-9 p.m., will be released to the *Kate Smith Show*.

The 10:30-11 p.m. period will continue to be sponsored by American Tobacco Co., with *Your Hit Parade*; and earlier in the evening, 7-7:30 p.m., the *Victor Borge Show* is also expected to stay as at present.

On CBS-TV Saturday nights, the 7-7:30 p.m. period becomes available, with the *Sam Levenson Show*, sponsored by Tintair, mov-

ing to Tuesday, 9-9:30 p.m. It will replace the *Camel* show with Vaughn Monroe, which is dropping the time. It is understood that at least one agency, BBDO, New York, is considering putting a comedy show in the vacated Levenson spot.

The 7:30-8 p.m. period on Columbia will continue to be sponsored by Sylvania Electric with *Beat the Clock*, followed by the Anheuser-Busch *Ken Murray Show*, 8-9 p.m. The 9-10 p.m. slot currently filled by Bulova with Frank Sinatra will be dropped and Pepsi-Cola will take over the first half-hour with its Faye Emerson show. The American Safety Razor Co., moving from its present Thursday, 8:30-9 p.m. time, will absorb the last half hour.

### Carter Sponsors

*Sing It Again* will follow at 10 p.m. with the Carter Co. sponsoring the first half-hour and Sterling Drug purchasing the latter segment of this hour-long program.

At ABC, General Mills will continue sponsoring of the 7:30-8 p.m. spot on Saturday night. The following hour, 8-9 p.m., will be sponsored by Nash-Kelvinator [BROADCASTING • TELECASTING, April 30] with the *Paul Whiteman TV Teen Club* program.

At DuMont, Crawford Clothes is understood to be considering sponsorship of *They Stand Accused*, Saturday, 9-10 p.m. The 10 p.m. until closing time will continue to be filled with professional wrestling from Chicago on co-op basis.

## Networks Map Sat. Night Plans

In addition to the Saturday lineup at CBS-TV, the network is assured of approximately 36 renewals on programs for the fall, with four shows as yet undecided and five cancellations. The latter are the aforementioned *Camels'* Vaughn Monroe show, Bulova's Frank Sinatra show, Nash-Kelvinator's *Star of Family*, Masland's *At Home Show* and the *Bigelow Theatre*.

Programs as yet undecided for CBS-TV fall renewals are: Block Drug's *Danger*, Ford Motor Co.'s *Ford Theatre* and General Electric's *Fred Waring Show*, and Toni's and Pillsbury's continuation of the first half-hour of *Arthur Godfrey & His Friends*. One new firm order, however, is expected to be announced by the network early this week for the Tuesday, 8-9 p.m. period.

These facts also were known about the somewhat indecisive summer programming plans. Lehn & Fink will sponsor part of the *Doodles Weaver Show*, scheduled to take over the 10-10:30 p.m. period Saturday nights on NBC-TV. The network had originally planned to put Ben Blue in the hour preceding the *Doodles Weaver Show*, but as yet no sponsor has signed and it is understood to be considered too expensive to run as a summer sustaining show. Instead the network currently is planning to run a western film from 8-9 p.m., and carry a hayride program format originating in Cincinnati from 9-10 p.m., on a co-op basis.



VISITORS to the set of *Five Star* productions, Hollywood, during filming of TV commercials for Ralston Purina Co. (Rice Chex) for ABC-TV *Ralston Family*, are Rudy Czufin (l), art director, and Thelma Lison (r), home economist of Galdner Adv. Co., St. Louis. Smiling young man in center is Michael Smooke, star of commercials; Harry McMahan, head of *Five Star*, looks on.



# NEW GRID PLAN

NEW approach to the controversy over live telecasts of college football games developed Thursday as WWJ-TV Detroit announced a plan to carry only the second half of games, with no restrictions on sponsorship.

Disclosure of the WWJ-TV idea came as the Dept. of Justice was examining for antitrust angles a scheme submitted last month by National Collegiate Athletic Assn. That plan [BROADCASTING • TELECASTING, April 23] would permit only one game in an area on any given Saturday, with at least one Saturday blackout.

Harry Bannister, general manager of WWJ-TV, indicated the plan had been submitted to Fritz Crisler, U. of Michigan athletic director, receiving endorsement of the Big Ten committee. The Big Ten group, in turn will present the project to NCAA's Television Committee in New York for possible national adoption.

Willard E. Walbridge, WWJ-TV general manager, is to join the Big Ten group in submitting the proposal to the collegiate organization.

WWJ-TV proposal would pick up the games during the pageantry at half-time. This is designed to meet the major argument of NCAA that telecasting of games hurts attendance. Payment for sponsorship rights, it is understood, would serve as compensation for any seats not sold. In the case of U. of Michigan, these rights would

run over \$50,000 for a season.

The WWJ-TV announcement came, also, as growing restiveness was apparent among colleges themselves over the NCAA's proposal. Already talk has been heard that a number of major institutions, including U. of Pennsylvania and Notre Dame, are unhappy about the NCAA restrictions. Campus rumblings include talk of a break with NCAA by some colleges who fail to accept the NCAA premise that TV is ruining attendance.

## Justice Dept. Watches

The Dept. of Justice is known to be concerned lest a wave of public indignation arise if the NCAA is able to control all its members. Football telecasts proved one of TV's most powerful attractions last fall, and with circulation much higher next autumn the Department is studying the antitrust angles of the situation.

First there is the possible re-

## Half-Game TV Urged

straint of trade involved in NCAA serving as a clearing house in charge of member-college scheduling. Secondly, of course, is the touchy matter of dismissing a college from membership for violation of the arbitrary plan.

If TV is denied equality of access to college games comparable to that afforded other media, the antitrust angle will receive attention, it is believed.

No comment on the WWJ-TV plan could be obtained at NARTB. The association's TV organization adopted a resolution at the Chicago convention last month resolving to work on behalf of freedom of contract negotiation in college football telecasts. The convention also favored passage of legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-supported institutions.

Legislation requiring Ohio State U. to ask competing schools for

permission to put OSU games on TV was passed last week by the Ohio House of Representatives. Vote was 93-17. The bill now goes to the Senate.

NCAA's Television Committee adopted its plan at an April 18-19 meeting held in Washington. Chairman is Tom Hamilton, U. of Pittsburgh athletic director. The plan consists of a moratorium on live telecasts during an experimental period ending Nov. 24, carrying these limitations:

Only one game would be telecast in any one area on any given Saturday; no team would be seen more than twice, once at home and once when it plays away from home; on at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

## NO WARNER SALE

**Lurie Offer Turned Down**  
NEGOTIATIONS for the sale of the Warner Brothers' approximately 24% interest in Warner Bros. Pictures Inc., which reportedly would have led to release of the film company's pictures backlog to TV, were terminated Thursday after two days of meetings.

A syndicate headed by Louis R. Lurie, San Francisco real estate operator, had offered \$25 million for the stock interest held by brothers Harry M., Jack L., and Albert Warner and members of their families. The company's films reportedly had been offered for sale for television use, in event of acquisition of the Warners' interest by the Lurie group.

Harry Warner, president of Warner Bros., announced termination of the negotiations and said he and his brothers would remain in the business. He gave no detailed explanation, but said the breakoff came "most amicably."

## SUMMER SHOWS

**CBS To Retain 85% of Clients**

CBS ESTIMATED last week that at least 85% of its television network clients will retain their usual broadcast periods during the summer, without hiatus.

Foreseeing a record volume of CBS-TV summer business, the network said accounts already committed to keep their present time periods—either for present shows or for summer replacements—include the following:

American Safety Razor Co., American Tobacco Co., Anheuser Busch, Blatz Brewing Co., Block Drug Co., Bymart Inc., Carnation Co., Carter Products, General Electric Co., General Foods Corp. (two shows), General Mills, B. F. Goodrich Co., Kroger Co., Lever Bros. (two shows), Liggett & Myers Tobacco Co., Thomas J. Lipton Inc., P. Lorillard Co., Jules Montanier Inc., Philip Morris & Co. (two shows), Pabst Sales Co., R. J. Reynolds Tobacco Co., Sylvania Electric Products, Westinghouse Electric Corp., Wildroot Co., and William Wrigley Jr. Co.

## ASCAP LICENSES Industry Committee Gives Opinions

ALL INDUSTRY TV Per Program Committee has sent all video station operators copies of an opinion letter of the ASCAP licenses for television, prepared by Simon H. Rifkind and Stuart Sprague of committee counsel.

Opinion highlights include: Difference in duration of per program license (expiring Dec. 31, 1951) and blanket license (expiring Dec. 31, 1953) is such as "to withhold from the local station the 'genuine economic choice' provided for" in the consent decree entered against ASCAP on March 14, 1950.

Discrepancy between proposed rates of the two licenses "is so sharp that it, in our opinion, destroys the freedom of choice the decree prescribes."

Failure of ASCAP to provide for a reduced rate for incidental music in the proposed TV per program license, such as the one-quarter base rate charge for incidental music in the AM per program license, "would appear to be in conflict" with the mandate of the decree against discrimination in fixing fees for various types of licenses.

Proposed basing of per program fees on card rate as published in *Standard Rate & Data*, which does not reflect quantity or frequency discounts nor local rates lower than the national ones in *Standard Rate & Data*, violates the decree's provision that "the local station pay a fee based on moneys actually received by it for the use of its television broadcasting facilities. Bad debts, discounts, etc., are subject to adjustment in AM per program license agreements but not in the proposed TV forms, an 'omission which not only produces discrimination between various types of licenses but also results in exacting from the local station a percentage of moneys never received by it.'"

Definition of the term "participating program" in the proposed per program licenses "might permit ASCAP to take the position it had the right to insist upon fees for spot announcements, time signals, weather

reports, etc., at station breaks or other intervals, although such spots did not use any ASCAP music," in conflict with the decree provision that "ASCAP may not require per program licensees to pay any percentage of revenue derived from programs containing no ASCAP compositions."

There is no limit to the number of musical compositions which may be withdrawn from use under the per program agreement, although the blanket licenses set the maximum withdrawals at 750, which counsel considers "a discrimination of the sort forbidden by the decree."

The per program licenses would impose "unreasonable obligations to furnish information to ASCAP" that would be an "undue burden on those local stations whose economic needs would best be served by per program licenses," requiring them to employ additional clerical help.

Failure to comply with the reporting requirements of the license would render the station subject to a claim for infringement, "without consideration as to whether or not the failure to report was an innocent mistake."

ASCAP's blanket license fees of 10% more for TV than for AM, is "discriminatory and unreasonable" until "some court of competent jurisdiction decides that a TV broadcasting use constitutes a greater use of the copyright than a radio broadcasting use."

## Points Submitted Already

Counsel added: "We have already presented to the Anti-Trust Division of the Dept. of Justice some of the points discussed in the letter. We plan to elaborate our position to the division in the immediate future. We hope that the Dept. of Justice will continue to cooperate with the television industry in enforcing the terms of the decree."

## 'SUPERMAN' DEAL

### Flamingo Gets Rights

ACQUISITION of exclusive TV rights to *Superman* for 31 years, at a cost of more than \$30 million, was reported last week by Flamingo Films, New York, in an agreement with National Comics Publications, Publisher of *Superman* comics.

Flamingo, syndicator of films for TV, said the project will consist primarily of filming self-contained half-hour TV programs at the rate of 52 shows a year until 1952. The company reported that Robert Maxwell, of Maxwell-Carlin Productions, currently is in California to set up a separate company to produce the *Superman* series and is negotiating to shoot the films at the Sam Goldwyn Studios.

In addition to those programs, which will use live actors, the agreement also gives Flamingo the right to series of *Superman* animated cartoons already produced. These will be released for TV starting this month, Flamingo asserted, reporting the first release will be made on KTLA (TV) Los Angeles. Arrangements were made by Joseph Harris, board chairman, and Sy Weintraub, president, Flamingo, and Harry Dorenfeld, head of National Comics.



## Radio and TV

# Baseball Quiz Momentarily Bigger'n Berle

By JACK O'BRIAN.

"Talk To The Stars" operates, or rather we should use the past tense, thus: Happy asked for young Brooklyn gentlemen of short-pants age to telephone him at a certain number and talk to the star of the game just terminated. Might be a Dodger, say Pee Wee Reese, and whatever opposition player made it toughest that day for the Brooks.

The show as originally planned was put quietly on the air. Telephone calls were asked for. And brother, they came. Nine thousand of them.

The original lure was Mickey Mantle and Reese, during the pre-season tilts between the Dodgers and Yankees.

Next day Rocky Bridges, the Dodger rookie, and Phil Rizzuto, the Yanks' Most Valuable Player of 1950's American League, were offered as little-boy bait. That did it.

The telephone company immediately put in a decorous scream of regret. Couldn't go on. More than 100,000 calls streamed into the switchboard optimistically set up to accept a few hundred dialings.

So—the telephone company bided its time until Opening Day. Dodgers-Phillies. Kids in school. Felton figured maybe a few calls from hooky-players and a few at home with colds. Here we go—on the air!

The telephone company took one look at the electronics shambles and called it quits.

Seven exchanges were put out of commission. The calls backed up into four communities in Westchester. Too much, said the phone company.

Felton fumed. Here he was, an actor, with a pure million dollar idea on his hands and here it was to be snatched away. Must be some mistake. Some way to fix it

so the show could go on. It must! What about tradition?

What about the telephone company, he was asked. What about it, Happy countered.

Well, for one thing, the telephone calls totaled more than had been received by Milton Berle in his last 24-hour telephone marathon.

The telephone company gave Happy the ultimate argument. They only had to put it to him once:

"Suppose just one little boy needed a doctor to save his life and your show tied up his switchboard?"

No further discussion was needed.

◎ ◎ ◎  
The telephone company, conservative always, advised us when we checked that it indeed was "tremendous," and lauded Happy Felton for his graciousness in bowing to the emergency. Especially when it had evidenced every

sign of being one of the season's freak TV smash hits.

"Talk To The Stars" now is complicating a less potent means of communication, the U. S. Mails. Happy asks for penny postcards with questions and the kids' home telephone numbers. Last week, when the smashing conclusion came, the telephone company learned some of the youngsters who were in school had left lists of questions with their mothers to ask Happy if contact could be made. Now Happy calls them.

The big irony of the story may be this: When Hooper was surveying the TV picture that day, did he run upon an unusually high number of folks whose lines were busy, and therefore conclude they were telephoning and could not possibly be watching TV?

Happy Felton has news for Hooper: They were watching TV and calling "Talk to the Stars," he insists.

# THANK YOU, Jack O'Brian\*

Thank you, Happy Felton for making' this

remarkable article possible



TV advertisers and TV timebuyers — everywhere — you can't beat good showmanship, and that's what WOR-tv, channel 9, sells — at very low cost — and which can sell more and more of your products and services.


## WOR-tv 9

channel 9

at 1440 Broadway,  
in New York

\* (crack radio-tv editor of the N. Y. Journal American)





# The minute she makes up her mind...

This is the minute the TV demonstration makes a woman a customer.

Actually, the sale began when an advertiser accepted Radio Sales' suggestion for using TV in Salt Lake City: participations on KSL-TV's live kitchen program.

It worked. So well that, after 26 weeks, the sponsor concentrated *all* his Salt Lake City advertising on KSL-TV and renewed for another 39 weeks...using even more time on each program.

Radio Sales has been in television since its early days...has kept a close watch on television development. Out of close study and experience has come the "know-how" which makes for *most effective* television advertising. For the sponsor we've just told you about...and for you.

## Radio Sales

*Radio and Television Stations*

*Representative...CBS*

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTSL, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.







# YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

## Yesterday . . . .

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

## Today . . . . there are

# 148,000

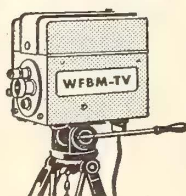
Sets in use  
in WFBM-TV's  
coverage area

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

Represented nationally by  
The Katz Agency Inc.

# WFBM-TV

Channel  
6



"First in Indiana"

# telestatus



REQUIREMENTS for separate operation of the aural and visual transmitters of TV stations have been further defined by FCC [BROADCASTING • TELECASTING, May 7]. In its order of May 3, the Commission has incorporated a few changes to a proposed interpretation of the rules and regulations on such separation, which was issued Dec. 8, 1949.

FCC again reiterates that AM and FM program transmission on the aural transmitter during a TV station's test pattern is not allowed, except for certain specific purposes. Commission looks upon duplication of sound of AM and FM station without appropriately related visual transmission as "an uneconomical use of radio frequencies."

Simulcasts, however, are expressly permitted.

Sec. 661(b) of the Rules and Regulations, under the May 3 order reads:

3.661(b) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.662; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain

tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; PROVIDED THAT nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcement of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

## EXAMPLES:

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of subsection (b) (2). Mood music unrelated to the visual transmission is not consistent with this subsection.

## Separate Aural, Visual Requirements Defined

(Report 163)

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material such as a running newscast or new commentary, is consistent with this subsection.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

\* \* \*

## Survey Compares Time For Viewing, Working

NEARLY one-fifth of U. S. telecast owners spend more time in front of their receivers than they do at work, according to a survey by Encyclopaedia Britannica Films.

The firm also discovered that half of those queried—51%—like television commercials "fairly well." Another 14% think the sponsor's message "fine and like it very much." Only 35% voted they "do not" like commercials. Three to one viewers thought commercials were too long.

Commercials that break up a film or dramatic program are more resented than on the variety-type program. More viewers were re-

(Continued on page 88)

## Weekly Television Summary—MAY 14, 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	86,78
Ames	WOI-TV	56,161	Memphis	WMCT	86,22
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	292,095	Milwaukee	WTMJ-TV	233,23
Binghamton	WNBF-TV	38,150	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,40
Birmingham	WAFM-TV, WBRC-TV	46,200	Nashville	WSM-TV	26,71
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,80
Boston	WBZ-TV, WNAC-TV	721,325	New Orleans	WDSU-TV	62,15
Buffalo	WBEW-TV	201,972	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,00
Charlotte	WBTV	75,307		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBO	906,210	Newark	WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Norfolk	WTAR-TV	67,30
Cleveland	WEWS, WNBK, WXEL	470,487	Oklahoma City	WKY-TV	81,36
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	77,41
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,00
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068	Phoenix	KPHO-TV	37,90
Davenport	WOC-TV	56,384	Pittsburgh	WDTV	260,00
Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	190,000	Providence	WJAR-TV	145,00
Dayton	WHIO-TV, WLWD	464,135	Richmond	WTVR	73,99
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	55,890	Rochester	WHAM-TV	81,41
Erie	WICU		Rock Island	WHBF-TV	56,38
Fl. Worth			Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Salt Lake City	KDYL-TV, KSL-TV	45,10
Grand Rapids			San Antonio	KEYL, WOAI-TV	44,77
Kalamazoo	WLAV-TV	114,557	San Diego	KFMB-TV	97,50
Greensboro	WFMY-TV	66,972	San Francisco	KGO-TV, KPIX, KRON-TV	179,10
Houston	KPRC-TV	73,710	Schenectady		
Huntington			Albany-Troy	WRGB	151,60
Charleston	WSAZ-TV	41,300	Seattle	KING-TV	80,90
Indianapolis	WFBM-TV	148,000	St. Louis	KSD-TV	289,00
Jacksonville	WMBR-TV	32,000	Syracuse	WHEN, WSYR-TV	113,79
Johnstown	WJAC-TV	82,200	Toledo	WSPD-TV	125,00
Kalamazoo			Tulsa	KOTV	74,14
Grand Rapids	WKZO-TV	133,122	Utica-Rome	WKTU	42,00
Kansas City	WDAF-TV	114,600	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,30
Lancaster	WGAL-TV	97,105	Wilmington	WDEL-TV	62,00
Lansing	WJIM-TV	49,000			
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTVL, KTTV	877,421			

Total Markets on Air 63

Stations in Air 107

Estimated sets in Use 12,190,00

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.



**YOU CAN DO *More* —  
AND DO IT *Better* ON **WMAR-TV****



**MORE**

**TOP RATED\* QUARTER HOURS BETWEEN 7:00 P. M. AND MIDNIGHT  
THAN ANY OTHER BALTIMORE STATION**

**Top-Rated After 7:00 P.M.**

**Sunday**

Gene Autry  
This is Show Business  
Toast of the Town  
Celebrity Time

**Monday**

CBS News  
Perry Como  
Lux Video Theatre  
Talent Scouts  
Studio One

**Tuesday**

CBS News  
Suspense  
Coliseum Wrestling

**Wednesday**

CBS News  
Perry Como  
Godfrey and Friends  
Blue Ribbon Bouts

**Thursday**

CBS News  
Baseball  
Adventure Theatre

**Friday**

CBS News  
Perry Como  
Mama  
Man Against Crime  
Ford Theatre  
Action Theatre

**Saturday**

Beat the Clock  
Ken Murray  
Mystery Theatre

Also the following shows lead in one or more quarter-hours before 7:00 p.m. during the week: The Sunpapers TV News, Americans at Work, Laurel and Hardy, Film Theatre of the Air, What's My Line, Versatile Varieties, The Steve Allen Show, The Garry Moore Show, The Woman's Angle, Hollywood Serial Theatre, Bride and Groom, The Bailey Goss Show, Boots and Saddles, Happy Town, Grand Chance, The Big Top and The Collegians.

**Also**

**HIGHEST RATED LOCAL SHOW**

Wrestling from the Coliseum: Tuesdays 10 - 11 p.m.

**HIGHEST RATED NETWORK SHOW**

Arthur Godfrey's Talent Scouts: Mondays 8:30 - 9:00 p.m.

**WMAR-TV**

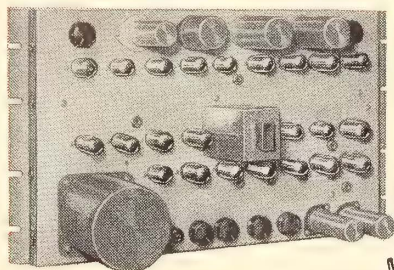
CHANNEL 2 ★ BALTIMORE, MD.

\*According to the American Research Bureau, period covered April 14-21.

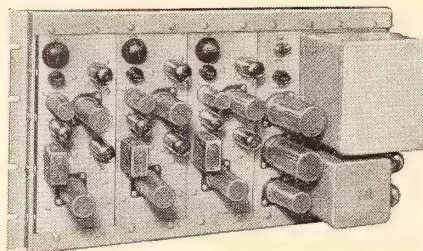
**Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO  
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**



# Buy 'em SINGLY...



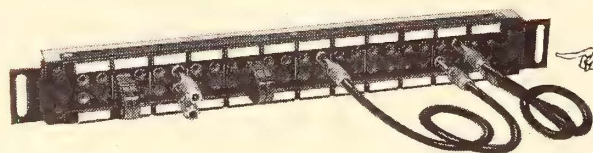
**TV STABILIZING AMPLIFIER**—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.



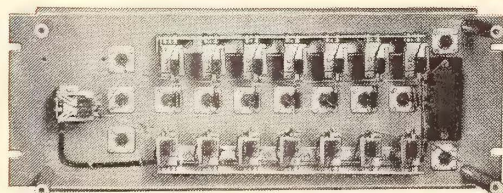
**UTILITY VIDEO AMPLIFIER ASSEMBLY**—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.



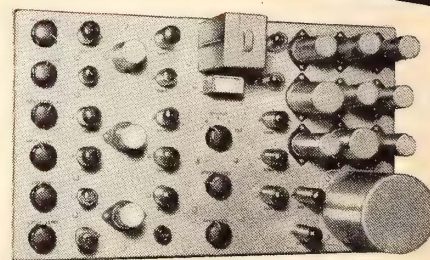
These  
General Electric  
studio  
rack units  
are interchangeable  
with any  
TV system!



**VIDEO PATCHING EQUIPMENT**—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.



**VIDEO SWITCHING RELAY CHASSIS**—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.



**TV ELECTRONIC MIXER**—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.



# Buy 'em TOGETHER

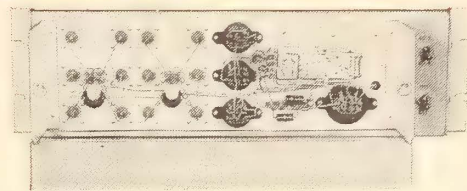


Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

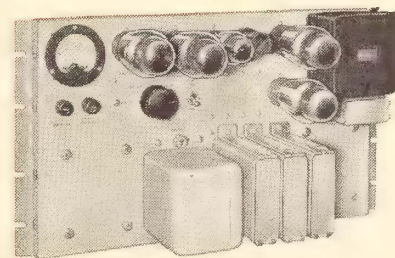
Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: *General Electric Company, Electronics Park, Syracuse, New York.*



**SYNC GENERATOR SWITCHING UNIT**—Local or Remote Switching Control of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.



**REGULATED POWER SUPPLIES**—High Current Capabilities with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

**HANDY LEATHERETTE ENVELOPE** . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: *General Electric Co., Section 251-14, Electronics Park, Syracuse, New York.*



*You can put your confidence in—*

# GENERAL



# ELECTRIC



## BETWEEN COMMERCIALS

BY  
KAY  
MULVIHILL



Still proving to be one of Northern California's top personalities on both AM and TV is KSFO-KPIX's women's director, Faye Stewart.

In addition to her woman's program, which has been aired daily on KSFO for the past seven years, Faye is seen five days a week on "KPIX Kitchen," where she demonstrates and prepares meals for the budget-wise housewives. And for the men, who delight in doing the cooking for themselves, Faye heads KPIX's Monday night "Mr. Cook Show."



FAYE STEWART

Acclaimed in local radio and TV circles as "the woman who tells . . . and sells!" . . . Faye has consistently convinced advertisers of her master sales ability in both media.

### AWARD FOR KPIX

For the second consecutive year, KPIX has been awarded the National Safety Council's "Public Interest Award" in recognition of exceptional service in promoting public safety.

One of the seven television stations in the nation to receive the Award, KPIX was the only station representing the West Coast.

**KPIX** CHANNEL 5  
Represented by The Katz Agency, Inc.

560 KC **KSFO**  
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

## PRICE SUPPORT

THREE more TV set makers last week joined the ranks of manufacturers combating the current lull in TV set sales by guaranteeing factory prices at their current levels [BROADCASTING • TELECASTING, May 7].

Ernest A. Marx, general manager of the Receiver Sales Division, Allen B. DuMont Labs, wrote DuMont TV distributors Tuesday that, until Sept. 10, they are guaranteed against any reduction in distributor prices below the published price schedule of last Nov. 1.

Further, he said, during this period the company will not introduce new models which would "conflict with the normal sale of the current line." Mr. Marx said new models are not planned before fall, "and then only if inventories allow for such an introduction on

a healthy basis." In fact, he said, "it is questionable whether a new line could be introduced during the summer that would offer as much in quality, styling, price and performance as the models now available."

The price guarantee applies to all merchandise purchased by distributors during the guaranty period, extending from May 9 to Sept. 10.

General Electric Co. was another manufacturer joining the group that will continue to hold TV set prices on current models at current levels for the next four months, according to Arthur A. Brandt, general sales manager of the receiver division. GE believes the policy will help stabilize the market and protect investments being made by distributors and dealers, he said.

### Prices Guaranteed

Guarantee against price reduction of television sets produced by John Meck Industries, Plymouth, Ind., also was issued for the period between now and Sept. 15 in Chicago last week. John Meck, president, described the offer "as good as or better than that made by any competitive manufacturer." It was made to "eliminate the uncertainties of dealers who may have been reluctant to order merchandise they need because they fear price changes which may result from government price regulations or conditions within the industry," he said.

Also on the set price front last week, Admiral Corp., Chicago, introduced a 14-inch table model which retails for \$159.95, including excise tax. Vice President R. A. Graver described the model as the lowest priced ever offered by the company, which has produced 2 million sets, even though it contains "all the technical features of

## TVA-KFI STRIKE

### No Settlement in View

TELEVISION AUTHORITY strike against KFI-TV Los Angeles peacefully enters its sixth week with no indication as to how long the dispute will continue. The situation appears to have settled down to a waiting game, following the first burst of hope for early settlement a few weeks ago when Earle C. Anthony, station owner, announced recognition of the union as bargaining agent and agreed to discuss contract terms [BROADCASTING • TELECASTING, April 23].

In the meantime, the station has suffered because of the strike a loss of approximately 50% of its business and cut 27 hours weekly off its regular schedule, it reports. Station is now on Mondays through Fridays, from 2 p.m. to 9 p.m., using mainly films and public service programs.

## STANDBY RULING

### Godfrey Uses Navy Chorus

COLLECTION of "working permit" or standby fees by Television Authority for certain commercial TV network programs involving armed forces talent commanded the attention of the Dept. of Defense last week.

The issue arose when TVA signified its intent to levy a standby fee for the *Godfrey & His Friends* show on CBS-TV on the grounds that it had engaged the services of an 80-piece Navy choral group for the forthcoming May 16 telecast. TVA collects a "nominal" sum—understood to be \$10 per person—to guard against frequent displacement of performers by service groups.

The incident was brought to the attention of the Navy branch and, later, Mrs. Anna Rosenberg, Assistant Secretary of Defense for manpower, it was learned. In the meantime, Mr. Godfrey's sponsor, Liggett & Myers (Chesterfield cigarettes) had agreed to pay the additional \$800.

Defense spokesmen said that from the outset the department had taken no stand on the issue since it was primarily a matter between the union and the advertiser, working through its agency, Cunningham & Walsh. The government, it was stressed, normally does not intervene in union matters. They also noted that the Defense Dept. has enjoyed "very fine" relations with both Television Authority and AFM.

In New York George Heller, national executive secretary of TVA, explained that while a contract would permit collection of full salaries of performers displaced by service groups, the sum is only "nominal" and is levied as a contractual right.

## NBC Signs Team

COMEDY TEAM of Bud Abbott and Lou Costello signed a television contract with NBC last week. The comedians will do four live full hour programs and the network has first call on 22 additional half hours to be made on film during 1951-52. The amount of the contract was not revealed.

## DuMont, GE, Meck Join Battle

the most expensive Admiral sets. The new model is an addition to, rather than a change in, the line. Mr. Graver said. Admiral's line includes 36 models ranging in price from \$159.95 to \$895, including excise tax.

Chester D. Tripp, president of Television-Electronics Fund, Chicago, predicted consumer demand for TV sets will rise sharply after the summer decline, with bargain prices disappearing. He released a study of the TV industry's inventory position.

The study indicated three months ago a "sharply rising inventory of unsold sets," he said figures for the first of the year showing over a million sets unsold compared to 350,000 a year ago. He estimated the May 1 inventory at between 1,750,000 and 1,850,000 sets, or a 3½-month supply.

## ALLOCATIONS

### Hill Review Hearings Loon

PRELIMINARY hearings probably will be held on the Benton Resolution (S Res 127) calling for a review of the TV allocation status in light of educators' demands, Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce Committee, has indicated.

In a letter to Thad H. Brown Jr. TV general counsel of NARTB, who had forwarded the organization's convention protest against the Benton request [BROADCASTING • TELECASTING, April 30], Sen. Johnson said committee plans call for hearings on whether the resolution should be adopted. Sen. Johnson said full consideration of "all views" would be in order, and specifically named the NARTB as one of the groups welcomed.

It has also been disclosed that a number of letters has been received by the committee, following Sen. Benton's introduction of his resolution. Some letters are hand-written with names and address only.

If approved by the Senate committee, the resolution would direct the Senate Commerce group to launch an investigation and hold extensive hearings on the entire allocation question [BROADCASTING • TELECASTING, April 16].

The Commerce group is currently gathering information from governmental agencies, which would be concerned with the Benton proposal. The FCC is one of the key agencies.

Also revealed in the letter to Mr. Brown was the designation of Senate Majority Leader Ernest W. McFarland (D-Ariz.) to head the special subcommittee appointed to hold a preliminary inquiry.

## Super Circus Sponsor

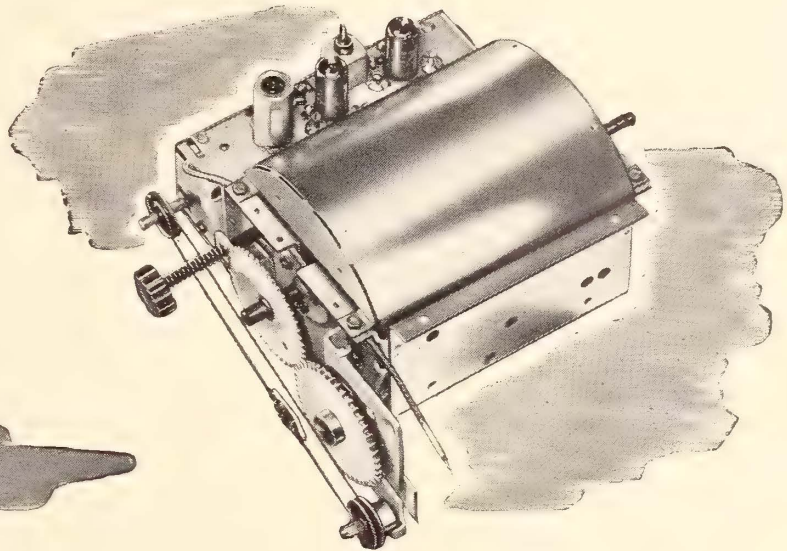
BAUER & BLACK, Chicago, for Curity first-aid supplies, will sponsor the last half-hour of ABC TV's *Super Circus* for five Sundays from June 10 through Leo Burnett same city. Program, aired from 4 to 5 p.m. (CDT), will be tied-in with a national campaign to select "Miss Curity of 1951."



# WHY You Can Operate Zenith TV from Your Easy Chair



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



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

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

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

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

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

• • •

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



Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids



## REBROADCASTS

### Brown Asks Low-Power Units

SERVICE to communities in areas cut off from TV reception by the nature of the terrain is proposed by Gordon Brown, WSAY Rochester. He would utilize special low-powered television rebroadcast stations.

In filing comment with FCC on its proposed allocation plan, the Rochester broadcaster included a request for establishment of "The Limited Common Carrier Television Rebroadcast Class."

Such station would use only a few watts with directional antenna, it was proposed. "But in many cases it would not be necessary in order to provide a usable interference free channel for the station without causing interference to the dominant station on the transmitting frequency of the rebroadcast station," it's noted.

In his recommended programming arrangements, Mr. Brown again brings out his oft-spoken creed that the advertiser alone should deal with a rebroadcasting station. Insofar as commercial shows are concerned, such stations would deal directly with "the sponsor who produces and pays for the talent, production and broadcast facilities for the original broadcast of his television show," according to the proposal.

Sustaining show rebroadcast would entail negotiations with the dominant station originating program. Like arrangement is suggested for network sustaining shows with permission to come from the network.

Among other program recommendations, Mr. Brown asks that where the rebroadcast station serves a community without a radio outlet, that the transmitter be used to originate and broadcast just audio radio programs of interest. Rebroadcast of FM farm networks could also be considered, he said.

However, present FCC Rules and Regulations as amended less than a fortnight ago (see story page 80) specifically point out that separation of aural and visual transmitter is not to be allowed for such purposes.

Mr. Brown further points out that his corporation, Federal Broadcasting System, would set up such a service in a valley community near Rochester with 1,000 potential TV set owners. These people would be willing to pay \$3 per month or \$36,000 total per year to receive programs as proposed, according to Mr. Brown.

### Film Buys

CONSOLIDATED Royal Chemical Co., Chicago, for Krank's shaving cream, Mar-O-Oil shampoo and Hypercin, is buying feature films in five TV markets to start in June as summer replacement during the Milton Berle time period. Agency is Ruthrauff & Ryan, Chicago.

For T.V.-  
IMMEDIATE BOOKING



ROBERT CUMMINGS

in  
**THE CHASE**  
MICHELE MORGAN STEVE COCHRAN PETER LORRE

For Your Summer  
Feature Programming  
Use Major Company Product

BARBARA STANWYCK JIMMY STEWART

I COVER THE WATERFRONT  
HER ENLISTED MAN  
LET 'EM HAVE IT  
TRANSATLANTIC MERRY-GO-ROUND  
WOMAN IN THE DARK  
MISTAKEN HEIRESS  
FRANKIE & JOHNNIE

PAULETTE GODDARD ROBERT YOUNG

52 FEATURE PROGRAMS

with such stars as  
BILL "HOPPY" BOYD JACK LARUE  
FRANKIE DARRO PINKY TOMLIN  
J. CARROL NAISH BUSTER CRABBE

39 TOP WESTERNS  
featuring THE RANGE BUSTERS  
KERMIT MAYNARD • SMITH BALLEW

SOUND CARTOONS  
38 FLIP THE FROGS  
13 WILLIE WHOPPERS

Write for catalog of Features,  
Westerns, Serials, Cartoons.

**Commonwealth**  
Film and Television, Inc.  
723 Seventh Avenue, New York 19, N. Y.



DAVE BOGARD and Mildred Ramey of KGO-TV San Francisco promotion department call attention to the station's second anniversary, May 5, with a unique promotion idea. Pair of hamsters, tiny furred animals resembling guinea pigs, were sent to major television columnists in the San Francisco Bay Area. The hamsters, notably prolific, were sent in cans inscribed "Now we are two, watch us grow!" Complete press book containing description of each show carried by station, features on special events, public service and outstanding local productions, and packet of photos on local shows, accompanied hamsters.

## OFFICIAL FILMS

### To Expand Into TV

EXPANSION of Official Films Inc., film distribution and sales firm, into the field of TV motion picture production was foreseen last week, when the firm was reported to be discussing terms with various producers for acquisition of their studio properties.

Among them was Jerry Fairbanks, of Jerry Fairbanks Productions, Hollywood, who told BROADCASTING • TELECASTING that there had been preliminary discussions between him and Isaac D. Levy, board chairman of Official Films, and the latter's brother, Leon, a director. Mr. Fairbanks said that no deal had been consummated, but would not comment upon the details of their discussions.

A spokesman for Official Films confirmed the preliminary talks and said that discussions also were under way with other studios.

Both Isaac D. and Leon Levy are influential minority stockholders of CBS, and it was reported that some of the Isaac Levy interests in the network were being liquidated in connection with the anticipated expansion of Official Films. Security and Exchange Commission records last week showed that he disposed of 5,000 shares of CBS Class A common stock having a par value of \$2.50 per share on April 28, leaving him with 26,826 shares of Class A and 20,475 of Class B. Aaron Katz is president of Official Films.

It was reported that discussions are in progress looking to the possible naming of William H. Goodheart Jr., formerly of Music Corp. of America, as executive vice president of Official Films.

## WPIX STRIKE

### 5% Raise Forms Impasse

A STRIKE at WPIX (TV) New York Thursday of 61 technical employees, members of Local 1212, Radio & Television Broadcast Engineers, IBEW, forced the station to cancel all live programs, substitute film, and operate with supervisory personnel, pending outcome of concurrent Federal Mediation and Conciliation Service meetings.

The strike was called when negotiations for a new contract to replace the old one, which expired May 1, reached an impasse over a union proposal for a 5% across-the-board wage increase. Negotiations have been under way since mid-April.

### Same as Granted

The union, in a prepared statement, said that the wage increase proposed was the same as that granted by an arbitrator to be effective late in 1949, while the station released comparative figures of WPIX weekly scales and those of another independent station and a network station. The figures showed that WPIX scales were higher than either of the other stations in all categories except that of technicians with five years experience, a rate which WPIX said it had offered to meet.

Meanwhile, with cameramen as well as engineers on strike, picket lines established by the union appeared to be a matter of form only, since all live programs had to be cancelled. Station programming was confined to films. George Heller, TVA national executive secretary, said that the question of crossing picket lines was entirely up to the performers.

Both sides met throughout Thursday with Federal mediators without further announcements.

## THEATRE VIDEO

### 50 RCA Systems Ordered

RECEIPT of new orders for more than 50 RCA instantaneous theatre television systems were announced last week by Walter A. Buck, RCA vice president and general manager of the RCA Victor Div.

The new contracts, Mr. Buck pointed out, do not include those already received by RCA from Warner Bros. Circuit Management Corp., RKO Theatres and the Comerford-Publix chain, under which installations are now in progress.

## Hazel Bishop Schedule

HAZEL BISHOP, New York (Hazel Bishop Lipstick), currently spending over a million dollars a year in television, is expanding its TV schedule by starting sponsorship of its own program, featuring Freddy Martin, Thursday, 10:30 p.m. effective July 5 or 12 on 62 NBC-TV stations. Raymond Spector Co., New York, is the agency.



# TILTED ANTENNA AIDS SIGNAL

Doubles Strength, Says Jolliffe

TILTING the antenna of a UHF TV transmitter slightly will double the station's signal strength, Dr. B. Jolliffe, executive vice president of RCA Labs, announced Monday. Studies will be conducted by RCA to determine whether a transmitter tilt would have a similar effect on VHF video signals, he said. Reporting on experiments conducted at KC2XAK, NBC's experimental UHF video station near Bridgeport, Conn., Dr. Jolliffe said that a test antenna was erected on the side of the KC2XAK transmitting tower and rocked back and forth in a 12-degree arc by a motor-driven device, while engineers recorded the variations in signal strength. Results of field tests made in the station's primary service area and also at Princeton, some 90 miles distant, showed the received signals invariably at their maximum when the antenna tilt was approximately 2.5 degrees up or down.

## Important in UHF

This gain in signal strength without increased transmitter power could be especially important in the UHF part of the TV spectrum, Dr. Jolliffe said, as UHF stations are presently limited in power by the types of available transmitting tubes, a factor not affecting VHF transmitters. The greater signal strength provided by tilted antennas, he said, should improve picture quality measurably, particularly for receivers located in the fringe areas of program service. RCA will conduct further tests,

Dr. Jolliffe stated, to determine the likelihood of increased interference with distant stations assigned to the same or adjacent channels resulting from the gain in signal strength produced by the tilted antenna, as occasionally reception is noted far beyond the normal service range of a station. Research will also be carried on in the VHF field, to see if tilted antennas produce corresponding gains in signal strength of these commercially-licensed stations and in their effective program areas.

Jess Epstein and D. W. Peterson, of the research staff of RCA Labs, designed the tilted antenna and supervised its field tests.

## Educational Networks

(Continued from page 75)

program, FCC was told.

The regents recognized that their request for an additional New York channel and for the only ones in Malone and Poughkeepsie confronts the Commission with "a nice problem" in view of the scarcity of channels. Alternatively, therefore, they suggested that FCC write rules to give the board "equitable" access to all commercial stations in New York City, if a second fulltime non-commercial channel cannot be provided, and also to give educational interests at least the right to share the Malone and Poughkeepsie channels with commercial interests.

In the other cities where it proposes stations, the board supported FCC's reservation proposals—channel 17 at Albany-Schenectady-Troy, No. 46 at Binghamton, No. 14 at Ithaca, No. 43 at Syracuse, and No. 25 at Utica-Rome.

The board summarized "some of the functions and advantages" of its plan as follows:

"(A) The great state of New York has a population of nearly 15 million . . . residing in widely scattered communities. The plan will tend to raise and make more uniform the standards of education throughout the state. It will extend to the rural communities the educational and cultural benefits now available only in the populous metropolitan areas.

"(B) The plan will foster, with great economy, an expansion of education in the state, formal and informal, for in-school purposes and out-of-school purposes, in television service areas and in areas without television service.

"(C) Television, as a vehicle for the educational and cultural development of the adult population of the state . . . will probably outdo, in impact and economy, anything the imagination can project for it today. The plan will allow a tremendous expansion of effort in this direction on a coordinated statewide basis.

"(D) The plan will permit the creation of programming which, under proper arrangements, can be made available to the educational systems of other states."

Lewis A. Wilson, state commissioner of education, and Jacob L. Holtzmann, a member of the board of regents, reviewed the proposals at a news conference.

Dr. Wilson said the plan had been

discussed with state legislature leaders and that their response has been entirely satisfactory.

Mr. Holtzmann estimated that sets could be provided for classrooms at \$100 or \$150 each, and that maintenance of the stations would amount to \$250,000 a year, aside from programming.

Mr. Holtzmann, who is head of a special regents committee on television for education, reported that "we believe it is as important for our educational system to have television channels as to have schoolhouses, and I don't know which will be more important in the future."

The regents' special committee, which formulated the recommendations on which the plan is based, is composed of Mr. Holtzmann, Vice

Chairman Edward R. Eastman, and Regent Roger W. Straus.

Chancellor John P. Myers was quoted as saying that TV "will give us unlimited opportunities to expand our educational program, particularly in the rural areas. We are hopeful that the legislature will see its advantages as we do and grant us the necessary funds to go forward."

Mr. Holtzmann said special credit should go to Dr. Wilson, the education commissioner, and Miss Frieda B. Henneck, FCC Commissioner and outspoken champion of educational TV.

The official comments were filed through Henry G. Fischer, of the Washington law firm of Fischer, Willis & Panzer.

## four proven WBNS-TV participation shows:

In central Ohio you have a choice of four excellent TV participation programs—top-rated shows with proven records for producing sales results for national advertisers.



### EARLY WORM PARTY with Irwin Johnson top favorite local star 10 to 11 a. m.

Central Ohio's largest TV audience participation program, televised from the luxurious Town and Country Room of The Neil House.

### "SHARP COMMENTS" by Fern Sharp 12 to 12:30 p. m.

A unique variety program in the woman's world. Miss Sharp has been a leader for over 12 years in presenting fashion, food and homemaking news to central Ohio.



### SNADER TELEDescription "SPOTLIGHT REVUE" 6 to 6:30 p. m.

Top talent variety acts on 3 1/4 minute movies . . . offering a star-studded setting for your TV spot. Snader TeleDescription Library is offered exclusively in Columbus over WBNS-TV.



### JAMBOREE

6 to 6:30 Sat. evening

A popular half-hour variety show with a touch of the rural . . . Featuring Ray Roese and a cast of 8, this show is also Columbus' highest rated local TV programs. Reservations accepted.

PROGRAM RESUMES SENT ON REQUEST  
PHONE BLAIR TV OR WRITE DIRECT



**WBNS-TV** COLUMBUS, OHIO  
Channel 10  
CBS-TV Network—Affiliated with Columbus Dispatch  
and WBNS-AM Sales Office: 33 North High Street

## SALES METHODS

### Dennis Urges Simple Approach

WALTER L. DENNIS, assistant to the vice president, Allied Purchasing Corp., and radio-TV director, Allied Stores Corp., is scheduled to unfold his ideas on selling via television today (Monday) at a U. of Maryland Management Conference, College Park, Md. In a straight-from-the-shoulder talk Mr. Dennis will outline his views on "Getting Results From Television Advertising," highlighting these points:

● Television is an intimate medium as against the pretentious formality of motion picture theatre presentation.

● The merchandise should be the star of every performance in the commercial. On this point, Mr. Dennis favors demonstration of the goods in action, in as nearly as possible the actual conditions under which the article would be used.

● The selling message should be clear-cut, sincere, straightforward and informal. Artificial animation is not only very expensive but distracts from the fundamental selling points of the merchandise.



## Telestatus

(Continued from page 80)

sentiful of commercials on shows with full continuity than on the variety program.

Other salient points in the survey: Only one out of 20 watches his set less than 10 hours weekly; one quarter of the people questioned watch 10-20 hours weekly and about one-third see TV between 20 to 40 hours a week. It also found that reading seems to suffer the greatest loss of devotees because of television.

\* \* \*

## KECA-TV, KLAC-TV Increase Rates

KECA-TV and KLAC-TV Hollywood have both announced rate increases. KECA-TV has issued rate card No. 4, which increases its Class A base hour rate from \$900 to \$1200 effective tomorrow (May 15). One minute or less in Class A time is increased from \$150 to \$220; eight-second spots from \$75 to \$110. Comparable increases will be carried out in other time classifications, according to Robert F. Laws, station and ABC Western Division TV sales manager.

Increase of \$250 over the present Class A hourly rates has been announced by KLAC-TV. New rate is \$1,000 per hour. Increases also were made in other Class A time slots. Rate for 40 minutes now is \$800; 30 minutes, \$600; 20 minutes, \$500; 15, \$400; 10, \$300; five, \$250. One-minute, 30-second, and 10-second spots now are \$175, \$115, \$85, respectively.

\* \* \*

## Videodex Reports On April Ratings

VIDEODEX last week issued its April 1-7 report, giving top 10 television shows in 63 markets. The listings are broken down into percentage of TV homes and number of TV homes. Top 10 listings follow:

### % TV HOMES

1 Texaco Star Theatre (61 cities)	58.1
2 Talent Scouts (23)	47.4
3 Jack Benny Show (36)	45.8
4 Fireside Theatre (48)	42.5
5 Your Show of Shows (61)	39.5
6 You Bet Your Life (61)	38.8

## ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS  
of  
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD

Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

7 Comedy Hour—Eddie Cantor (58)	38.5
8 Godfrey and Friends (49)	37.9
9 Philco TV Playhouse (56)	37.7
10 Hopalong Cassidy (18)	37.4

### NO. TV HOMES IN 000

1 Texaco Star Theatre (61 cities)	7,290
2 Your Show of Shows (61)	4,910
3 You Bet Your Life (61)	4,853
4 Comedy Hour—Eddie Cantor (58)	4,664
5 Fireside Theatre (48)	4,595
6 Jack Benny Show (36)	4,393
7 Philco TV Playhouse (56)	4,390
8 Godfrey and Friends (49)	4,357
9 Talent Scouts (23)	4,123
10 Ken Murray Show (48)	3,989

## Martin Kane Tops Tele-Que April Survey

"MOST viewed television show in San Francisco" for first week in April was *Martin Kane, Private Eye*, according to Tele-Que, West Coast TV research firm. Tele-Que survey was based on viewing records of 557 television owners.

Top 10 ranking shows and ratings were:

1. Martin Kane, Private Eye	KRON	58.5
2. You Bet Your Life	KRON	54.8
3. Texaco Star Theatre	KRON	54.4
4. Startime Theatre	KGO	53.4
5. Ford Star Revue	KRON	48.5
6. Trupak Movietime	KGO	46.7
7. Life With Linkletter	KGO	46.3
8. The Lone Ranger	KGO	46.0
9. Par-T-Pak Theatre	KRON	44.6
10. Gene Autry	KRON	44.3

## CANADA DELAY

### Sees First Station by '52

FIRST Canadian TV transmitters at Toronto and Montreal will not be ready until early 1952, instead of late this year as had been contemplated, A. D. Dunton, chairman of Canadian Broadcasting Corp., said at Toronto May 4. He told Canadian advertisers assembled for the 36th convention of the Assn. of Canadian Advertisers [BROADCASTING • TELECASTING, May 7], that construction delays and building material shortages made it impossible to get the Toronto station on the air till January 1952, and the Montreal transmitter in late spring or early summer of next year.

Scheduled to give out the latest in TV data for Canada, Mr. Dunton stated that because of the delay in the report of the Royal Commission on Arts, Letters & Sciences, he was as much in the dark about the future of TV policy in Canada as was his audience.

John P. Cunningham of Cunningham & Walsh, New York, outlined the effects of TV on the living pattern. He reported on his firm's Videotown surveys and other studies stating that the gist of all surveys is that radio listening does not exist in TV homes at night, except by a few individuals. But he was careful to explain: "Don't write off radio yet. Radio is still supporting TV, and TV is not yet ready to commit matricide."

Mr. Cunningham also reviewed effects of TV in UN telecasts and the Kefauver committee in building a more informed electorate. He urged advertisers to use self-control in their use of advertising on TV, to better programs for their future good, and stated that self-control is better than having government control.

## JACKSONVILLE

### Fights for Channel 2

FIGHTING to retain TV Channel 2 for its area, the City of Jacksonville, Fla., has gone to the U. S. Court of Appeals for District of Columbia. City, which operates WJAX and at one time held a construction permit for TV Channel 2, has asked the Court for a stay order against the FCC's current proposed allocation. The new plan would give the controverted Channel 2 to Tallahassee and Daytona Beach, precluding its use in Jacksonville.

Appellant's television CP was withdrawn by the Commission following attempts of the permittee to have the time extended for station construction. That also was taken to the Court of Appeals, where it now pends [BROADCASTING • TELECASTING, Nov. 6, 1950].

In its current petition, filed by Robert L. Irwin of Dow, Lohnes & Albertson, it's pointed out that if the court reverses the earlier FCC action, the "Commission is putting itself in position of being able to refuse or abide by mandate of the Court based on the fact that to do so would require the allocation of . . . Channel 2 to Jacksonville which would be in violation of the Rules and Regulations of the Commission."

Petition asserts that it "appears" FCC's proposal to take Channel 2 from Jacksonville is "arbitrary and capricious and motivated by a desire to deprive appellant of its statutory rights of appeal and this Court of jurisdiction of the appeal now pending."

Appended to the appeal was engineering statement proposing Channel 6, instead of 2, be given Tallahassee; Channel 11, instead of 2, be allocated Daytona Beach; and Channel 2 be assigned to Jacksonville.

WJAX-TV had been granted Aug. 8, 1948; application for extension of construction permit was denied May 5, 1949; and hearing on application designated June 1, 1949. The hearing examiner's subsequent initial decision proposed granting the additional construction time. However, FCC General Counsel filed exceptions and, after oral argument July 26, 1950, the Commission reversed the initial decision and denied the extension.

A petition to consider additional evidence and reconsider the denial was dismissed May 3, FCC announced last Tuesday.

## Cables Cut

NETWORK television programs along the Atlantic seaboard were disrupted May 8 when a bulldozer operating on a farm near Aberdeen, Md., cut a conduit carrying 14 coaxial cables. Twelve of the cables, or six complete circuits, were severed. "Blackout" lasted from about 1 p.m. to 7 p.m. when repairs were completed. Among those cities affected were Baltimore and Washington.

## Film Report . .

STEPHEN SLESINGER Productions, Hollywood, has worked out deal with King Features and Cartoonist Chic Young for full TV rights to *Blondie*, newspaper comic strip. A new company will be set up to produce the *Blondie* series. Mr. Slesinger announced, while present firm will continue producing *Red Ryder* TV film series. *Arthur Lake*, famous as movie and radio version of "Dagwood Bunstead," has been signed to play the same part on TV.

\* \* \*

INS-TELENEWS, New York, announces that Terre Haute Brewin Co. will sponsor combination *Weekly News Review* and *The Week in Sports* on WJIM-TV Lansing, Mich., through the Biow Co. Same half-hour combination is carried on WENR-TV Chicago for Corina Cigars. . . . WGN-TV Chicago has signed for INS-Telenews daily newsreel service.

\* \* \*

BING CROSBY Enterprises' new TV film series, *Cry of the City* [FILM REPORT, May 7] will be sold nationally, regionally or locally at sponsors' desire. Announcement came from Vice President Richard Dorso of United Television Programs, distributor of series. Half-hour film prices will vary from \$1,000 in markets such as Phoenix to \$3,000 for New York, he said.

\* \* \*

TV ADS Inc., Los Angeles, has completed one one-minute TV film commercial for Laura Scudder Products Inc., Los Angeles, through Davis & Co., and one for Modest Product Sales Co. (Aquashie plastic shower deflector), Los Angeles, through Kent Goodman Ad.

## DAMAGED FILM

### Scratch Removing Process

FILM considered technically unusable can be reconditioned for use on television, according to Henry Lloyd, vice president, Rapid Film Technique Inc., New York.

Proper renovation of old 35 mm motion picture film before transferring it to 16 mm. for television use not only will improve TV program production standards but also will make available old movie favorites formerly considered unusable, said Mr. Lloyd.

Heretofore specializing in reconditioning and preserving films for educational and industrial institutions, Mr. Lloyd announced that his company was enlarging its facilities to serve firms producing movies for TV.

Scratches, oil mottles and abrasions "can definitely be removed," stated Mr. Lloyd, pointing out that this means that video audiences can enjoy more of the great photoplays of the past without blurs, blobs and streaks.



omments on Allocation  
(Continued from page 74)

ports reservation.  
Kokuk—KOKX. Add Ch. 10, affecting  
ncy, Ill., and Hannibal, Mo.  
Waterloo—KWWL. Add Ch. 12, af-  
cting other areas.

**KANSAS**  
Kansas City—Board of Education. Re-  
ve Ch. 9; add four commercial sta-  
tions in VHF.  
Manhattan—Kansas State College  
SAC). Supports reservation.  
Wichita—KANS. Add Ch. 6. Would  
stitute Ch. 4 for Ch. 6 at Dodge  
y, Ch. 11 for Ch. 6 at Tulsa, Ch. 3  
Ch. 11 at Lawton and Ch. 11 for  
3 at Wichita Falls.  
Wichita—KFBI. Add Ch. 6, affecting  
dge City, Kan.; Tulsa and Lawton,  
la., and Wichita Falls, Tex.  
Wichita—KWBB. Add Chs. 45 and 53.

**KENTUCKY**  
Danville—Centre College of Kentucky.  
locate channel and reserve.  
Louisville—WHAS. Consents to change  
m Ch. 9 to Ch. 11. Conditional.  
Louisville—WKLO. Add Ch. 41.  
Louisville—WKYW. Add Ch. 51.  
Owensboro—WVJS. Add Ch. 10 to  
ransport, Ind., and Owensboro, de-  
ing Ch. 10 at Terre Haute, Ind.

**LOUISIANA**  
Baton Rouge—WJBO. Add Ch. 2.  
stitute non-commercial Ch. 9 for  
mmercial Ch. 2 in New Orleans. Sub-  
tute Ch. 11 for Ch. 9 in Hattiesburg,  
ss.; substitute Ch. 9 for Ch. 11 in  
eridian, Miss.  
Houma—KCIL. Add Ch. 12.  
Lake Charles—KPLC. Supports al-  
location of Ch. 7.  
New Orleans—WWL. Add Ch. 11.  
New Orleans—Tulane U. Supports  
ervations.  
Shreveport—KWKW. Supports alloca-  
n.

**MAINE**  
Bangor—WGUY. Add Ch. 3. Swap Ch.  
for Ch. 7 at Calais.  
Orono—U. of Maine. Favors reserva-  
n.

**MARYLAND**  
Baltimore—WBAL-TV. Opposes switch  
WDEL-TV from Ch. 7 to Ch. 12 on  
ounds of adjacent channel inter-  
ference.  
Baltimore — Supports reservation;  
ard of Estimates; Mayor Thomas  
Alessandro Jr.; Board of School  
Commissioners (prefers VHF); Bureau of  
atholic Education; Loyola College;  
hns Hopkins U.; U. of Baltimore;  
altimore League of Women Voters;  
ited Steelworkers of America (Local  
52); Citizens Planning & Housing  
sn.; Dept. of Md., Jewish War Vet-  
ans; Women's Civic League Inc.; Col-  
ge of Notre Dame of Md.

**MASSACHUSETTS**  
Boston—WHDH. Add Ch. 9; recon-  
der reservation of Ch. 2; add Ch. 10  
Springfield; in Manchester, delete  
1 and add 14; in Providence, de-  
lete Ch. 10 and add 28; in Worcester,  
lete Ch. 14 and add 26; in New Bed-  
ord, substitute Ch. 28 for 40; in Storrs,  
b. Ch. 26 for 18 etc., including dele-  
ons of Ch. 44 in Boston and Ch. 55 in  
ringfield.  
Boston—CBS. Three alternate plans  
add Ch. 9, affecting Providence,  
Manchester and Durham, N. H., Port-  
land, Lewiston, Augusta, Orono and  
lais, Me., Albany, N. Y., and St.  
n, Canada.  
Boston—Support reservation; Lowell  
stitute Cooperative Bestg. Council  
oston U., Boston College, Harvard U.,  
rthwestern U., MIT, Tufts College,  
oston Symphony Orchestra, Lowell  
stitute); Emerson College.  
Brockton—WBET. Shift Ch. 5 from  
oston to Brockton.  
Holyoke—WHYN. Add Ch. 3. Re-  
ace Ch. 3 in New London with flexi-  
ity channel. Or add Ch. 10 to Spring-  
ld-Holyoke area, removing Ch. 10  
m Providence, R. I. and adding  
HF flexibility channel there. Also  
AR-TV Providence would move from  
11 to Ch. 12 instead of to Ch. 10 as  
esently proposed.

**TELEFILM, INC.**  
COMPLETE FILM PRODUCTION  
FOR  
TV SPOTS-PROGRAMS  
All Production Steps  
In One Organization  
39 Hollywood Blvd., Hollywood 28, Calif.  
HOLLYWOOD 9-7205

Pittsfield—WBK. Add Ch. 3, chang-  
ing Ch. 3 to 5 in Syracuse, N.Y., and Ch.  
5 to 3 in Rochester, N. Y., and several  
other changes in Vermont, Ontario and  
Connecticut. Delete Ch. 3 in New  
London, Conn.  
Springfield—Holyoke. Regional TV  
Corp. Add Ch. 3; delete Ch. 3 from  
New London, Conn.; substitute Ch.  
8 for Ch. 3 in Montpelier, Vt.; sub-  
stitute Ch. 3 for Ch. 8 in Lewiston,  
Me.  
Worcester—WTAG. Add Ch. 12, de-  
leting from Providence.

**MICHIGAN**  
Ann Arbor—Support reservation; U.  
of Mich.; Mayor Wm. E. Brown Jr.  
Bay City—WBCM. Add Ch. 5, chang-  
ing Traverse City from Ch. 5 to 7.  
Bay City—Public Schools. Transfer  
Ch. 12 from Flint and reserve.  
Detroit—WJBK-TV. Supports alloca-  
tion.  
Detroit—WJLB. Add Chs. 6 and 9,  
deleting Ch. 50, affecting number of  
cities.  
Detroit—WJR. Add VHF Ch. 6 and  
UHF Ch. 22; change Ch. 6 to 10 in  
Lansing, Mich.; change Ch. 60 to 18  
in East Lansing; change Ch. 22 to 46  
(educational) in Flint; change Ch. 18  
to 60 in Ludington; change Ch. 45 to 37  
in Cadillac.  
East Lansing—Michigan State Col-  
lege (WKAR). Add Ch. 10 and reserve.  
Escanaba—WDBC. Delete Ch. 13 and  
add Ch. 3; add Ch. 13 in Cadillac; add  
Ch. 13 in Calumet; add Ch. 5 in Essex-  
ville; add Ch. 2 in Green Bay, Wis.;  
delete Ch. 5 and add Ch. 10 in Han-  
cock; delete Ch. 3 and add Ch. 5 in  
Marquette; delete Ch. 5 and add Ch.  
7 in Traverse City.  
Flint—WFDE. Shift Ch. 10 from Lon-  
don, Ont., giving London Ch. 43 and  
perhaps Ch. 65.  
Grand Rapids—WGRD. Add Ch. 6;  
substitute Ch. 2 for Ch. 6 in Green  
Bay; move WJIM-TV from Ch. 6 to Ch.  
5; substitute Ch. 7 for Ch. 5 in Trave-  
rse City.  
Ishpeming—WJPD Informal request  
for channel.

**MINNESOTA**  
Mankato—KYSM. Add Ch. 12, af-  
fecting Mason City, Ia.; Brainerd, Hib-  
bing, Minn., and Grand Forks, N. D.  
Minneapolis—Public Schools. Supports  
reservation.  
New Ulm—KNUJ. Add Ch. 3 by  
changing Ch. 3 at Watertown, S. D.,  
to Ch. 10 and changing Ch. 10 at  
Pierre, S. D., to Ch. 11.  
St. Paul—College of St. Thomas.  
Change Ch. 2 from educational to com-  
mercial.  
St. Paul—Concordia College, Favors  
reservation.

**MISSISSIPPI**  
Jackson—WJDX. Add Ch. 5; substitute  
Ch. 10 for Ch. 5 in Mobile, Ala., and  
substitute Ch. 5 for Ch. 10 in Pensacola,  
Fla.  
Meridan—WTOK. Add Ch. 4.

**MISSOURI**  
Columbia—Stephens College. Supports  
reservation.  
Columbia—U. of Missouri. Proposes  
FCC authorize educational stations to  
operate commercially 50% of broad-  
cast day, permitting better program-  
ming and breaking monopoly of con-  
tinuous educational subjects to permit  
stations to attract and hold audiences.  
Kansas City—KMBC, KCMO and  
WHB (jointly). Oppose Ch. 9 reserva-  
tion. KMBC and WHB: Add Ch. 11 by  
removing from Lawrence, Kan., where  
reserved; or, add Chs. 2 and 9, swap  
Ch. 12 for Ch. 7 at Pittsburg, Kan.,  
Ch. 9 for Ch. 12 at Joplin, Mo., and  
Ch. 9 for Ch. 2 at St. Joseph, Mo.  
Kansas City—City. Add VHF chan-  
nels for Kansas City.  
Kansas City—U. of Kansas City. Al-  
lot VHF channel to commercial use  
instead of educational use because  
(1) need for VHF commercial stations;  
(2) School cannot afford TV now; (3)  
generosity of commercial stations.

**MONTANA**  
Billings—City Council. Supports re-  
servation.  
Bozeman—Montana State College.  
Supports reservation.  
Butte—KOPR. Add Ch. 15.  
**NEBRASKA**  
Lincoln—KBON. Add Ch. 10.  
Omaha—KFAB. Make Ch. 7 com-  
mercial and shift Ch. 12 from Lincoln  
to Omaha.  
Omaha—Public Schools. Supports  
reservation.  
**NEVADA**  
Reno—KWRN. Add Ch. 11.  
Reno—U. of Nevada. Informal regret  
no VHF channel in lieu Ch. 21 reserva-  
tion.  
Reno—Reno School Dist. No. 10.  
Favors reservation.

**NEW HAMPSHIRE**  
Manchester—Grandview Inc. Supports  
allocation.  
**NEW JERSEY**  
Jersey City—New Jersey Audio  
Visual Education Assn. Protests no  
educational allocation. Requests at  
least 4 TV channels for education.  
Newark—WATV. Request for editorial  
revision on proposed rule. Wants Ap-  
pendix C to read New York City-  
Northeastern New Jersey.  
New Brunswick—WCTC. Favors al-  
location.  
Trenton—WTTM. Add a VHF channel.  
Trenton—State of New Jersey, Dept.  
of Education. Protests non-assignment  
of educational channels.

**NEW MEXICO**  
Santa Fe — St. Michael's College.  
Favors reservation.

**NEW YORK**  
Albany—State U. Generally endorses  
reservation.  
Buffalo—WBEN-TV. Supports alloca-  
tion.  
Buffalo—WEBR, WGR and WKBW  
(joint petition). Add Chs. 2 and 9,  
removing Ch. 2 from Niagara Falls and  
substituting Ch. 59 or 62. To add Ch. 9  
would substitute Ch. 8 for Ch. 9 at  
Toronto, Ch. 3 for Ch. 8 at Owen Sound  
and Ch. 12 for Ch. 3 at Orilla, all  
Canada.  
Corning—WCLI. Add Ch. 9.  
Ithaca—Cornell U. (WHCU). Assign  
Ch. 3 to Cornell U.; substitute avail-  
able UHF channel for the VHF channel  
proposed for Niagara Falls, together  
with certain other reassignments of  
low band VHF channels.  
Kingston—WKNY. Add Ch. 66.  
New York—WJZ-TV (ABC). Al-  
though supporting Ch. 8 at New Haven,  
Conn., asks right to increase power  
beyond maximum adjacent-channel  
limits proposed.  
New York—WOR-TV. Asks condition  
to Ch. 8 at New Haven to permit in-  
creased power for WOR-TV on Ch. 9 at  
New York.  
Niagara Falls—WHLA. Supports al-  
location.  
Rochester—WHEC. Supports alloca-  
tion.  
Rochester—WVET. Favors allocation.  
Rochester—U. of Rochester. Supports  
reservation.  
Schenectady — Meredith Champlain  
Television Corp. Add Chs. 35 and 41,  
changing Ch. 35 to Ch. 62 at Watertown,  
N. Y.  
Syracuse—WAGE. Add Ch. 11.  
Syracuse—WSYR-TV. No objection to  
reassignment from Ch. 5 to Ch. 3.  
Syracuse—Lemoyne College. Supports  
UHF reservation, prefers VHF.  
Troy—WTRY. Add Ch. 41 to Albany-  
Troy-Schenectady areas; Change Ch.  
48 in Oneonta to Ch. 62.  
Watertown—WWNY. Add Chs. 11, 35;  
delete Ch. 35; affects Ottawa-Hull, Ont.

**NORTH CAROLINA**  
Asheville—WLOS. Supports alloca-  
tion.  
Charlotte—WAYS, WIST(FM). Add  
Ch. 6; substitute Ch. 12 for Ch. 6 at  
Wilmington, N. C.; Ch. 7 for Ch. 6 at  
Augusta, Ga.; Ch. 4 for Ch. 5 at  
Charleston, S. C.; Ch. 5 for Ch. 7 at  
Columbus, S. C.  
Durham—WTIK. Supports allocation.  
Raleigh—WPTE. Supports allocation.  
Raleigh—WRAL. Supports allocation.  
Raleigh — City Council. Supports  
reservation.  
Wilmington — Support reservation;  
City Council; New Hanover County and  
Wilmington City Schools; Wilmington  
College.  
Winston-Salem—WTOB. Add Ch. 6.  
Winston-Salem—WSJS. Add Ch. 6.  
**NORTH DAKOTA**  
Grand Forks—U. of North Dakota  
(KJFM). Supports reservation.

**OHIO**  
Akron—U. of Akron. Supports reser-  
vation.  
Cambridge—WILE. Supports alloca-  
tion.  
Cincinnati—WCKY. Delete 12, add Ch.  
11 and Ch. 13.  
Cincinnati—City. Supports reserva-  
tion.  
Cleveland — WERE, WHK, WGAR,  
WJW. Add Chs. 31, 59 and 65; change  
education reservation from Ch. 25 to  
Ch. 65; change Ch. 50 in Detroit to Ch.  
38; Ch. 31 in DuBois, Pa. to Ch. 60;  
Ch. 53 in Findlay, Ohio to 24; Ch. 18 in  
Gallipolis, Ohio to Ch. 33; Ch. 33 in  
Lexington, Ky. to Ch. 18.  
Cleveland—WNBK. Supports change  
from Ch. 4 to Ch. 3.  
Cleveland—WXEL-TV. Consents to  
switch from Ch. 9 to Ch. 8.  
Columbus—WOSU (Ohio State U.)  
Add Ch. 12. Wants Ch. 13 in Indianapolis  
transferred to Cincinnati in place of  
Ch. 12 there. Delete Ch. 13 in Hunting-  
ton, W. Va., and Ch. 12 in Clarksburg,  
W. Va.

Dayton—City Commission. Supports  
reservation.  
Dayton—WHIO (TV). Supports al-  
location.  
Miami—Miami U. Supports reserva-  
tion. Ch. 14.  
Steubenville—WSTV. Add Ch. 7 or  
Ch. 9; delete Ch. 7 or Ch. 9 from Wheel-  
ing, W. Va.  
Toledo—WTOL. Supports allocation.  
Toledo—City Council. Supports reser-  
vation.  
Warren—WHHH. Supports allocation.  
Wooster—WGST. Asks switch Ch. 55  
from Akron.  
Youngstown—WFMJ. Asks additional  
flexibility UHF channel as third UHF  
facility.  
Zanesville—WHIZ. Add Ch. 12, af-  
fecting Cincinnati, Louisville and  
Clarksburg, W. Va.

**OKLAHOMA**  
Lawton—Cameron State Agricultural  
College. Supports reservation; prefers  
VHF.  
Oklahoma City—KTOK. Add Ch. 11,  
affecting Lawton, Elk City, Woodward,  
all Okla., and Dodge City, Kan.  
Oklahoma City—WKY-TV. Opposes  
switch from Ch. 4 to Ch. 7. Retain  
Ch. 4, remove reservation of Ch. 13,  
delete Ch. 9. Delete Ch. 4 and its  
reservation at Tulsa. Substitute Ch.  
11 for Ch. 8 at Muskogee.  
Oklahoma City—Favors reservation;  
City Council; School Board.  
Tulsa—KRMG. Add Ch. 8 affecting  
Muskogee.  
Tulsa—KVOO. Add Ch. 11, changing  
Lawton from Ch. 11 to 12 and Elk City  
from Ch. 12 to 11.

**OREGON**  
Albany—KWII. Add Ch. 12, affecting  
Salem and Portland.  
Eugene—KORE. Add either Ch. 4, 5  
or 9, add one UHF channel to Medford.  
Eugene—KUGN. Add Ch. 11.  
Portland—KOIN. Supports allocation.  
Portland—U. of Portland. Supports  
reservation.

**PENNSYLVANIA**  
Altoona—WFBG. Add Ch. 3.  
Beaver Falls—WBVP. Allocate Ch. 16.  
Braddock—WLOA. Waive proposed  
minimum separation, allocate Ch. 4.  
Easton—WEEX. Objects to no VHF  
allocation.

(Continued on page 92)

# WLW—TELEVISION LEADS in LEADING daytime TV cities

Cincinnati, Dayton and Columbus  
— served by WLW-Television —  
lead the nation for daytime sets-  
in-use with average of 13.9%,  
12.2% and 11.1%, respectively.\*

Avg. Share of Audience*		
	WLW-TV	LEADING STATION
CINCINNATI	47.5%	37.4%
DAYTON	63.1%	26.2%
COLUMBUS	57.7%	24.3%

WLW-TELEVISION delivers the  
greatest daytime audience in the  
midwest's second largest TV market.

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



(Continued from page 73)

The major portion of the NARTB-TV brief was directed to the educational issue.

"It is the position of NARTB-TV," the brief asserted, "that no channels in the VHF or UHF bands allocated for television broadcast should be *deleted* in this manner, and that any determination with regard to an assignment of a non-commercial educational channel in a specific community should be arrived at only on a case-to-case basis founded upon a bona fide showing of public interest, convenience and necessity by an interested party."

(1) FCC's failure to find and conclude that all TV channels are, and should be, equally available to all qualified citizens, and that the record does not support a finding to the contrary.

(3) FCC's failure to make findings and conclusions with regard to the audience potential of noncommercial educational programs and with regard to the question of wastage of limited spectrum because of limited audience.

(4) FCC's failure to find wastage of limited spectrum space through non-usage would result from the proposals in the record as made.

(5) FCC's failure to make findings and reach conclusions with regard to alternative methods of obtaining basic objectives of noncommercial educational TV, including consideration of microwave relay for in-school instruction; and because of FCC's failure to find the proponents of reservation made no showing as a condition precedent to the effect that in-school needs could not be served by wire lines and/or microwave relay.

(6) FCC's failure to find the record does not substantiate a need for non-commercial educational stations (and reservations therefore) in any specific community in the U.S., and that consequently such substantiation of need can be determined only on a case-to-case community-by-community basis.

(7) FCC's failure to find no feasible plan had been advanced of record upon which stable utilization of noncommercial educational reservations could be effected by various educational groups, particularly as relates to problem of licensee responsibility.

(8) FCC's blanket reservation of channels in specific communities without findings appertaining to the quali-

The brief noted some of the educational institutions involved are already "banning access" to football program sources even when payment is offered. NCAA, representing 300 or more of the largest universities, seeks to accomplish the ban by vote or agreement, the brief charged.

The brief noted FCC favored the reservation proposal because educational institutions appeared to need a longer period of time in order to get prepared for television than do commercial interests. But NARTB-TV contended, educational witnesses presented by JCET on this subject of delay "were vague, confused and usually contradictory."

Joint Committee on Educational Television, which has pressed education's cause for channel reservations during the FCC reallocation proceeding, told the Commission it would "appear as a party of record in the hearings with respect to each community for which a non-commercial educational reservation is proposed in Appendix C, and offer such testimony or comments in support of said reservations as may be necessary or appropriate."

JCET contended the record "in general substantiates the proposals" set forth by the Commission, "and especially those set forth in Part VI of Appendix A dealing with noncommercial educational television."

With respect to the UHF "flexibility" channels, JCET urged the rules be modified "so as to permit an educational institution to make application for a flexibility channel . . . in any community in which no channel has been reserved for such a station."

"There is real need for this suggested modification," J C E T argued, because of the few reservations provided in the plan. Only one channel has been reserved in Maryland and none at all in New Jersey, it was noted.

Observing the five priorities of allocation given by FCC are based only upon the number of services, number of communities and population and geographical location of communities while failing to take account "of differences between types of television service and in particular of the distinction between commercial . . . and . . . educational television service," JCET asked that the following additional priority be placed between present priorities 3 and 4:

To provide a noncommercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

JCET further contended the record established need for educational channels in communities with less than three VHF channels as well as in those having three or more VHF channels, in which FCC proposes to make a reservation. JCET indicated it will treat each such community on an individual basis during the further proceeding.

"It should be made clear that properly qualified educational applicant for a VHF channel in such communities will not be foreclosed because all of the assigned channels happen to be presently occupied by commercial licensees," JCET stated.

"Furthermore, the entire philosophy of the . . . Communications Act is that the granting of a license carries no vested right to the use of a frequency," JCET explained. "It seems abundantly apparent that such cities as New York, Los Angeles, Philadelphia, Baltimore and Washington are the very cities where a VHF channel for noncommercial educational television would be of the greatest value."

Contesting lawfulness of FCC plan for allocation by rule-making and asking oral argument on the subject before the June 11 city-by-city allocation hearing, FCBA contended the proposed allocation policy "is predicated upon an invalid legal foundation" and, as a result, months of effort on the part of the Commission, its staff and other concerned parties "may be spent for no useful purpose."

FCBA alleged the procedures outlined violate the Communications Act in that it fails to recognize the right of applicants to "a equal and fair opportunity to be heard on *merits* of applications," was said.

FCBA had no objection to the allocation plan being used as "guide."

FCBA further commented:  
As a result of such deprivation of hearing, the orderly and expeditious judicial review of the Communication Act will be thwarted.

Unless the Commission obtains full and complete information through the hearing procedure on individual applications, it will be unable to perform its statutory duty under Section 307(f) providing a "fair, efficient, and equitable distribution of radio service."

The brief also attacked the tight restrictions proposed by FCC in making amendments to the table of allocation assignments once it is

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alized. Relaxation was asked to permit changes more easily where public interest would be served. FCBA further asked that amendment be made to provide that each applicant seeking frequencies not provided in the allocation would submit a summary statement as to why application should be granted. The FCC decides not to grant each application, it would set a hearing and afford opportunity to applicant to be heard under the rules and regulations prescribed for hearings on applications, FCBA advocated.

On the subject of the freeze, RCA-NBC told the Commission "for more people in the United States to get television at the earliest possible date, it is essential that the freeze be lifted as soon as possible." Noting VHF transmitting equipment is available and UHF equipment availability will be expedited by early action, they stated the Commission "should endeavor . . . to take whatever steps are necessary to bring about expeditious lifting of the freeze."

#### Lift VHF Freeze

Where no issue has been raised respecting VHF in a given community, RCA-NBC urged FCC proceed forthwith to lift the VHF freeze with respect to such community. This procedure would be similar to the proposal already made by the Commission for lifting the freeze on UHF channels. To expedite lifting the freeze, RCA-NBC suggested FCC adopt the following procedure:

- 1) Announce at once that it will receive applications for TV stations.
- 2) Where the number of applicants in a city not involved in any allocation conflict with other cities is equal to or less than the number of channels available, proceed forthwith to lift the freeze in those cities and grant construction permits.
- 3) Where the number of applicants exceeds the number of channels in a city not involved in any allocation conflict with other cities, hold hearings on the comparative qualifications of applicants, then lift the freeze in these cities and grant construction permits.

RCA-NBC stated FCC's allocation of the entire UHF "is a constructive step in the right direction of obtaining a sufficient number of channels for television broadcasting." RCA-NBC said this preferable to FCC's early plan

to only partially opening the UHF.

The joint statement said the Commission's reservation of certain channels for education and certain limitations on UHF assignments, making it impossible to provide a minimum of four outlets in many metropolitan areas, "indicates the desirability of securing additional channels for television broadcasting if at all possible."

RCA-NBC supported the off-set carrier proposal and thought the proposed maximum power of 200 kw "appears to be a realistic one at this time on the basis of present equipment capabilities."

Although conceding the allocation plan is generally sound from an engineering standpoint, Allen B. DuMont Labs contended the plan does not constitute an efficient utilization of the spectrum and will foster network and market monopolies.

DuMont offered an alternative nationwide plan—a revision of its earlier proposal—which it contends would:

- Provide more stations in more communities.
- Make 635 VHF assignments in 375 communities (compared with FCC's 557 assignments in 342 communities).
- In the first 100 population centers, allocate 4 or more VHF channels to 47 communities (18 by FCC); give 3 or more VHF to 54 such centers (43 by FCC).
- In the top 50 population centers, assign 4 or more VHF channels to 31 communities (15 by FCC); give 3 or more VHF channels to 37 communities (32 by FCC).
- In top 25 population centers, assign 4 or more VHF channels to 21 communities (11 by FCC); 3 or more VHF channels to 23 communities (22 by FCC).
- Switch only 19 of existing VHF stations to new VHF channels (FCC would shift 31).

DuMont filed a plan of UHF allocation for the country north and east of Memphis, which it said would provide 598 UHF assignments—61 more than FCC's plan. While accepting the principle of intermixing VHF and UHF where necessary, DuMont pointed out intermixture should be the exception rather than the rule.

DuMont held the Commission's priorities for allocation are "unrealistic" and not adhered to. In contrast, it said the DuMont plan would give the largest number of people the widest choice of programs while preserving service coverage for the nation's geographic area. DuMont assignments can be economically justified, it was also noted.

To solve the UHF allocation problem, DuMont asked FCC to review results of its project using a Massachusetts Institute of Technology automatic computing machine ("Whirlwind One") into which it is proposed to feed the entire problem of distributing available UHF channels for the nation "as a means of eliminating human errors and guesswork."

DuMont recognized TV's force for education, but cited a survey showing inability of such institutions generally to finance non-commercial outlets. DuMont proposed all channels be available on a commercial basis to such institutions as can qualify in competition with other applicants.

Noting the substantial capital in-

vestments of existing stations, DuMont held there should not be changes except where interference necessitates, and then only to other VHF channels. Public investments in VHF receivers would be protected, it was said. DuMont's proposed plan contemplates 19 changes within VHF spectrum, compared with 31 under FCC proposal.

CBS, with the objective of increasing VHF assignments in Boston, Chicago and San Francisco, ventured that UHF instead of VHF should be reserved for education. The network cited the need for a competitive situation in these cities. It termed the unavailability of VHF as a "grave competitive disadvantage to a network."

CBS offered three plans for adding Channel 9 to Boston; three proposals that would give Channel 13 to Chicago; and four plans whereby Channel 11 or Channel 13, or both, could be added to San Francisco.

ABC indicated opening of the UHF "for immediate regular use together with more extensive use of the present VHF channels should enable the Commission and the broadcasting industry to proceed without delay toward provision of competitive television services throughout a large part of the country with assurance of stability and without fear of unduly rapid obsolescence of equipment purchased by the public during the expansion period."

ABC approved FCC's proposal

to allocate the new channels "on a basis which will minimize the extent of the vexing 'in-channel' type of interference such as that from oscillator radiation." ABC thought adoption of the long-range propagation curves, "even though they are based on comparatively meager information in certain respects, will provide a considerable measure of assurance that extensive dislocation of the allocations structure at some future time will not prove necessary."

The co-channel station separations contemplated by the plan, ABC said, "appear to strike a reasonable compromise between the conflicting demands for a maximum number of stations on the one hand and for extension and improvement of service in the suburban and rural areas. . ."

"The establishment of firm minimum station separations should obviate the gradual deterioration and restriction of rural service, which, as shown by experience, can otherwise occur," ABC contended.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and vigilant watchdog over radio and television developments, told the Commission that proposals limiting Denver to three commercial VHF channels "penalizes and unjustly discriminates" against the city and is "contrary to Congressional policy of fair, efficient and equitable distribution of TV broad-

(Continued on page 94)

## FIRST . . .

In Listening  
in the **ALTOONA AREA!**

	Morning	Afternoon	Evening
<b>WVAM</b>	<b>25.0</b>	<b>20.4</b>	<b>22.9</b>
Station "A"	13.2	14.1	14.0
Station "B"	18.9	15.6	12.0
Station "C"	20.0	16.9	14.0

\* Figures taken from CONLAN Report of January, 1951—all stations in the area considered.

### MORE POWER—MORE PEOPLE

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P. S.—

That's why more and more national advertisers are selling central Pennsylvania through WVAM.



Represented by Weed and Company

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

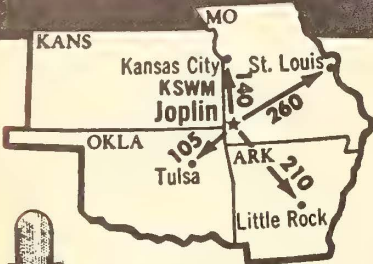
## 3R's = 1st

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



**KSWM**  
JOPLIN, MO.

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



\* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

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

**KSWM**  
CBS in  
JOPLIN, MO.

Nationally Represented by  
William G. Rambeau Co.

Austin A. Harrison, Pres.



**WMRY SELLS**  
**NEW ORLEANS' GREAT**  
**NEGRO MARKET**

With specialized programming\* to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida, WMRY is effectively directing the buying habits of this vast, faithful audience.

\*100% Negro Programming Personnel

600KC "THE SEPIA STATION"  
**WMRY**  
NEW ORLEANS, LA.  
JOHN E. PEARSON CO.  
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

## Comments on Allocation

(Continued from page 89)

Erie—WERC. Requests assignment all commercial channels to UHF, and make Ch. 12 educational.

Erie—Erie Television Corp. Add Ch. 64, assign Ch. 62 to Oil City, Pa.

Erie—St. John Kanty Prep School. Supports reservation.

Harrisburg—Patriot News Co. Add UHF flexibility channel.

Johnstown—WJAC-TV. No objection to shift from Ch. 11 to 6.

Lancaster—WGAL-TV. No objection to change from Ch. 4 to Ch. 8.

Lancaster—WLAN. Asks comparative hearing on FCC's proposed modification of WGAL-TV license to use Ch. 8 there.

Lock Haven—WBPZ. Asks UHF channel.

McKeesport—WEDO. Asks Ch. 13 for joint commercial-education use, affects Ch. 13 reservation in Pittsburgh.

Philadelphia—WIP. Add Ch. 12; directional antenna at WGAL-TV proposed; affects Wilmington, Del.

Philadelphia—Daily News Television Co. Add Ch. 12, with Ch. 7 retained in Wilmington, Del. or UHF facilities be given Wilmington or Binghamton, N.Y.

Philadelphia—Board of Public Education. Favors reservations (has funds).

Pittsburgh—KDKA. Add Chs. 4 and 9, deleting Ch. 9 from Wheeling W. Va.

Pittsburgh—KQV. Suggests Ch. 47 or 53 be designated educational instead of Ch. 13; Ch. 4 or 9 be added (affects Wheeling).

Pittsburgh—WCAE. Add Ch. 9. Delete Ch. 9 at Wheeling, W. Va., substituting Ch. 63. Other changes in Ohio, Pa. and Ind.

Pittsburgh—WJAS. Add Ch. 4; add Ch. 9 and delete same from Wheeling, W. Va., substituting Ch. 16.

Pittsburgh—WWSW. Add Ch. 4, opposing reservation Ch. 13.

Pittsburgh—Favor VHF reservation: Carnegie Institute, St. Vincent College, Geneva College, State Teachers College, Slippery Rock, Pa.; State Teachers College, Edinboro, Pa.; Westminister College, Thiel College, Westminster College, Washington & Jefferson College, College for Women, Catholic School Board, State Teachers College, California.

Reading—WHUM. Add Ch. 15; delete Ch. 55, Substitute Ch. 55 for Ch. 15 in Lebanon.

Scranton—WQAN. Asks additional UHF channels.

Scranton—Appalachian Co. Supports allocation.

Scranton—School District for City. Asks additional time to file comments.

State College—Pa. State College. Favors reservation, prefers VHF.

Washington—WJPA. Substitute Ch. 9 for Ch. 63, switching 63 for Ch. 9 at Wheeling.

**RHODE ISLAND**

Providence—WPRO. Supports allocation.

Providence—WJAR-TV. No objection to reassignment from Ch. 11 to 10.

Providence—Providence College. Favors reservation, prefers VHF.

**SOUTH CAROLINA**

Greenville—WFBC. Supports allocation.

Greenville—Supports reservation (prefer VHF): City Schools; Furman U.

Spartanburg—WORD. Add Ch. 7; change VHF allocation in Middleboro, Ky., Knoxville, Tenn., Chattanooga, Tenn., Rome, Ga., University, Ala., State College, Miss., and Columbia, S.C.

**SOUTH DAKOTA**

Sioux Falls—KELO. Supports allocation.

Sioux Falls—Sioux Falls College. Asks VHF allocation even if must be commercial. Supports UHF reservation but prefers VHF.

Vermillion—U. of South Dakota (KUSD). Supports reservation.

**TENNESSEE**

Bristol—WOPI. Supports allocation.

Cookeville—WHUB. Add Ch. 5.

Kingsport—WKPT. Add Ch. 2.

Knoxville—Fulton High School. Supports reservation.

Memphis—WREC and WMPs. Add Ch. 3; or, allocate Chs. 4, 7, 9 and 11 instead of Chs. 5, 10 and 13. Affects Ark., La. and Tenn.

Nashville—WKDA. Add Ch. 5.

Nashville—WSIX, WLAC (joint petition). Asks one more VHF channel and removal Ch. 2 reservation.

**TEXAS**

Amarillo—Public Schools. Supports reservation.

Austin—U. of Texas. Favors reservation; prefers VHF.

Beaumont—KFDM. Supports Chs. 4 and 6 for Beaumont and Port Arthur.

Breckenridge—KSTB. Add Ch. 7.

Dallas—WFAA-TV. Supports allocation.

Dallas—KLIF. Add Chs. 7 and 9, delete Ch. 8.

Gainesville—KGAF. Informal approval Ch. 49.

Harlingen—KGBS. Requests Ch. 4 be added to Harlingen and deleted from Brownsville and Ch. 36 be deleted from Harlingen and added to Brownsville.

Houston—KPRC-TV. Favors proposed allocations generally, but request inclusion of paragraph in Rules to separate stations in Ch. 2-6 by 287 miles, and Ch. 7-13 by 197 miles to reduce interference.

Houston—KTRH, KXYZ. Add Ch. 8, 10, affecting Beaumont-Port Arthur and Galveston.

Houston—South Texas Television Co. Add Chs. 5 and 10; remove Ch. 8 reservation.

Longview—KFRO. Add Ch. 12 to Longview; change Ch. 12 to 10 in Shreveport, La.; change Ch. 10 to 5 in El Dorado, Ark. UHF Chs. 32 and 38 presently assigned to Longview may be changed to either Gilmer or Tatum, Tex.

Longview—East Texas Television Co. Add Ch. 9 at Longview and Ch. 10 at Lufkin.

Lubbock—KFYO. Transfer Ch. 5 from Amarillo to Lubbock; substitute Ch. 9 for Ch. 5 at Monahans.

McAllen—McAllen Television Co. Supports allocation.

San Angelo—City and Board of Development. Favors reservation.

San Antonio—Planning Board. Supports reservation, urges VHF.

Sherman—Sherman Television Co. Add Ch. 12.

Sherman-Denison area—KRRV. Add Chs. 10 and 17, affecting other cities.

Temple—KTEM. Add Ch. 6.

Victoria—Lack's Stores Inc. Add Ch. 12, deleting from San Antonio.

Waco—KWTX. Supports allocation.

Weslaco—KRGV. Delete Ch. 2 from Monterey, Mex., and assign to Weslaco, and Saltillo, Mex.; delete Ch. 4 and 5 from Brownsville, Tex., and assign to Weslaco-Harlingen.

Wichita Falls—KFFT. Supports allocation.

**UTAH**

Ogden—Support reservation: Public Schools; Weber College.

Price—KOAL. Add Ch. 6.

Salt Lake City—KALL. Add Ch. 2, affecting several Utah cities.

Salt Lake City—State Sup't. of Pub. Instruction. Supports reservation.

Tooele—Oquirrh Radio & Television Co. Switch VHF Ch. 2 from Logan to Tooele; VHF Ch. 12 from Ogden to Logan; Ch. 9 from Provo to Ogden; Ch. 11 from Price to Provo; Add Ch. 6 to Price, and UHF Ch. 39 to Montpelier.

**VERMONT**

Burlington—U. of Vermont. Favors reservation.

**VIRGINIA**

Bristol—WYCB. Add Ch. 5 and 46, now proposed for Bristol, Tenn.

Charlottesville—City of Charlottesville, Charlottesville Chamber of Commerce, and WCHV. Oppose proposed allocation of UHF noncommercial assignment to city; want VHF commercial assignment instead, or in addition.

Danville—WBTV. Favors allocation; prefers VHF.

Lynchburg—WLVA. Supports Ch. 13. Asks amendment of adjacent channel standards.

Lynchburg—WWOD. Add second VHF channel.

**WASHINGTON**

Bellingham—KVOX. Add Ch. 18, affecting Chilliwack, B. C.

Ellensburg—KXLE. Endorses allocation.

Olympia—KGY. Move Ch. 11 from Tacoma to Olympia.

Pullman—Washington State College (KWSC). Supports reservation.

Seattle—KIRO. Add Ch. 2 to Seattle if it does not mean removal of Ch. 2.

Seattle—KOMO and KJR. Shift Ch. 2 to Seattle from Victoria, B. C., substituting Ch. 3.

Seattle—Support reservation: Seattle U.; Seattle Pacific College; Public Schools.

Tacoma—Public Schools. Supports reservation; prefers VHF.

**WEST VIRGINIA**

Beckley—WJLS. Add Ch. 6.

Bluefield—WHIS. Add Ch. 6 to Princeton, W. Va.; contends Ch. 41, allocated to Bluefield, unsuitable due to rough terrain.

Huntington—WSAZ-TV. Add Ch. 8 in lieu Ch. 8; add Ch. 8 at Charleston in lieu Ch. 3; add Ch. 4 to Beckley; substitute Ch. 4 for 5 at Raleigh; substitute Ch. 5 for 4 at Chapel Hill, N.C.

Huntington—Marshall College. Supports UHF reservation; prefers VHF.

Wheeling—WWVA. Supports allocation; asks consideration of rough terrain.

**WISCONSIN**

Green Bay—WJPG. Add Ch. 2.

Madison—WIBA. Supports allocation.

Madison—WISC. Allocate Chs. 21, 23 for commercial use; reserve Ch. 3.

Marinette—WMAM. Favors allocation.

Milwaukee—WEMP. Add Ch. 6; substitute Ch. 2 for Ch. 6 in Green Bay, Wis.

Milwaukee—WISN. Add Ch. 6 and remove Ch. 10 reservation.

Wausau—Alvin E. O'Konski (WLMerrill). Supports allocation.

**WYOMING**

Laramie—U. of Wyoming. Supports reservation.

Laramie—Warren M. Mallory, consulting engineer. Switch Laramie Ch. 18 for either Ch. 11 or 13 at Cheyenne.

**HAWAII**

Honolulu—KULA. Move reservation from Ch. 2 to 7, 9, 11 or 13.

**PUERTO RICO**

San Juan—Dept. of Education (WIPR). Supports reservation. Want freeze lifted.

Moline (Quad Cities in Iowa and Ill.)—WQUA. Requests Ch. 10. Suggests changes in 34 cities. WTMJ-TV Milwaukee would be moved from Ch. 3 to (as FCC proposed); WLAV-TV Lansing Mich. from Ch. 7 to 10 instead of Ch. 7.

KSD-TV St. Louis from Ch. 5 to 4.

Newport News—WGH. Add Ch. 12, delete Ch. 12 from Norfolk-Portsmouth substituting Ch. 2 there.

Norfolk—WTAR-TV. Opposes change to Ch. 10; suggests switching Norfolk Ch. 12 for Richmond Ch. 3, requires WTAR to switch from Ch. 4 to 3, or add Ch. 2 to Norfolk and require WTA to change to Ch. 2.

Portsmouth—City Council. Supports reservation.

Richmond—WRVA. Shift Ch. 8 from Petersburg to Richmond, assigning Ch. 59 to Petersburg.

Richmond—WRNL. Add Ch. 8.

Richmond—WTVR. Supports Ch. 1 allocation.

**WASHINGTON**

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Ellensburg—KXLE. Endorses allocation.

Olympia—KGY. Move Ch. 11 from Tacoma to Olympia.

Pullman—Washington State College (KWSC). Supports reservation.

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Seattle—KOMO and KJR. Shift Ch. 2 to Seattle from Victoria, B. C., substituting Ch. 3.

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Tacoma—Public Schools. Supports reservation; prefers VHF.

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KSD-TV St. Louis from Ch. 5 to 4.

**THE GEORGIA PURCHASE**

the *Georgia Trio*

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

**WAGA**  
ATLANTA  
5,000w • 590kc

**WMAZ**  
MACON  
10,000w • 940kc

**WTOG**  
SAVANNAH  
5,000w • 1,290kc

(ALL CBS AFFILIATES)

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



## BA MEETING

Set June 7-8, Louisville

SPRING meeting of the Kentucky Broadcasters Assn. has been scheduled for June 7-8 at the Seelbach Hotel in Louisville.

Hugh O. Potter, WOMI Owensboro, secretary-treasurer of KBA, said that while the program cannot be announced in detail until acceptances are received, a tentative outline of the two-day schedule is as follows:

June 7: 9 a.m., registration; 10 a.m., executive committee meeting; 11 a.m., general business session; 12:30 luncheon; 2-5 p.m., sales clinic with a leading figure from industry to speak.

June 8: 10 a.m., sports broadcast problem, principally as it relates to charge made by U. of Kentucky for broadcast rights of state high school basketball tournament games and a proposal by the Western Kentucky High School Conference to initiate fees for high school football broadcasts; 12:30 a.m., BMI session; 12:30 p.m., luncheon with a speaker to be announced; 2-5, television session; 5:30 a.m., cocktails, 7 p.m., dinner with or shows to follow.

## BS PROGRAMS

Four More Shows Added

BERTY Broadcasting System has added four more shows to its work lineup, talent on which reportedly brings total talent expenditure on new programming to million.

Heading the list is *Around the Sports World*, featuring commentary by Screen Star Mickey Rooney from Hollywood, which will be broadcast Saturday from 8 to 8:15 p.m.

Jim Ameche, Chicago announcer and program director at WFJL (FM), and singer Danny O'Neill are featured in *Breakfast With Danny & Jim*, which originates in Mr. O'Neill's home in Oak Park, Chicago suburb. The feed is made by WOPA Oak Park, a Liberty affiliate. The five-a-week strip aired from 9:30 to 10 a.m.

Other new features are *Hollywood Editor*, with Carl Schroeder, editor of a movie fan magazine, and Russ Morgan and his orchestra.

## KUOA

SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S  
ADVERTISERS



A Product of  
Quaker Oats Company

5000 WATTS  
M.B.S. AFFILIATE

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

Associated With KGER  
Long Beach, Calif.

## Farm Dollars

(Continued from page 28)

in outlets, in a territory where new dealers are not easy to get.

Aside from radio, the company's advertising is confined to billboards, painted barns and occasional insertions in farm trade journals. Radio is Aubrey's basic medium.

Glen Aubrey, son of the present head of the mills and one of the principal executives, has said:

"If you have something that the farmer needs, he'll listen. Frank Cooley gives him information in which he is vitally interested. There's no better way to reach the farmer."

The sales history of the company reflects the enormous boost of radio.

From 1947 to 1948, before the mills used radio, business increased 10%. In 1948-49, the first year of its sponsorship of WHAS' *Market Digest*, sales jumped 35%. The overall increase from the beginning of its radio advertising to the present is the whopping 225%.

### Buys By Radio

Aubrey & Co. uses radio to buy as well as sell.

When the time comes for Aubrey to stock up on wheat, soy beans or corn, Mr. Cooley slants his commercials to announce that Aubrey is in the market.

Format of the program varies with the time of year. During the tobacco season, Mr. Cooley and Don Davis, assistant farm program director of WHAS, report on 28 tobacco markets in Kentucky. Market news from Louisville, Cincinnati, Indianapolis, St. Louis and Chicago, the five big livestock markets in which WHAS listeners are principally interested, is also reported. The program closes with a weather report.

Aubrey's radio campaign costs from \$12,000 to \$13,000 a year, a price that has remained constant since the time the firm bought the program. Farm department executives at WHAS believe it is an excellent example of Class C time being used to the greatest advantage.

The Aluminum Co. of America, Alcoa, Tenn., has nothing whatever to sell farmers; its entire production is on call to the government. It undertook sponsorship of the WNOX *Voice From the Farm*, three years ago, as a public relations campaign.

For one thing, many of its workers are part-time farmers. For another, the company seeks the goodwill of residents of the area where it is situated.

Commercials on the program are strictly institutional. They emphasize cooperation in the defense effort, urging listeners to conserve aluminum utensils, buying only what they need and putting their surplus money in defense bonds.

The radio campaign has resulted in building friendly feelings for Alcoa throughout the WNOX area, among farmers and government officials alike.

One County Agent recently

pointed out how useful the program is to his work. "If I have an idea that I want to get across to the farmers in my county," he said, "I have several choices. I can call them together in small meetings at night. I can call them individually on the telephone or call at their individual farms... each of which takes a great deal of time and reaches only a comparative handful of men."

"I can write them a letter, which they probably will read and forget, or perhaps not read at all. Or, I can spend three or four hours helping to make a *Voice From the Farm* recording, and know that from 75% to 90% of my farmers will be talking about it the next time I see them."

*Voice From the Farm* is conducted by Cliff Allen, WNOX news and farm editor, and by H. P. Wood, assistant county agent who now devotes his entire time to the program.

It features recorded interviews, not only with agricultural experts like county agents, specialists from the U. of Tennessee and the State Dept. of Agriculture but also with farmers who have useful information to give.

Shortly after the program went on the air a corn production contest was adopted. It was continued for three years. One yield of 213.3 bushels per acre by a contestant has been checked.

The contest was changed this

year to pastures since many farmers did not have the quality of land or the equipment necessary to raise corn. The entire contest idea has the cooperation and backing of the U. of Tennessee as well as government agencies.

Not long ago, Messrs. Allen and Wood turned up in Sequatchie County a farmer who was still working his fields at the age of 75. He explained he had planned to retire but had decided not to. He said he was learning too much about farming to quit. As he put it, "I've learned more about farming in the past five years than I ever learned in the first 48 I farmed."

Mr. Allen asked him: "But didn't you farm with your head as well as your hands during those first 48 years?"

"Yes," he said, "but the trouble was I never had anybody else's head to use."

It is such evidence as this that encourages the Aluminum company to keep *Voice From the Farm* on the air.

## Radio Reception

BILL in the Florida Senate would direct state's Railroad and Public Utilities Commission to require telephone-telegraph and power companies to stop man-made interference with radio reception on state roads.



### ON THE BALL . . .

Detroit Tiger broadcasts always win afternoon audiences in Michigan. In Grand Rapids, it's WLAV and WLAV-FM.

### DOUBLE HEADER . . .

WLAV and WLAV-FM are combined to give intense AM local coverage plus widespread bonus of 50,000 FM sets.

### A HOME RUN . . .

Your advertising message reaches more homes, more business places, more auto listeners, more of everybody you want to sell on WLAV and WLAV-FM.

### GET ON BASE . . .

Any position between 1:00 PM and 6:00 PM is a strong selling position every day on these baseball and planned music afternoons. No other baseball on radio or television in Grand Rapids.

Note: WLAV-TV will not carry baseball nor will any other radio station in Grand Rapids carry baseball.

WLAV exclusively for the Tigers

For availabilities call JOHN PEARSON CO.





## TV Briefs

(Continued from page 91)

cast facilities" under the Communications Act.

### Suggested Shifts

He suggested shifting of proposed channels in Colorado or among the states of Colorado, Wyoming and Nebraska.

Emphasizing that he was speaking solely "in the public interest," Sen. Johnson pointed out that "no competitive network system can be effected without service to and through Denver" as a connecting link between East and West.

Touching on another factor, he declared:

"... The people of Denver, under the present proposal, will be deprived of the programs of a number of networks and the adverse influence of monopoly will affect national and local advertisers who seek the Denver markets."

Radio Attorney Arthur Scharfeld in behalf of several stations objected to the principle of VHF-UHF channel intermixture on grounds such policy is not in the public interest because of technical differences between VHF and UHF which preclude free competition in the same area. As a solution he suggested commercial stations be assigned the UHF with educational groups getting VHF channels.

"If there is sufficient knowledge of the characteristics of UHF channels to allocate them to the television broadcast service at all," he said, "the allocation problem of

providing both an adequate and competitive television service in the nation can be solved by assigning all commercial television broadcasting to the UHF band." His explanation continued:

In addition to serving the public interest by providing for equality of competition in the commercial television broadcasting service, many perplexing legal, administrative, and other problems would be solved by relegating all commercial television to UHF.

The question of whether Sec. 307(b) of the Communications Act would be violated by distributing VHF and UHF channels as though they are equal facilities would become moot. The troublesome problem of procedure in competitive hearings for television channels in communities where both VHF and UHF channels are available would be eliminated.

The two network system (of VHF stations) which is threatened by the paucity of the superior VHF channels in most communities would be expanded in force if all commercial stations were competitively equal—on UHF. And the allocation difficulties evident in the Third Notice of Rule Making herein caused by the existence of television stations authorized before the "freeze" would be largely eliminated.

There need be no injury to the owners of VHF broadcasting stations and receivers caused by the assignment of all commercial television broadcasting to the UHF band, since a reasonable period of time can be provided for existing VHF commercial stations to convert to UHF.

Nor should there be any need to fear injury to the public because UHF is not a sufficiently good television medium. If UHF is not a sufficiently good television medium to stand alone, it is certainly not good enough to stand against VHF, as proposed by the Commission, and should not be utilized for television broadcasting at this time.

Mr. Scharfeld's presentation was made for WISC Madison, Wis.; WTOA (FM) Trenton, N. J.; WERC Erie, Pa., and Lehigh Valley Television Inc., TV applicant

at Allentown, Pa. WTOA and Lehigh Valley further questioned legality of a fixed allocation plan. They noted that Sec. 307(b) of the Communications Act, among other provisions, gives FCC authority to allocate frequencies only when valid demand is evident, or specifically, applications.

First commercial station to formally contest legality of the educational reservation, and also legality of the overall allocation rule making proceeding, was WKMh Dearborn, Mich. Prepared by the Washington law firm of Bingham, Collins, Porter & Kistler, the WKMh petition asked oral argument on the issues before the June 11 commencement of the city-by-city hearing. WKMh contended this hearing would be rendered moot and the freeze could be lifted promptly if its views are found to be correct.

Under the present FCC plan, WKMh saw no practical end of either allocation litigation or the overall freeze.

WKMh argued Congress has not granted FCC the "power and authority to reserve and/or allocate channels for future use by non-commercial educational stations with the result that any such [FCC] rules and regulations will be invalid."

The Dearborn station further contended the Commission's proposal to "allocate specific facilities to specific cities or areas prior to receipt and consideration of applications violates not only Sec. 307(b) of the [Communications] Act but . . . intent of Congress."

### Use as Guide

As a solution, WKMh suggested FCC use its allocation plan as general guide, similar to standard broadcasting practice. It held such a procedure would: (a) eliminate most if not all legal objections; (b) provide for flexibility as the art progresses technically; (c) encourage technical research; (d) permit lifting of the freeze almost immediately without need for further complicated and lengthy hearings ("the hearings on the specific allocation plan is now just as important and final to many applicants as a formal hearing on an application"); and (e) remove a tremendous workload from FCC.

Educational reservation of Channel 13 at Indianapolis was protested as illegal by WIRE, WISH, WIBC and WXLW there.

WISH also pointed out "any form of allocation of television channels based on preferential classification of licensees or on a specific type of program service or both would result in effective censorship of programs and constitute an interference with the right of free speech," also prohibited by the Communications Act.

WIBC stated it "desires to make its position clear that there should be educational television stations. The record of a number of educational institutions in radio such as the U. of Illinois and the U. of Wisconsin, has been a meritorious one but Petitioner believes that the

rigid allocation of a certain number of television channels for exclusive educational use is illegal.

Regarding station separation requirements, WIBC asked alternative use rather than joint use of 18 mile city-to-city and 170 mile transmitter-to-transmitter separation.

William H. Block Co., TV applicant at Indianapolis, felt minimum mileage separation requirement should not be rigid to the extent no exception may be made in instances where it is demonstrated public interest would be served through such relaxation of the requirement. Firm also thought separation minimums should be based on transmitter locations rather than cities.

Indianapolis Public Schools told FCC they see no money available for an educational station and hoped for time on commercial outlet. Butler U. also cited lack of funds.

Fort Industry Co., in behalf of its WGBS Miami, requested removal of the educational reservation of VHF Channel 2 there and suggested that UHF Channels 2 and 35 be reserved instead. WGBS also requested:

"That the Commission adopt the policy and specifically provide in its Rules and Regulations that in case of each television broadcast channel reserved for this proceeding for noncommercial educational use, such reservation will be reviewed at periods not exceeding six months, and will be continued in effect only upon a specific written showing by one or more qualified educational organizations that such organization or organizations are active in proceeding with the necessary preliminary steps preparatory to filing an application for the specific reserved channel, including a statement of the estimated date when such application will be filed for said specific reserved channel."

KIOA Des Moines pointed out "interference . . . is of necessity dependent solely upon transmitter location and not upon city-to-city separation. . . there is no justification for enforcing the city-to-city co-channel separation of 18 miles, if the separation of 170 miles between transmitters can be satisfied."

### KIOA's Stand

Asking elimination of the reservation of VHF Channel 11 at Des Moines, KIOA pointed out even if FCC has legal authority to make reservations, such restriction on the use of Channel 11 there "is not supported by evidence or record and violates all principles of equitable distribution of TV broadcast facilities."

KIOA also charged FCC failed to give adequate notice of its intention to reserve VHF channel, pointing out the July 11, 1949 notice invited comments only "concerning the possible provision for noncommercial educational broadcast."



**RCA INSTITUTES, INC.**

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director  
RCA INSTITUTES, INC.  
A Service of Radio Corporation of America  
350 W. 4th St., New York 14, N. Y.

# K F X J

celebrates its

## Silver Anniversary

IN THE SILVER STATE

### A QUARTER CENTURY

### Of Service

*In the Tradition of Free American Radio*

1926 K F X J 1951

GRAND JUNCTION, COLORADO

Rex Howell, President

Chas. Howell, Secty.-Treas.

1000 WATTS

920 KC

Also this month marks first birthday KGLN,  
Glenwood Springs, Colorado



st stations in the 470 and 890 band." KIOA said Iowa State's WOI-7 at Ames, temporarily "commercial," is already an educational station whose coverage area includes Des Moines, hence there is no need for a second VHF reservation for the area at Des Moines when a 11F channel would suffice for local educational use.

McClatchy Broadcasting Co., licensee of stations in California and Nevada and TV applicant at Sacramento and Fresno, urged proposed standards be modified to permit greater flexibility in the location of television facilities in order to provide for their maximum utilization."

Station separation based on distance between city post offices is realistic, McClatchy said, indicating transmitter-to-transmitter separation should be the criteria. It also urged provision be made for additional assignments at reduced power under certain conditions and to provide for assignments based on natural protections and service extensions such as mountain ranges.

WIP Philadelphia, which has gone through comparative hearing with the Daily News Television Co. on its application for VHF Channel 12, contended FCC's proposed removal of Channel 12 from Philadelphia would deprive WIP of due process of law. WIP explained the hearing was completed before the imposition of the freeze and large sums of money were spent in the litigation. No decision has been issued.

#### Wants Channel 12

WIP urged certain exceptions to FCC's rules to allow retention of Channel 12 there. Included was provision that WGAL-TV Lancaster, Pa., would have to operate with a directional antenna on Channel 4 to protect WNBW Washington and WNET New York.

KFI-TV Los Angeles requested modification of provisions so that stations having antennas at such heights as atop a mountain would not be prevented from using sufficient power to cover the metropolitan area required to be served. KTRH and KXYZ Houston asked that separations in excess of 180 miles not be required in the special case of adding two VHF frequencies there, modifying FCC's proposal for greater separation in the Gulf Coast area because of ionosphere.

WTIC Hartford, Conn., urged that FCC's general rules be engaged to permit the UHF "flexi-

bility" channels to be assigned to communities for which other channels already are provided in the assignment table. WTIC also asked that minimum separation and directional antenna restrictions be relaxed to permit exceptions where public interest would be served.

WJR Detroit told the Commission "maximum use of the VHF spectrum can better be assured by providing in the rules and standards that assignments may be made even though the city-to-city co-channel separation is less than 180 miles provided the transmitter-to-transmitter separation of 170 miles is not violated." WJR also suggested the rules might provide that in cases where the city-to-city separation is less than 180 miles, "a special showing must be made that such assignments will not unduly restrict the location of transmitters in either city."

#### Delete Spacing

WPDQ Jacksonville, favoring elimination of a Channel 7 reservation for non-commercial educational station, advocated deletion of any reference to spacing between cities "as a criterion of allocation." Station also requested that provision be made for additional reduced power assignments where they will not cause interference "greater than would exist with 180 or 170-mile spacing" and such assignments would better fulfill priority requirements of the Communications Act. WPDQ suggested allocation of VHF Channel 10 to Jacksonville along with other proposed assignments.

WGR, WKBW and WEBR Buffalo, in a joint comment, suggested the following qualifications be added to the separation limitations:

Assignments may be made even though the city-to-city separations are less than indicated provided the required transmitter-to-transmitter spacing is maintained. In such cases, however, a showing must be made that due to natural features of the terrain, location of airports, location of bodies of water or similar factors, such assignments would not unduly restrict the location of transmitters in either city.

WXGI Richmond, Va., asked no VHF or UHF freeze lift until the allocation plan is made final and return of all pending applications. Station thought share-time stations should be allowed in the same city and provision for equal allotment of facilities to all networks in two channel cities.

Communications Measurements Lab. opposed the 41.25 mc standard IF, recommended its own proposed 111.75 mc IF and "fold-in" principle of allocation, reducing station separations.

James C. McNary, consulting engineer, cited what he considers to be errors in certain UHF propagation curves used in FCC's revised plan. He also felt use of off-set carrier operation in the UHF will require development of new frequency control apparatus and will probably require continual monitoring of this apparatus from a central frequency standards, such as WWV, to maintain satisfactory operation. He suggested the specification of UHF channel component

frequencies be deferred until after an informal engineering conference on the subject.

Mr. McNary noted maximum UHF power of 200 kw as proposed has appeared unattainable until recently but he now is "in possession of information indicating that an amplifier tube capable of a power output of 25 kw is feasible, which, with an antenna gain of 20 and a transmission line efficiency of 80%, would result in an effective radiated power of 400 kw (26db)." He asked that power in excess of 23 db on Channels 14 through 83 be considered on an individual basis.

A. Earl Cullum, consulting engineer, opposed Appendix A for: Failure to allocate additional TV channel in 72-78 mc range; arbitrary restriction placed on power in upper VHF and UHF channels; limitations on use of tall antennas by reason of adjacent channel interference; arbitrary restriction on use of directional antennas, limiting ratio of maximum to minimum radiation to 10 db.

Loyola U. of the South, licensee of commercial AM station WWL New Orleans and commercial TV applicant for Channel 4, indicated it considers the reservation of Channel 2 there "and the attendant withdrawal of that channel from use for general broadcasting purposes is beyond the power and discretion delegated to the Commission by the Communications Act."

The U. of Missouri, which proposes to apply for a TV station in

Columbia, Mo., requested the Commission to authorize 50% commercial operation on channels reserved for educational purposes.

The university told FCC that while non-commercial educational outlet is desirable, it is convinced that a station "devoted entirely to education could not be maintain, indefinitely, a program schedule which would be of continued interest to viewers."

With permission for partial commercialization, the university said it felt that (1) more educational institutions would be in a better position to operate stations "to the benefit of the public at large without materially affecting strictly commercial stations," by offering better programs, and (2) commercial programs will "break the monotony of continuous educational" fare and enable stations to attract and hold audiences "continuously seven days a week."

The university would help defray operating and production expenses of its proposed station through income received for commercial programs.

College of St. Thomas, Roman Catholic school at St. Paul, Minn., was one of the few educational institutions requesting removal of reservation upon a local channel so it might be used commercially. The college indicated it plans to seek a commercial station there and is willing to compete with commercial applicants in a comparative hearing. It asked lifting of

(Continued on page 102)



**WED HOWARD**, Chicago's newest disc jockey sensation, now is featured in a second Monday-thru-Friday series (10:25 to 11:00 p.m.) on Station WMAQ (Chicago). His daily 5:15 to 5:45 p.m. strip launched last fall has registered steady audience gains and currently is SRO for new sponsors. NOW is the time to check the new Wed Howard availability with your WMAQ or NBC Spot salesman.

#### CHAS. MICHELSON HIT!

"STORIES OF Fabulous Gems" LIN. SHOWS TRANSCRIBED for particulars **CHARLES MICHELSON, Inc.** 15 WEST 47th ST., NEW YORK 19

Now in our 30th year of service

**WMAQ** CHICAGO



## CONGRESSMAN SPEAKS

WLIB New York inaugurated *Congressional Report* bi-weekly series by Rep. Adam Clayton Powell (D-N. Y.), May 3. Mr. Powell interprets and analyzes significant developments in both houses of Congress and comments on current news from Washington. Program originates in station's studios and marks the first time a member of Congress is heard in regular broadcasts to the people of New York and the surrounding area, station reports.

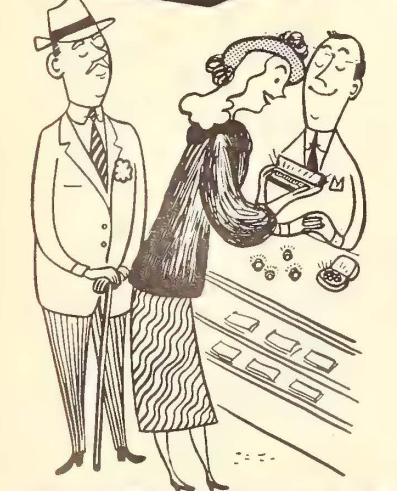
## 'ALL EYES AND EARS'

CHUM Toronto sends to a rapidly increasing number of outlets a weekly radio column entitled, "All Eyes and Ears." The newsy, entertaining column is written by Phil Stone, sportscaster and public relations officer for CHUM. Robert L. Lee, station manager, said, "It is being used in its entirety by a constantly growing number of publications. . . ."

## KENTUCKY DERBY

ALTHOUGH the Kentucky Derby was not telecast at the time of running, WAVE-TV Louisville, managed to display a still-picture of the finish of the race 15 minutes after it was run. This was done through efficient planning, a self-developing camera, and a motorcycle to cover the three miles between Churchill Downs and the WAVE-TV studios. Other programs featured stills of the pre- and post-Derby highlights.

**LANG-WORTH**  
FEATURE PROGRAMS  
**SELL JEWELRY!**



**LANG-WORTH**  
FEATURE PROGRAMS, Inc.  
113 W. 57th ST., NEW YORK 19, N. Y.  
Network Calibre Programs at Local Station Cost

# programs promotion premiums



## KSAN BROCHURE

KSAN San Francisco sending small green folding brochure to agencies giving data on San Francisco market. Piece is headed "... you are cordially invited . . . to check the January-February Pulse of San Francisco . . ." Green and red lettering on light green background gives rating for station on Sundays from 2 to 4 p.m. as compared to other network and independent stations in area.



**BETTY STROHM**, of the Roberts Dairy Co., Lincoln, Neb., is nearly inundated with carton tops as children rush to join the Junior Firefighters Brigade announced over KFOR Lincoln. The brigade is part of the Firefighters radio program package offered by the William F. Holland Productions Inc., Cincinnati. Already, one of every two youngsters of eligible age in Lincoln have responded to KFOR's call for Junior Firefighters, it was reported.

## NEWS TWICE AN HOUR

CKNW New Westminster, B. C., for last seven years featuring news every hour 24-hours a day, starting news on half-hour as well. Station started some half-hourly newscasts three months ago and found popularity warranted expansion of news schedule.

## WATV HONORED

WATV (TV) Newark was formally honored by New Jersey State Senate in ceremonies at State House in Trenton on May 4, for its program, *Know Your State*. In presenting state flag to Robert B. MacDougall, educational activities director, Senate President Alfred B. Littell read part of Senate concurrent resolution No. 11: "Television station WATV is hereby commended for its conduct of programs relative to the civic affairs of the state under the name, *Know Your State*, and for its accomplishment in so conducting said program whereby the citizens of the state have been informed of said matters of civic interest and for the resulting educational benefits to the citizens of this state."

## PROMOTION DEVICE

KNX Los Angeles has taken its summer promotion campaign into 19 drive-in theatres. During quarter-hour intermissions, KNX's boast of the "West's Largest News Bureau" is flashed upon the theatre screen. Officials estimate that 360,000 patrons are exposed to this promotion device every two weeks.

## LEADS LOCAL POLL

WGAR Cleveland distributing folder showing cartoon-like drawing of child who is working arithmetic problems on blackboard. Inside is excerpt from Cleveland newspaper listing results of local radio poll and caption "WGAR chalks up another victory." Copy explains it is fifth year station has won top honors in annual poll, and pictures of leading performers are shown. Back cover gives audience ratings and other information about station.

## STATION PREPARED

WSTV Steubenville, Ohio, installing emergency electric power plant at transmitter site, to be used if regular power should fail. Station has operated last 10 years without needing emergency power, but feels it should be prepared for any eventuality.

## WNAX FACTS

WNAX Yankton, S. D., sent to 369 Miller Feed dealers in Minnesota, Iowa, Nebraska and South Dakota set of statistics to show why WNAX is of more advertising value. Statistics reported that on average weekday, 36.5% of families in WNAX area who are listening to radio between 12:30-1 p.m. are tuned to WNAX. And, it was added, remainder of radio audience is shared among 51 other stations mentioned in audience survey.

## STATION GOES 'COLLEGIATE'

KBON Omaha turned over station operations to U. of Omaha at Creighton U. students one day each, this spring. This public service promotion was originated in 1948 to give future radio writers and announcers chance to "get their feet wet" in radio business. Students from journalism and radio course participated in phases of station's operation, helping regular station staff.

## WHIO-TV's 'SI'

WHIO-TV Dayton promoting station identification in latest mailing piece. Folder in large-sized print tells of "something new, something exciting, something terrific" that has been added to advertiser's television program. Attached to folder is sample "SI" to be included in sponsor's monthly promotion report "to show why we are enthused about the additional merchandising WHIO-TV is doing."

## COMMUNITY SERVICE

KMHL Marshall, Minn., sending trade brochure based on recent flood and station activities during emergency. Piece is headed "The nerve center of a community serving in the public interest." Inside has statement about station and part it played in broadcasting announcements for police, Red Cross, city health department and many other public service needs. It also contains letters from city officials and officials of Red Cross praising work station did during the emergency.

## DAYTIME DRIVE

WHLI Hempstead, Long Island, N. Y., has launched "big promotional campaign calling attention to its dominant daytime position on Long Island." Media include trade papers, direct mail, billboards, local newspapers, railroad and yacht club posters, window displays and public exhibits.

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**  
MEMBER N. A. B.

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

**PAUL W. McCOLLISTER, General Manager**

experienced sales personnel will sell community programs throughout your coverage area



## Strictly Business

(Continued from page 14)

10 Canadian provinces. This vast activity is directed by a man who in 1932 began work for HFC as an investigator in a West Chicago branch office. The man, Newell Taylor Schwin, was born in Elkhart, Ind., and lived here until the impressionable age of 14 when he moved to Chicago where he was graduated from Nicholas Senn High School. Then he attended the Ohio State U., Western Reserve U., and, in 1928, he received a degree from Harvard. With his formal schooling behind him, Mr. Schwin heeded the advice of Horace Greeley and went west. For two years he worked in cattle and land businesses in Montana. The advertising field beckoned and he went to work for an agency which folded during the depression. It was at this point that Mr. Schwin joined HFC.

### Goes to Headquarters

After showing promise while working in the branch office, Mr. Schwin was transferred to HFC headquarters in 1933 as production manager in the firm's advertising department. Five years later he was made district advertising manager. Then came Pearl Harbor. In January 1943 he joined the Navy and served until November 1945. He was active in both the Mediterranean and in the Pacific. When he returned to civilian life, his uniform carried the double bars of a lieutenant.

He has since been promoted to the reserve rank of lieutenant-commander.

Back in harness at HFC, Newell Schwin was made director of advertising. Today he is head of a department of 37 persons and is responsible for 530 branch offices in 365 cities.

HFC now uses spot newscasts, shows and announcements in radio markets in the United States and Canada. This, plus Edward R. Murrow on CBS' 12-hour Pacific network three quarters weekly.

TV-wise HFC buys baseball w adjacencies and spots in Los

	March 1951	Jan.-March 1951	March 1950	Jan.-March 1950	March 1951	Jan.-March 1951	March 1950	Jan.-March 1950
Agriculture & Farming	\$ 74,575	\$ 192,690	\$ 95,826	\$ 280,961				
Apparel, Footwear & Access.	108,990	360,635	120,368	331,200	100,792	302,376	104,144	397,489
Automotive, Automotive Access. & Equip.	377,619	1,264,437	406,534	1,624,098	88,458	229,914	150,753	435,240
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....	8,176	127,655	588	1,964
Beer, Wine & Liquor	329,884	976,248	292,939	758,629			112,751	464,283
Building Materials, Equip. & Fixtures	134,094	344,321	131,024	330,282	207,068	531,106	111,739	314,469
Confectionery & Soft Drinks	507,477	1,544,800	625,268	1,842,716	3,152	5,264	1,728	5,184
Consumer Services	342,502	906,953	146,182	466,848	1,957,952	5,499,520	2,213,949	6,376,690
Drugs & Remedies	2,127,293	6,448,716	2,280,917	6,521,750	1,659,186	4,706,931	1,762,461	4,977,651
Entertainment & Amusements	.....	.....	.....	.....				
Food & Food Products	4,176,012	12,091,189	4,221,789	12,064,909				
Gasoline, Lubricants & Other Fuels	548,614	1,632,955	455,078	1,317,027	2,324,457	7,020,813	2,376,887	6,934,344
Horticulture	30,105	42,147	23,488	58,720	121,324	370,798	67,860	220,305
Household Equipment & Supplies	245,582	721,658	243,341	761,163	429,677	1,295,061	435,341	1,363,037
Household Furnishings	77,775	214,221	38,690	115,592				
Industrial Materials	172,068	532,461	172,830	561,398				
Insurance	287,555	769,978	254,335	796,950				
Jewelry, Optical Goods & Cameras								
Office Equip., Stationery & Writing Supp.								
Political Publishing & Media								
Radios, TV Sets, Phonographs, Musical Instruments & Access.								
Retail Stores & Direct By Mail								
Smoking Materials								
Soaps, Cleansers & Polishes								
Sporting Goods & Toys								
Toiletries & Toilet Goods								
Transportation, Travel & Resorts								
Miscellaneous								
<b>TOTAL:</b>	<b>\$16,440,387</b>	<b>\$48,132,847</b>	<b>\$16,846,810</b>	<b>\$49,322,899</b>				

SOURCE: Publishers Information Bureau

Angeles, Chicago, Philadelphia and Detroit, in addition to TV spots in five more markets. Television money went into spot announcements in February when HFC dropped *People's Platform* on CBS-TV after 1½ years because of credit control tightening.

HFC used its first TV show in November 1948, sponsoring the Red Wings of the National Hockey League over WWJ-TV Detroit. First radio was used in 1927. WCAU Philadelphia has had HFC business continuously for 21 years.

One might imagine that with such a far-flung, active program, Mr. Schwin would find time for little else. Nevertheless, he is a member of Pi Kappa Alpha and Sigma Delta Chi fraternities and of the Harvard Club of Chicago.

### Two Hobbies

Of hobbies, he has two—photography and civic affairs. Mr. Schwin is presently a member of a school board in Skokie, Ill., the Chicago suburb where he now lives.

Mrs. Schwin is the former Mary Lowell and is well-known in the home economics field as a consultant. She was at one time head of the home economics departments for Hotpoint and for Quaker Oats. The Schwins have two children, a girl, 14, and a boy, 11.

## March Times Sales

(Continued from page 27)

I lists the top 10 network sponsors in March with the gross time purchases of each. Table II shows the leading advertiser in each product class for the month.

It is noteworthy that Procter & Gamble alone accounts for nearly 10% of the gross time purchases of all advertisers using the nationwide networks during March and that the combined billings of the top 10 network accounts add up to nearly half of the overall total. This concentration is also shown in Table III, listing the network advertising expenditures of the various types of products for March and for the first quarter, with 1950 billings compared to those for the same periods of 1950.

Table III reveals that the top

three product groups—Foods, Toiletries and Drugs—account for \$8,627,762 of time purchases during March, well over half of the total. When advertising of Smoking Materials and Soaps & Cleansers, ranking fourth and fifth among product groups, are added, the combined gross billings of these five classes amounts to \$12,244,900, approximately three times the combined gross of the other 20 classes of advertisers who used the national networks during the month.

## SATELLITE CASES

### WOL, WINX Affected

ACTIONS on synchronous amplifiers in operation by WOL Washington (formerly WWDC Washington) and proposed for WINX Washington have been announced by FCC. WOL was granted renewal of license for its main transmitter, located at Pierce St. between N. Capitol and First St., NE. Application for license renewal of WOL's synchronous amplifier located at Lanier Drive, Silver Spring, Md., was set for hearing to be held in Washington.

Consolidated hearing on WINX applications for license renewals for synchronous amplifiers located at 8th and I Sts., NW, and developmental broadcast station KG2XCK, and construction permit to change the main transmitter location of the station from Garden City in Arlington, Va., to 8th and I Sts., NW, was set by FCC. Also included is the proposed setting up of a synchronous amplifier in Rock Creek Park and subsequent abandonment of WINX's present synchronous amplifiers and KG2XCK.

## PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

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


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

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

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

For details, write to the Pioneer in this line.

**EMPLOYERS REINSURANCE CORPORATION**  
Insurance Exchange Bldg. — Kansas City, Mo.



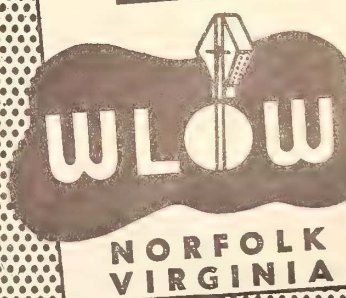
**SOLD**

**PRODUCT:**  
*Chesterfields*

**AGENCY:**  
*Cunningham & Walsh*

**CAMPAIGN:**  
*10 announcements wkly*

**BUYING NORFOLK?  
ADD WLOW THRU  
A FORJOE MAN!**



**WLOW**  
NORFOLK VIRGINIA



Mr. Jim Brown  
BBDO  
New York City

Dear Jim:

Here I am awritin' ter you agin, but we got some news here at WCHS thet you an' th' Rexall folks'll be mighty intersted in. Jest seen th' full Hooper report fer th' Charleston, West Virginny, area an' boy, is it sumthin'! And it shows thet Hooper is 27, an' even with five radio stations in town, Amos 'n' Andy has 73% w/ th' audience when they is on th' air! People shore lissens ter WCHS, Jim. Thet's sumthin' worth keepin in mind.

Yrs.  
Algy

WCHS  
Charleston, W. Va.

FOR FINEST TAPE RECORDING

KFOR  
Lincoln, Neb.

USES  
Magneecorder



-FIRST CHOICE  
OF ENGINEERS!

Only Magneecorder 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 CONSOLETTE  
Operation available by combining units in rich Magneecorder cabinets.

For new catalog — write  
Magneecord, INC.  
360 N. Michigan Ave., Chicago 1, Ill.

## May 3 Decisions . . .

### BY THE COMMISSION EN BANC Designated for Hearing

WTVB Coldwater, Mich.—Designated for hearing in Washington on Jun. 22 re application to increase power from 1 to 5 kw D, change hours of operation from D to unl. with 500 N on 1590 kc, and install DA-DN.

#### CP Granted

KGDM Stockton, Calif.—Granted CP to change DA to provide slight increases in radiation in null areas; engineering cond.

#### Designated for Hearing

WJKO Springfield, Mass.—Designated for hearing in Washington on June 26 re application, to increase hours operation from D to unl., change from 5 kw to 5 kw-D 1 kw-N, make changes in DA-D system and install DA-DN, operating on 1600 kc; made WWRL Woodside, N. Y., party to proceeding. Azalea Bestg. Co., Mobile, Ala. and WSMB New Orleans, La., and Gadsden Radio Co., Mobile, Ala.—Designated for hearing in consolidated proceeding in Washington on Jul. 2 re applications of Azalea and Gadsden Radio, both requesting new AM stations on 1340 kc 250 w unl. and application of WSMB to change day operation from non-DA to DA.

KEYD Minneapolis, Minn. and KSMN Mason City, Iowa—Ordered that application of KEYD to change from 1440 kc 5 kw D to 1020 kc to 10 kw D, be removed from pending file and designated for hearing in consolidated proceeding with application of KSMN to increase power from 1 to 10 kw D on 1010 kc; hearing in Washington on June 28.

## May 4 Decisions . . .

### BY THE COMMISSION EN BANC Designated for Hearing

KFST Fort Stockton, Tex.—Upon application by KFST, designated for hearing all matters pertinent to Commission's Order of revocation of CP dated Mar. 14; said hearing to be held in Fort Stockton, at a date to be fixed, before Comm. Walker presiding; and order of revocation shall stand suspended until conclusion of said hearing and the Commission's decision therein.

#### License Renewal Granted

WOL Washington, D. C.—Granted renewal of license for main trans. located on South side of Pierce St. between No. Capitol and First St., N.E., Washington, D. C., and designated for hearing application for renewal of license of synchronous amplifier located on Lanier Drive, Silver Spring, Md.

#### Designated for Hearing

WINX Washington, D. C.—Designated for consolidated hearing re applications for renewal of licenses of synchronous amplifiers and developmental station KG2XCK, and CP to change main trans. location and establish synchronous amplifier in Rock Creek Park and abandon present synchronous amplifiers and developmental station KG2XCK as presently operated.

## May 4 Applications . . .

### ACCEPTED FOR FILING

#### AM—1410 kc

Bestrs. Oreg. Ltd., Portland, Ore.—CP for new AM station on 580 kc 1 kw D AMENDED to change from 580 kc to 1410 kc 1 kw D.

#### AM—980 kc

WWOC Manitowoc Twp., Wis.—Mod. CP new AM station on 980 kc to increase power from 500 w to 1 kw.

#### Modification of CP

WLBj Bowling Green, Ky.—Mod. CP to change frequency, power etc. for extension of completion date.

WBBB-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station for extension of completion date.

#### License for CP

WXEL (TV) Parma, Ohio—License for CP new TV station.

#### APPLICATIONS RETURNED

#### License for CP

KIKI Honolulu, Hawaii—RETURNED application for license for CP new AM station.

#### Modification of CP

KLAC-TV Los Angeles—RETURNED application for mod. CP for extension of completion date. (Application unnecessary.)

# fcc actions



## MAY 3 TO MAY 10

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 ho
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 station and transfer applications.

## May 8 Decisions . . .

### BY THE SECRETARY

KXEL-FM Waterloo, Iowa—Granted license for FM station: 105.7 mc, 17.5 kw; 60 ft.

KGAK Gallup, N. M.—Granted CP to install new trans.; cond.

WKBB Dubuque, Iowa—Granted CP to install new trans.; cond.

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

WCOW South St. Paul, Minn.—Granted mod. CP for approval of ant. and trans. location and specify main studio location.

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

WPAR-FM Parkersburg, W. Va. to 9-12-51; WBBB-FM Burlington, N. C. to 6-1-51; cond.; WARD-FM Johnstown, Pa. to 6-1-51; KCBC-FM Des Moines, Iowa to 6-24-51; WVOW Logan, W. Va. to 9-1-51; WABA Aguadilla, P. R. to 6-1-51; cond.; KBLI Blackfoot, Idaho to 8-15-51; KWHP Cushing, Okla. to 12-2-51.

Ottawa Bestg. Co., Ottawa, Kansas—Granted license for remote pickup KA-7942.

Redwood Bestg. Co., Inc., Eureka, Calif.—Granted license for remote pickup KA-8148.

Bakersfield Bestg. Co., Bakersfield, Calif.—Same KA-8376.

WTCN-FM Minneapolis, Minn.—Granted license for FM station: 97.1 mc; 11 kw; 450 ft.

WFMB Mayodan, North Carolina—Granted license for FM station: 93.5 mc; 380 w; 130 ft.

WJEJ-FM Hagerstown, Md.—Granted mod. CP to change type of ant.

WGH Newport News, Va.—Granted license for mounting FM ant. on AM southeast tower.

KIJV Huron, S. D.—Granted license covering installation of new trans.

Leonard A. Versluis, Near Porter, Ind. and Near Stevensville, Mich. and Near Cedar Bluff, Mich.—Granted CPs and licenses for installation of new trans. and ant. systems for KSB-59, KQB-30, KQB-29; cond.

Alice Bestg. Co., Alice, Tex.—Granted CP for remote pickup KKF-228.

WBT Charlotte, N. C.—Granted CP to install new trans.

WINS New York, N. Y.—Granted mod. CP to eliminate requirement for continuous monitoring; cond.

KSID Sidney, Neb.—Granted mod. CP for approval of ant., trans. and main studio locations.

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

KISS San Antonio, Tex. to 8-1-51; cond.; KSOX Harlingen, Tex. to 7-1-51; cond.; KJCF Festus, Mo. to 5-5-51.

Crosley Bestg. Co., Cincinnati, Ohio—Granted license for experimental TV KQ2XBH.

Nebraska Rural Radio Association, Lexington, Neb.—Granted license for

AM STL KAC-89.  
South Shore Bestg. Co., Quincy, Mass.—Granted CP for remote pickup KA-717.

Granted following renewal of license on regular basis to May 1, 1954: KA-8059; KKD-392 (James A. N. New Orleans, La.)

Extended following license on temporary basis to Sept. 1:

KA-6919 (The Blue Valley Co.) and Independence, Mo.

Extended following license on temporary basis to Sept. 1, subject to change in frequency which may result from proceedings in Docket No. 60:

KA-3820 (The Blue Valley Co.) and Independence, Mo.

Granted following renewal of license on regular basis to May 1, 1954:

KA-4547 Area Los Angeles, Calif.; KA-5582, KA-5583, 5584 Area Hartford, Conn.; KA-5523 Area Hutchins, Kan.; KA-5242, KA-5512 Area Omaha, Neb.; KA-5284, KEA-874 Area Corning, N. Y.; KA-5702 Area Nashville, Tenn.; KA-2654; KA-3797 Area Cleburne, Tex.; KA-5553 Area Salt Lake City; KIB-694 Richmond, Va.; KA-4 Area Eau Claire, Wis.

Granted following renewal of license on regular basis to May 1, 1954, subject to change in frequency which may result from proceedings in Docket No. 60:

KA-8726 (formerly KAAC), KA-8728 (formerly KAAZ), KA-8728 (formerly KBKC), Area Los Angeles, Calif.; KA-8729 (formerly WAEW), Area Washington, D. C.; KA-8730 (formerly KAQY), Area Wichita, Kan.; KA-8731 (formerly KABE), KA-8732 (formerly KATIE), KA-8733 (formerly KIGA), Area St. Paul, Minn.; KA-8734 (formerly KIIH), KA-8735 (formerly KOTE), Area Omaha, Neb.; KA-8736 (formerly WCBE), Area Charlotte, N. C.; KA-8737 (formerly KBIC), KA-8738 (formerly KBID), Area Salt Lake City; KA-8739 (formerly WRVD), Area Richmond, Va.

Granted following renewal of license on regular basis to Feb. 1, 1952, subject to change in frequency which may result from proceedings in Docket No. 60:

KA-6642, Area Astoria, Ore.

Extended following licenses on temporary basis to Sept. 1:

KA-5247, 5248, Area Louisville, Ky.; KA-5178, to 5181, KA-5481, 5484, Cleveland, Ohio; KA-4917, Area Rio Piedro, Puerto Rico.

Extended following remote pickup licenses on temporary basis to Sept. 1, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-8744 (formerly WHE), KA-8745 (formerly WMFB), Area Boston, Mass.; KA-5074, KA-8746 (formerly WNEJ), KQA-697, Cleveland, Ohio; KA-8743 (formerly WBGH), Ft. Wayne, Ind.

Granted following renewal of license of STL stations on regular basis May 1, 1954:

KKA-79, Oklahoma City, Okla.

# SERVICE DIRECTORY

Custom-Built Equipment  
U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.  
Sterling 3626

COMMERCIAL RADIO  
MONITORING COMPANY  
PRECISION FREQUENCY MEASUREMENT

"A reliable service for over 15 years"  
For immediate service phone  
JACKSON 5302

P. O. Box 7037 Kansas City, Mo.



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## JANSKY & BAILEY

Executive Offices  
National Press Building  
ices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 2414  
Member AFCCE\*

## McNARY & WRATHALL RADIO ENGINEERS

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A 43-year background  
—Established 1926—

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MONTclair 3-3000  
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## Commercial Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
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KANSAS CITY, MO.

## A. D. RING & CO.

26 Years' Experience in Radio  
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There is no substitute for experience

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MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
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710 14th St., N.W.—Metropolitan 4477  
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Member AFCCE\*

## RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.  
Washington, D. C. REpublic 3984  
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## WELDON & CARR

WASHINGTON, D. C.  
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Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
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## E. C. PAGE

CONSULTING RADIO  
ENGINEERS  
BOND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
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MICHIGAN 2261  
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CONSULTING RADIO ENGINEERS  
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## SILLIMAN & BARCLAY

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Registered Professional Engineer  
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## WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

## ADLER COMMUNICATIONS LABORATORIES

Broadcast, Communication  
and Television Systems  
One LeFevre Lane, New Rochelle, N. Y.  
New Rochelle 6-1620

## THE WES TURNER CO.

1 years TV Eng. Experience  
Construction & Operation  
Supervision  
18 E. Camino Real DO 7-6335  
ARCADIA, CALIF.  
(A Los Angeles suburb)



KRGV Weslaco, Tex.—Granted petition for leave to intervene in proceeding upon application of KJEF Jennings, La.

By Examiner J. D. Bond

WQXI Atlanta, Ga.—Granted petition for leave to amend application in order to correct certain clerical errors; record was reopened for purpose of granting petition and accepting amendment, then closed.

By Examiner Basil P. Cooper

WHUN Huntingdon, Pa. — Granted petition requesting Commission to accept late appearance in proceeding upon application and for continuance of hearing from May 10 to July 10 in Washington.

By Examiner H. B. Hutchison

KFNF Lincoln, Neb.—Granted petition

for order authorizing taking of depositions of certain witnesses in proceeding upon application; further ordered Capital Bestg. Co. be authorized to take depositions before Dorsey D. Baird or E. E. Stoddard, or some other person qualified under Title IV, Sec. 409(e) of Communications Act of 1934, as amended, at Lincoln, Neb., on May 9 and continuing thereafter until concluded, and further ordered to take depositions of certain witnesses before Earl D. Blakesley or Jewell Savidge, or some other person qualified under same Act, in Shenandoah, Iowa on May 10 and continuing thereafter until concluded.

Aurora Bestrs. Inc., Ketchikan, Alas.—Granted petition for continuance of hearing from May 8 to July 10 in Washington in proceeding upon its application.

By Examiner J. D. Cunningham

The Johns-Embury Co., Portage, Wis. and Portage Bestg. Co., Portage, Wis.—Granted joint petition for continuance of hearing in proceeding upon applications from May 3 to June 18 in Washington.

City Bestg. Corp., Nashua, N. H. — Granted petition to amend application to show substitution of Stanley Lucius for Carter S. Knight in corporate organization, to show former's financial and business interests, and to supply

certified copies of current subscription agreements of three stockholders.

KMPC Los Angeles and WJR Detroit and WGAR Cleveland, Ohio—On hearing examiner's own motion, ordered that period for filing proposed findings in this proceeding be extended to May 14.

By Examiner Fanney N. Litvin

Radio Corp. of Toledo, Toledo, Ohio —Granted petition for leave to amend application to indicate on computed horizontal plane pattern for day operation the relative fields and phases.

Pratt Bestg. Co., Pratt, Kan.—Granted petition for leave to amend application to describe with more particularity trans. site and other technical changes; noted for the record exception of respondent KVGB Inc., Great Bend, Kan.

## May 8 Applications . . .

ACCEPTED FOR FILING

License for CP

WPRC Lincoln, Ill.—License for CP

(Continued on page 103)



## CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

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

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

### Help Wanted

#### Managerial

Do you have the knowhow to operate a fulltime network station? Do you want the opportunity to take more responsibility and to be compensated by a share of the profits of a radio station? Are you looking for a chance to earn your way into part ownership of the station you'll manage? If you do, and if you are willing to work, to sell, to supervise station relations, I want to hear from you. Call or wire me. Sidney H. Bliss, Janesville Gazette Bldg., 200 E. Milwaukee St., Janesville, Wisconsin.

#### Salesman

**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.

**Salesman** for 1000 watt Pennsylvania independent. Block of accounts to start. Only station in area. Must be resourceful and able to write good commercial copy. Box 702J, BROADCASTING.

**Salesman** sell and service local accounts. Liberal draw and commission. Long established CBS station. Good opportunity, write details or phone 47175, WENT, Gloversville, N. Y.

**WFRL, Freeport 1, Illinois** needs experienced salesman for established local account list presently billing \$1500 per month. 15% straight commission. Guarantee \$300 per month for three months with good protected prospect list. Up to \$50 a month additional in salary available for man who will work some announcing outside of selling hours.

**Salesman:** 1000 watt independent wants steady, long-term salesman who can build a good sales record and become part of one of New York's nicest communities. Draw on liberal commission. Write, wire, phone Keith Horton, C. M., WKRT, Cortland, N. Y.

**Good opening** for experienced salesman. Independent serving the world's greatest chemical center. Gateway to Michigan's famous resort area. Write WMDN, Midland, Michigan.

#### Announcers

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

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

**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.

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

**Experienced announcer-copywriter** or announcer-salesman. Non-metropolitan network station in Minnesota. \$70.00. Box 660J, BROADCASTING.

**Wanted,** combination, announcer-engineer, emphasis on announcing. Must have car, 1st class license and be draft exempt. Good working conditions in network affiliated station in south Florida. 48 hours, 6 day week, salary start \$282.00 per month. Send full details, disc, snapshot first letter. Box 662J, BROADCASTING.

### Help Wanted (Cont'd)

**Announcer,** midwest network affiliate, must operate console, send complete details, state experience, age, draft status, references and salary requirements. Box 663J, BROADCASTING.

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

**250 watt ABC station** wants two announcer-engineers for permanent work. Excellent working conditions, good salary, opportunity for advancement. Box 668J, BROADCASTING.

**Wanted:** Good, experienced announcer for general staff work with 250 watt NBC affiliate in southeast. Sports background desirable but not essential. Send full particulars. Box 692J, BROADCASTING.

**Disc jockey**—midwest regional wants DJ with original ideas who knows records and can promote. Give salary desired, experience, your ideas of a good DJ show. Box 710J, BROADCASTING.

**Announcer** with newscasting experience for 50 kw and TV station. Right man can hold top news job. Salary \$345 monthly plus fees. Send personal story, picture and audition. Box 712J, BROADCASTING.

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

**Immediate opening** topflight announcer, newscaster with or without first class ticket, above average salary, for above average man. Send complete background, audition transcription to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

**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.

**Experienced announcer-engineer** wanted. Mail full details. WBIP, Booneville, Mississippi.

**Two experienced announcer-salesmen,** 30-40 years old. Immediate opening. Must be fully qualified for all-round station work. Personal interview and audition only. Phone Manager, WDBC, Escanaba, Michigan.

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

**Announcer:** Emphasis as disc jockey. Build as personality. Immediate opening. Write, wire, phone Bill Griffiths, P. D., WKRT, Cortland, N. Y.

**Wanted:** Combination man, 40 hours, network operation. Good pay. WLDY, Ladysmith, Wisconsin.

**Central Michigan station** needs combination announcer-engineer. Good starting salary. Experience desired. WOAP, Owosso, Michigan.

**Announcer-engineer.** Excellent future. Good salary and other benefits. Send qualifications. WOCE AM-FM, West Yarmouth, Cape Cod, Mass.

**Combination man.** First phone. Opportunity to develop. Good pay, pleasant working conditions. Immediate opening. Hal King, WPKE, Pikeville, Kentucky.

**Wanted:** Announcer or announcer-engineer immediately. Send disc and complete information first letter. WRRF, Washington, N. C.

### Help Wanted (Cont'd)

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

#### Technical

**Immediate opening** for combo-man with first class ticket, experience not necessary. Good chance for advancement. \$225.00 per month to start. Write Box 665J, BROADCASTING.

**5 kw Wisconsin station** needs licensed engineer for studio and transmitter operation, experience unnecessary. Also studio operator preferably with technical training or taking radio course. Box 673J, BROADCASTING.

**Immediate opening** for first phone engineer in 50,000 watts Texas station. Car essential. Box 683J, BROADCASTING.

**Offer chief engineer** who can run a good record show. \$300.00 a month for 90-day trial, \$400.00 a month permanently. 52-hour week, hospital benefits, paid vacation. Box 701J, BROADCASTING.

**Chief engineer,** experience maintenance, and all phases. Excellent opportunity. 10,000 watt station. Write full details first letter, salary, etc. Box 720J, BROADCASTING.

**Engineer,** will train for all phases of small station operation. Hunting-fishing, reasonable living costs. Harold G. Austin, Station KCOL, Ft. Collins, Colo.

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

**Good engineer** and/or good combination man, first phone necessary. Good pay, daytime station. If interested, contact Warren Gilpin, WCOR, Lebanon, Tennessee.

**Two men** with control and transmitter experience. Vacation period. First class license. \$66 per week plus overtime. Chief Engineer, WDAS, Phila., Penna.

**Wanted:** Engineer for kilowatt daytime station, experience not necessary. Call, wire or write WDBL, Springfield, Tennessee.

**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, WGTN, Wilson, North Carolina.

**First phone immediately** for transmitter shifts, remotes. No announcing. Experience unnecessary. Considerable overtime during summer months. Kilowatt daytimer near beautiful Blue Ridge mountains. WKBC, North Wilkesboro, North Carolina.

**Immediate opening** engineer-announcer, copywriter-announcer and announcer, give past experience first letter, salary open. WMJM, Cordele, Georgia.

**Chief engineer** experienced in construction and maintenance. Send letter of complete details and photo. Must have automobile. State starting salary. WOHL, East Liverpool, Ohio.

**Engineer.** First phone. No experience necessary. Pleasant working conditions in progressive small operation. Contact Hal King, WPKE, Pikeville, Kentucky.

**First class phone transmitter operator.** Experience not necessary. WSSV, Petersburg, Virginia.

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

### Help Wanted (Cont'd)

**Two combination engineer-announcer** needed immediately. Apply to J. Manson, Phone Eighty, Blackstone, Va.

#### Production-Programming, other

**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, details and expected salary to Box 62J, BROADCASTING.

**Program director,** able to take complete charge of program department in highly rated regional station. Must have market experience and ability to compete locally with network ratings, "musts." We expect more and more 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,** midwest ABC affiliate send samples, state typing speed, experience, reference, salary requirement. Box 664J, BROADCASTING.

**Top salary** for woman continuity director. Forward disc, photo, particulars. Also have opening for announcer. Box 678J, BROADCASTING.

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

**Need steady,** reliable copywriter who can write good copy. 250 watt NBC affiliate in southeast. Send full details to Box 693J, BROADCASTING.

**Major network affiliate** in one of the south's largest metropolitan areas will have an opening soon for a program director. We want a man with administrative and executive ability to take over the entire programming department. Creative ideas a prerequisite. Excellent opportunity and good salary. Give full details first letter. Box 71J, BROADCASTING.

**Wanted:** Copywriter-announcer KCOW, Alliance, Nebraska. Start immediately. Send audition and photo.

## Television

#### Technical

**Licensed operators** with commercial broadcast experience for video control and film camera positions at midwest television station. Box 677J, BROADCASTING • TELECASTING.

### Situations Wanted

#### Managerial

**Manager-sales manager,** available June. First. Strong on sales and promotional sales. Prefer competitive, medium large market, in south or southwest. No objection to station now operating in red. Box 484J, BROADCASTING.

**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 successors at present station although own wished me to remain. Prefer California, Oregon or midwest. Complete references from all former employers. Write Box 559J, BROADCASTING.

**Executive,** now employed as general manager of two daily newspapers and AM-FM radio combination. Thirty-nine, married, two children. We present company eight years. Seventeen year background in management, sales, programming, writing, announcing, engineering. Familiar with phases FCC procedure. Labor negotiations with five unions in present job. Looking for wider fields, preferably with radio operation that has plans. Available upon three month notice to employer. Need \$1,000 a month to equal present earnings. Write Box 671J, BROADCASTING.



## Situations Wanted (Cont'd)

of references and excellent statistical record in both audience build and net profits. Tops in public relations and sales. Long-time radio man in larger market and possibility of re-TV administration. Box 680J, BROADCASTING.

d of buying red ink? I'll bring my with me and put your station in black in six months or leave. Now eager of 5000 watt net affiliate. De-profit sharing. Write Box 681J, BROADCASTING.

all stations operations in medium city desired. Fifteen years all sales background. Sales producing with the knowhow to take complete charge. Profit sharing and opportunity to buy interest after reasonable time preferred. Box 688J, BROADCASTING.

make your station profitable if you sales manager with extra sales. Can also do copy and programming or complete responsibility. Prefer on needing build-up to ten thousand monthly billing in south, south or Texas. Box 694J, BROADCASTING.

ion manager, 250, 1000 watts. Commerce and success proven by experience. Thorough knowledge of radio from application to profitable on air operation. Budget and sales desired. Box 707J, BROADCASTING.

eral manager, \$25,000 investment. Excellent background, top level sales management, would desire joining business group who is soon planning location for television station. Would present owners now own AM station, would consider manager station, while application for TV is processed. Leaving present set June 28th and making 10 week tour, would arrange any kind of mutual interview personally. Would consider watt up to 5 kw. Nothing larger. Married, college, family. Box 717J, BROADCASTING.

um market station sought by able manager. Thirteen years experience sales and programming in 4 years management. William phy, Station Manager, KULA, Honolulu.

## Salesmen

showman seeks opportunity sales, motion, programming. Radio-TV, competitive market. Southwest. Box 718J, BROADCASTING.

ertising salesman, 4 years advertising sales experience. Presently radio salesman, local and national sales. Advertising and copywriting. Ad. manager, bi-weekly newspaper. Ad. manager, "Shopper." Direct mail experience. Married veteran, 2 children, 10 years old, new car. Proven record sales in local New England market. Wishes opportunity to produce for your concern. Salary and commission desired. References on request. Box 720J, BROADCASTING.

teen (13) years experience; advertising, programming, selling plus 1 TV sports director. Eight (8) years employer (Jack Gross, KFMB, San Diego, California). 38, married, no drinker. Seeks sales or sales advertising job in small midwest or west market. Will consider TV station work. All replies answered. 1011 Main St. Brawley, California.

## Announcers

ouncer-veteran, married, age 27, with chance at progressive station to all-round staff work. Experienced. Available. Box 575J, BROADCASTING.

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

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

ouncer, 4 years experience. Red, friendly disc jockey. Also strong news, emcee, play-by-play. Curly employed. Draft exempt. Box 608J, BROADCASTING.

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

perienced announcer, single, veteran, 25. Two years experience all phases. Replies answered promptly. Tape check available. Box 666J, BROADCASTING.

## Situations Wanted (Cont'd)

Wide awake 8 year successful, competent large market morning disc comic. Combination, employed, married, exempt. \$100. Box 670J, BROADCASTING.

Announcer: 26, single, veteran, 2 years college, extensive training announcing, writing. Board experience, radio workshop, ambitious, minimum salary if located Washington, D. C. area. Box 669J, BROADCASTING.

Special events announcer/deejay (B.B.A.), 24, single, exempt. Year 1 kw network independent. East only. Salary plus talent. Operate RCA, Gates. Desire develop own show. Box 672J, BROADCASTING.

Are some of your accounts inactive? Do you have a prospect that's a hard nut to crack? Is your market tired of that same old DJ routine? Are you ready to pay for results? My record in three major markets proves that listeners react strongly to live shows, that feature humor, singing and philosophy. If you are geared to employ a big time personality who successfully combines all three of these talents in establishing impressive Hoopers and winning two radio popularity polls in Cleveland, New York and Hollywood, write Box 675J, BROADCASTING.

Announcer-writer-producer. Available June 1 to midwest stations. Ten years experience regional powered stations. Prefer personal audition. Age 32. Large family. Box 679J, BROADCASTING.

Staff announcer desires work with some play-by-play. Three years experience broadcasting major sports. Disc and references. Available immediately. Box 690J, BROADCASTING.

Announcer with first class ticket. 10 years behind mike. Would also like to sell. Salary expected \$80.00 a week. Box 696J, BROADCASTING.

Network announcer! Presently with coast-to-coast network, New York City. One of the top announcer personalities in radio and television. Now desire to locate in smaller city. Radio and TV, all phases. Good salary. All replies considered. Box 699J, BROADCASTING.

Thoroughly experienced announcer. Major and small market successes. Tops on news. Commercials sell! Excellent references. Minimum \$65 plus talent opportunities. Prefer east or southwest. Box 700J, BROADCASTING.

Sports announcer, age 26. Play-by-play football, baseball, basketball, 4 years experience. Married vet, draft exempt. References and disc on request. College, professional athlete. Box 704J, BROADCASTING.

Woman commentator. Polished style. Breezy, informal interviewing. 1 1/2 years feature broadcasting experience small station. Script and commercial copywriter. Emcee. Programming, newscasting and editing. Desires greater opportunity. Prefer Philadelphia or Miami area. Box 706J, BROADCASTING.

Some experience as announcer, writer and salesman but need more. Will you give me the experience? Mostly quiz and man-on-the-street shows. Single, draft exempt. Prefer midwest and east. Box 709J, BROADCASTING.

Versatile, experienced staffer, specialty news, presently employed midwest 50 kw. Desires comparable position Rocky Mountain area. Mature voice, sound musical background, married, draft exempt, programming experience totaling 6 years, console and turntable operation. Box 713J, BROADCASTING.

Experienced announcer, pleasing voice, delivery. Available two weeks. State salary. Box 716J, BROADCASTING.

Announcer, strong news commercials. Employed. Veteran. Married. 31. Three years experience. Desirous of getting with progressive kw or more. Particularly interested specializing news. Box 719J, BROADCASTING.

Announcer, all-round man. Draft exempt. South only. Box 6, Lake City, Tenn.

Experienced writer and part-time announcer desires announcing job around Pittsburgh area primarily. Write or call Mr. Corretti, 5117 Carnegie Avenue, Pgh. 1, Penna., ST-14570.

Announcer-sportscaster. Graduate accredited radio school. Single, 29, draft exempt. Disc available. Tom Griffin, 1522 Cassil Place, Hollywood, 28, Calif.

Three years experience, singing DJ. Will travel anywhere. Seeks return to field after one year show biz. All offers answered. Eddie Lambert, P. O. Box 16551, Hollywood 38, Calif.

## Situations Wanted (Cont'd)

Experienced announcer/engineer. Prefers work in northeast section. Vet, 1st class license. Contact Bob Peters, 8 Upland Road, Brookline 46, Mass., Bea 21855.

Main interests: Sports announcing, commercials and news. Moderate experience. Married. Draft exempt. Disc upon request. Larry Sanville, 3709 East 57th St., Maywood, Calif.

Experienced announcer wants employment anywhere. Available now. Fred Webb, 1509 Lincoln, Toledo, Ohio. Call AD 6609.

## Technical

Straight engineering by married veteran. Prefer middlewest. Eight years radio service experience. Transmitter work in Army. Box 674J, BROADCASTING.

Engineer: Directional antenna, construction experience, formerly chief engineer network station, fifty mile radius Washington only. Married, two children, draft exempt. Box 687J, BROADCASTING.

Engineer: Experienced all phases, prefer northeast, draft exempt, car. Box 691J, BROADCASTING.

Summer job, vicinity of New York City. College student, first phone, experience transmitter, control room, maintenance. Box 695J, BROADCASTING.

Combo man. 1st phone. 1 year experience in announcing, DJ, newscasting and continuity. Would like a position with progressive station. Box 703J, BROADCASTING.

14 years radio broadcast engineering experience, all phases. Am interested in permanent position with engineering department in progressive TV station. Family man, definitely not drifter. Please give details first letter. Box 705J, BROADCASTING.

1st class phone, 2nd class telegrapher, amateur, C. R. E. I. student, seeks broadcast, telecast, or telegraph engineering position. Consider any locale. Minimum salary. \$75 week. Box 708J, BROADCASTING.

First phone, single, veteran. Now working, desires change, available 2 weeks. Box 711J, BROADCASTING.

Engineer, 1st phone, 10 years experience, 4 years at 5 kw station, age 32 draft exempt. No car, no announcing preferred. New England or east. Paul Graves, 73 Court St., Augusta, Maine. Phone 1242R.

Radio operator with thirty months experience available May 10th. Single, vet, 33, no announcing. Please include particulars. Francis Gunter, Quarant, Mississippi.

Combination man, single, draft exempt, considerable engineering experience, AM-FM up to 10 kw plus directional, some announcing experience, majoring in radio in college, desires summer job as a combo man but will consider anything else. Have own car equipped with 2-way radio suitable for broadcast link use. Available June 10th. John Hill, 212 McCauley St., Chapel Hill, N. C.

Engineer and/or announcer. First class phone (also class "A" amateur), M. A. in English, Columbia University. Now teaching, available June 10. Prefer the east. George Hirshfield, 403 Dechman Avenue, Peoria, Illinois.

Two brothers with 1st class licenses desire transmitter work in or around Spokane, Washington, or in state of South Dakota. Ronald and Rodney Honner, Geddes, South Dakota.

Combination job in radio station near Naval Reserve Center. Holder of 1st class license. Don Newbrough, Lake Park, Iowa. Phone 2407.

## Production-Programming, others

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 newsman, writer, producer. Excellent voice, excellent musical background. Really knows radio. Draft exempt. Available one month's notice. Box 536J, BROADCASTING.

## Situations Wanted (Cont'd)

Continuity-announcer, 30, draft exempt. 16 years experience. P. D. experience, writing, producing. Available end of May. Currently with network affiliate as continuity director. Not interested in south. Box 661J, BROADCASTING.

PD of 5000 watter wants executive position at successful, progressive operation. \$400. Box 684J, BROADCASTING.

Copywriter, women's commentator, college and radio school graduate, 26, single, year and a half experience, looking for copy job with air work. Not afraid of work if you offer opportunity for advancement. Prefer northeast. Box 667J, BROADCASTING.

Copy, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

Newsman, now reporting-rewriting for radio wire service. Seeks newsroom spot, no announcing. 27, married, B. A., draft exempt veteran. Box 715J, BROADCASTING.

Attention agencies, reps, stations, producers etc., Chicago area! Radio TV manager for large advertiser 4 years handling daily and weekly radio and TV network shows, spot campaigns etc., for numerous products desires change to time buyer, director, producer, sales, contact or what have you. College, 26, married, draft exempt. Highest recommendation from present employer. Box 718J, BROADCASTING.

Young lady, college grad, six years radio copywriting with air time, advertising, public relations, desires alive, interesting job with future. Box 721J, BROADCASTING.

Graduate of Northwestern University's School of Speech, B. S. Degree in radio-TV writing, production and programming. Two years experience. Looking for position. Barton Jewell, 312 W. 46 Terrace, Kansas City 2, Mo., VA 4197.

Producer, director. Age 23, veteran, college graduate, A. B. radio. Experience: Producer-director-writer 1000 watt affiliate. Production director college station. Will travel. Jack Markham, Radio Department, Chapel Hill, N. C.

## Television

### Announcers

Young experienced announcer, Syracuse graduate, wants good announcing position in radio or television, or job in television leading to directorship. Box 682J, BROADCASTING • TELECASTING.

### For Sale

#### Stations

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.

### Equipment etc.

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

Presto model "Y" disc recording equipment. Includes recording amplifier and two recording tables. Only slightly used, in good condition. For information and prices, write 697J, BROADCASTING.

Radio station model 403 Brush two-speed tape recorder, also model 401 Brush tape recorder with 500-ohm output. Best offers take either or both, each complete with mike, reels, service manual. Box 497, Freeport, Illinois.

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

1-8N recording table Presto with 1-C head and automatic equalization; also 1-88A recording amplifier. For sale, best offer. F. O. B. Washington, D. C. Hepburn, 3613 28th St., N. E.

For sale, 200 foot former Truscon broadcast tower. Clarence Seid, 25 Willoughby St., Brooklyn 1, N. Y.

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.

(Continued on next page)



## 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.

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.

### Equipment etc.

Wanted: One kilowatt FM transmitter only for use at college. Box 682J, BROADCASTING.

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

Need good used Federal or RCA field intensity meter. Wire Times-Tribune, Corbin, Kentucky.

## Situations Wanted

### Managerial

Radio newsman 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, 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

### 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

## TV Briefs

(Continued from page 95)

the reservation on Channel 2. The brief stated in part:

The officials of The College of St. Thomas are convinced that there is a great need for additional television programming of the highest quality to make a substantial contribution to the educational needs of the people of this country.

However, the funds required for the initial construction of a television facility are far from inconsequential. Added to these costs are the rather monumental expenditures required for the day to day operation of a television station.

It can be expected that, in the not-too-distant future, television stations will be operated from 12 to 18 hours daily. The operating costs involved in such an operation would be entirely impractical, if not impossible, for the great majority of educational institutions in this country, particularly inasmuch as educational programs must be produced with equal finesse as other type programs if they are to merit and retain the attention of the viewing audience.

Based upon these considerations and a review of the history of educational institutions as licensees in the standard and FM broadcast fields, it is the determination of the officials of The College of St. Thomas that they could best serve the public interest by operating a facility which would be able to defray the substantial costs involved in the construction and operation of a television facility by selling time on a commercial basis.

The attention of the listening public to educational and instructional type programs can best be obtained by presenting a program service balanced with quality entertainment programs.

Philadelphia city government and Chamber of Commerce entered the allocation fight for addition of Channel 12 there on a commercial basis.

San Diego government and civic groups also protested assignment of only one additional commercial channel while Tijuana, Mexico, is getting two.

Salt Lake Pipe Line Co. petitioned for protection of its \$400,000 communication system from possible Channel 4 or 5 interference in the Walla Walla, Wash., area.

United States Conference of Mayors' bulky petition contained multiple local comments for educational reservation from the following cities:

Boston; San Jose, Calif.; Albany, N. Y.; Stockton, Calif.; Rockford, Ill.; Columbia, S. C.; Reno, Nev.; St. Joseph, Mo.; Jackson, Miss.; Baton Rouge, La.; Baker, La.; Sioux City, Iowa; Milwaukee; Amarillo, Tex.; Seattle, Wash.; San Antonio, Tex.; Duluth, Minn.; Oklahoma City; Phoenix, Ariz.; Portland, Ore.; Little Rock, Ark.; Sacramento, Calif.; Montgomery, Ala.; Evansville, Ind.; Ann Arbor, Mich.; Dayton, Ohio; Toledo, Ohio; Pensacola, Fla.; Raleigh, N. C.; Atlanta, Ga.; Wheeling, W. Va.; Birmingham, Ala.; Des Moines, Iowa; Norfolk, Va.; St. Petersburg, Fla.; Chicago; St. Louis; Memphis, Tenn.; San Francisco; Providence, R. I.; Los Angeles; Durham, N. C.; Pittsburgh; Richmond; San Bernardino; Davenport, Iowa; Rock Island, Ill.; Erie, Pa.; State College, Pa.

### 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.

## upcoming



May 15: BMI Clinic, Springfield, Ill.  
May 16: BMI Clinic, Milwaukee, Wis.  
May 17-18: Indiana Broadcasters Assn. Clinic, Claypool Hotel, Indianapolis, Ind.

May 17-19: CBC Board of Governors Meeting, Radio Canada Bldg., Montreal.

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

May 18: BMI Clinic, Indianapolis.  
May 21: Second APS Subscriber Conference, Atlanta Biltmore Hotel, Atlanta, Ga.

May 21-23: Parts Distributors Conference and Show, Hotel Stevedore, Chicago.

May 22: Industrial Electronics Conference, Hotel Carter, Cleveland.

May 24-25: North Carolina Assn. Broadcasters, Carolinian Hotel, Nantux Head Beach.

May 25: Third APS Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.

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

June 4-6: NARTB Board of Directors Meeting, NARTB Headquarters, Washington, D. C.

June 4-8: American Federation of Musicians Meeting, Hotel Commodore, New York.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 7-8: Kentucky Broadcasters Assn. Spring (Midyear) Meeting, The Seabach, Louisville.

June 8-9: RTMA Annual Meeting, Stevens Hotel, Chicago.

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

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

June 11: FCC City-by-City TV Allocations Proceeding Begins, Washington, D. C.

## Educators Seek

(Continued from page 25)

Mr. Hoffman chairman.

Excursions by the Ford Foundation into television, no matter how substantial in relation to the television industry's economy, are only a minor part of a vast project that the foundation, according to reports, is contemplating.

That is a general exploration of the entire, complex field of communications. This field has been largely ignored by other philanthropies, and it is said that the Ford Foundation executives regard it as a logical area for development.

As of last Dec. 31, the foundation reported net assets of \$49,678,255, mostly consisting of Ford Motor Co. stock. Although its annual income is not a matter of record, it was authoritatively reported last week that it was expected to amount to \$50 million year within a few years.

At that rate, the foundation could, in a short time, buy out the whole radio and television industry without spending a cent of capital, a fact that observers should be kept in mind when considering Ford Foundation's relatively inconsequential grants date for educational radio-TV.

## Midwest Money-Maker

**\$35,000.00**

A well established independent—the only station in a solid, safe midwest farm market. Owner is being called into service and has authorized an immediate sale of all assets—including \$10,000.00 in accounts receivable—for \$35,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

### BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO

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

SAN FRANCISCO

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



## FCC Actions

(Continued from page 99)

### Applications Cont.:

WVBEV Beaver Dam, Wis.—License for new AM station.

#### Modification of CP

WSTK Woodstock, Va.—Mod. CP new station for approval of ant. and eng. trans. and main studio location, etc.

COA-FM Denver, Col.—Mod. CP new station to change ERP from 43 kw to 23.4 kw, ant. height from 405 ft. to 483 ft.

WRCM (FM) New Orleans, La.—Mod. new FM station for extension of application date.

WJARD-FM Johnstown, Pa.—Mod. new FM station to change ERP to w and change ant. system.

#### License Renewal

Following stations request renewal license: WRDL Lanett, Ala.; WIKC Calusa, La.; WMDN Midland, Mich.; WHEI East Liverpool, Ohio; WOPI Bristol, Tenn.; KNOW Austin, Tex.; WOS Torrington, Wyo.; KWOR Worland, Wyo.

#### License for CP

WILK Wilkes-Barre, Pa.—License for to change frequency, power, install eng. trans. and DA-DN and change station location.

WTM Hartford, Wis.—License for new AM station.

#### License Renewal

WHS (FM) Havertown, Pa.—Renewal of license.

#### APPLICATION DISMISSED

WJMR New Orleans—DISMISSED application for acquisition of negative control by George A. Mayoral under trust agreement.

WMBD-Cumberland, Md.—Cumberland Bestg. application for new TV station DISMISSED at applicant's request.

### May 9 Decisions . . .

#### BY THE COMMISSION EN BANC

##### CP to Replace CP

WGB-FM Tyler, Tex.—Granted CP to replace expired CP for class B FM station, with expiration date of six months from date.

WGP-FM Sanford, N. C.—Granted to replace expired CP for class A station, with expiration date of six months from date.

WGNR-FM New Rochelle, N. Y.—Granted CP to replace expired CP for class A FM station, with expiration date of six months from date.

### May 9 Applications . . .

#### ACCEPTED FOR FILING

##### Modification of CP

Following FM stations request mod. for extension of completion dates: WSH (FM) Washington, D. C.; KFUD-Clayton, Mo.; WROW-FM Albany, N. Y.; WTLG-FM Toledo, Ohio; WKAP-Allentown, Pa.; KSL-FM Salt Lake City, Utah.

#### License for CP

KPT-FM Kingsport, Tenn.—License for changes in FM station.

#### APPLICATIONS RETURNED

##### AM—1230 kc

SBB New Smyrna Beach, Fla.—

RETURNED application for license for CP new AM station.

##### AM—1490 kc

Eunice, La.—RETURNED application of Tri-Parish Bestg. Co. Inc. for new AM station on 1490 kc 250 w unl.

### May 10 Decisions . . .

#### BY THE COMMISSION EN BANC

##### Designated for Hearing

KAUS Austin, Minn.—Designated for hearing in Washington on July 20 re application to change from 1480 kc to 1060 kc 1 kw unl., and install DA-N; made KYW Philadelphia, a party to proceeding.

W. A. Pomeroy, Kalamazoo, Mich.—Designated for hearing application for new station on 1470 kc 1 kw D DA in consolidated proceeding with applications of Adelaide Lillian Carrell to be held in Washington May 14.

##### Petition Denied

KCNI Broken Bow, Neb.—Denied petition requesting reconsideration and grant without hearing of application to change from 1490 kc 250 w unl. to 1430 kc 1 kw D; scheduled hearing to commence in Washington July 23.

##### Extension Granted

Radio American West Indies, Charlotte Amalie, V.I.—Granted 90-day extension of completion date of new station, authorized Nov. 30, 1949.

#### ACTION ON MOTIONS

##### By Comr. George E. Sterling

WJMR New Orleans, La.—Granted petition for dismissal without prejudice of their application.

WIKY Evansville, Ind.—Granted petition for extension of time to May 24, in which to file exceptions to initial decision in proceeding upon their application.

##### By Examiner Elizabeth C. Smith

Easton Publishing Co., Easton, Pa. and Allentown Bestg. Corp., Allentown, Pa.—Ordered that further hearing in this proceeding shall commence at 10 a.m., May 28, in Washington.

##### By Examiner H. B. Hutchison

George Basil Anderson, Respondent—Granted motion requesting that Kenneth Anderson, member of Bar of State of Nebraska, be admitted to practice for purpose of representing respondent in taking of depositions on behalf of KFNF in Lincoln, Neb. on May 9, and in Shenandoah, Iowa, on May 10.

##### By Examiner Leo Resnick

West Side Radio, Tracy, Calif.—Granted petition for leave to amend their application by reducing power to 250 w, specifying exact site, proposing DA and submitting engineering data in support.

WTIM Taylorville, Ill.—Granted petition for continuance of hearing in proceeding upon application from May 14, to May 28 in Washington.

##### By Examiner Fanney N. Litvin

KOA Denver, Col. and FCC General Counsel—Granted oral requests for additional time from May 14 to June 13 in which proposed findings of fact by all parties may be filed in proceeding re petitions of WHDH Boston and KOA Denver and re application of WKKW Albany, N. Y. for mod. CP.

KOA Denver, Colorado—Granted in part petition requesting that transcript of testimony in above proceeding be corrected in various respects set

# fcc roundup

New Grants, Transfers, Changes, Applications



## Box Score

Summary of Authorizations, Stations on the Air, Applications

SUMMARY TO MAY 10

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2266	2235	136		264	142
FM Stations	652	522	145	1*	10	4
TV Stations	107	73	36		404	171

#### \* On the air.

CALL ASSIGNMENTS: WEKZ Monroe, Wis. (Green County Bestg. Co., 1260 kc, 500 w, day); KPWN Puyallup, Wash. (Clarence E. Wilson, 1490 kc, 250 w, unlimited); WSYD Mt. Airy, N. C. (Mt. Airy Bests. Inc., 1240 kc, 250 w, unlimited); WNPT Northport, Ala. (West Alabama Bestg. Co., 1280 kc, 1 kw, day); KDS Malvern, Ark. (David M. Segal, 1380 kc, 1 kw, day); KGMO Cape Girardeau, Mo. (Cape County Bestg. Co., 1220 kc, 250 w, day); KGMO, formerly an FM, changed to KGMO-FM Cape Girardeau, Mo.; WTRW Two Rivers, Wisc. (changed from WTRB Two Rivers Bestg. Co.); WFAI Fayetteville, N. C. (changed from WWNE, Rollins Bestg. Inc.); WLBJ-FM Bowling Green, Ky. (changed from WBON, Bowling Green Bestg. Co. Inc.); WFMT (FM) Chicago, Ill. (changed from WOAK (FM), Gale Bestg. Co.); WRRN (FM) Warren, Pa. (changed from WNAE-FM, Northern Alleghany Bestg. Co.).

\* \* \*

### Docket Actions . . .

#### FINAL DECISIONS

KPPC Pasadena, Calif.—Commission announced decision denying application of Pasadena Presbyterian Church for permit to change transmitting equipment and increase power of KPPC from 100 w to 250 w on 1240 kc, operating on share-time basis with KGFF Los Angeles. Decision May 3.

WALE Fall River, Mass.—Announced final decision granting application for renewal of license. Decision May 9.

#### INITIAL DECISIONS

KFSA Ft. Smith, Ark.—Commission announced initial decision looking toward denial of application of Southwestern Pub. Co. for a construction permit to increase nighttime power from 500 w to 1 kw while continuing to operate on 950 kc with 1 kw, day. Decision May 3.

Kewanee, Ill.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Kee Bestg. Co. for new AM station on 1450 kc with 100 w, unlimited. Decision May 8.

WMMB Melbourne, Fla.—Hearing Examiner J. D. Bond issued his initial decision looking toward grant of application of Melbourne Bestg. Corp. for permit to change facilities from 1050 kc, 250 w, day to 1240 kc, 250 w, unlimited. Decision May 9.

#### OPINIONS AND ORDERS

KIFI Idaho Falls, Ida.—By memorandum opinion and order, Commission vacated and set aside hearing examiner's initial decision of Feb. 1

forth in petition; transcript ordered further corrected with some exceptions.

### May 10 Applications . . .

#### ACCEPTED FOR FILING

##### Modification of CP

WCAR-FM Pontiac, Mich.—Mod. CP new FM station for extension of completion date.

KJSK-FM Columbus, Neb.—Same. WNBT (TV) New York—Mod. CP to change ERP, type ant. and other changes for extension of completion date.

##### License for CP

WSM-TV Nashville, Tenn.—License for CP new TV station and change studio location.

### HELP WANTED

#### Radio Salesman

Top 50 kw network station in America's 3rd market offers excellent opportunity for an experienced radio salesman, preferably in 30's. West Coast. Good agency list to start. Write Box 722J, BROADCASTING.

which looked toward granting of application for construction permit to change from 1400 kc, 250 w, unlimited to 1060 kc, 10 kw, unlimited, night directional. Proceeding was remanded to the examiner for further engineering evidence. Order May 3.

WJOC Jamestown, N. Y.—By memorandum opinion and order, Commission denied petition requesting waiver of condition in its construction permit requiring proof of performance. The permit authorized switch in facilities from 1470 kc, 1 kw, day to 1340 kc, 250 w, unlimited. Order May 9.

KSIX Arkansas City, Kan.—By order, Commission denied petition requesting reconsideration and grant

(Continued on page 104)

They really "Stay tuned to this station"

**CBS**

WHY? Because of such top-notch programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and other CBS programs that attract and hold radio audiences... KROD is the logical buy in the El Paso Southwest.

**KROD**  
EL PASO

MORE DIALERS PER DOLLAR

**CBS**  
Affiliate

600 on Your Dial

**5000 WATTS**  
Southwest Network

Roderick Broadcasting Corp.

Dorrance D. Roderick  
President

Val Lawrence  
Vice President & Gen. Mgr.

Represented Nationally by  
THE O. L. TAYLOR CO.

Reach This Rich Market  
Through Your Southwestern Salesman

NEARLY 30 YEARS

MANUFACTURERS OF  
FINE BROADCASTING EQUIPMENT

**Uates**  
RADIO COMPANY  
QUINCY, ILLINOIS

Phone 3202

WASHINGTON, D.C. (Warner Bldg.)  
Phone NEt. 0522

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



**Time Buyers, NOTE!**

**NO TV**  
Stations within  
60 miles of  
**YOUNGSTOWN, O.**  
**Ohio's 3rd**  
**Largest Trade Area**

Buy  
**WFMJ**

The Only **ABC**  
Station Serving  
This Market

**5000**  
All programs duplicated on  
WFMJ-FM  
50,000 Watts on 105.1 Meg.

**WATTS**  
CALL  
Headley-Reed Co.,  
National Representatives

Advertisers like to  
read ads, too. And  
so advertising in  
Printers' Ink is read by  
the leading buyers  
of advertising not  
only because they are  
interested in the  
stations and  
markets they might use,  
but also because they  
have a pro-  
fessional interest in  
your copy, layout, etc.

## FCC Roundup

(Continued from page 103)

without hearing of application for permit to operate at night with 100 w on present frequency of 1280 kc. Order May 9.

KGAR Garden City, Kan. and KLMR Lamar, Col.—By order, Commission denied joint petition requesting FCC to sever applications from consideration with that of KFNF Shenandoah, Iowa, and to order examiner to proceed with preparation of initial decision on their two applications. KGAR requests switch from 1050 kc, 1 kw-day to 920 kc, 1 kw-local sunset, 500 w-night, night directional. KLMR requests switch from 1340 kc, 250 w, unlimited to 920 kc, 1 kw-local sunset, 500 w-night, night directional. KFNF asks to move its present assignment from Shenandoah, Iowa to Lincoln, Neb. Order May 9.

KSVL Richfield, Utah—Commission, by memorandum opinion and order, denied petition filed by Sevier Valley Bcstg. Co. to enlarge hearing issues in regard to its application for license renewal to include evidence concerning programming and for oral argument thereon. Order May 8.

Broadcasters of Burbank, Burbank, Calif.—Commission, by memorandum opinion and order, granted application for permit for new AM station on 1490 kc, 250 w, unlimited. Station is expected to be programmed for Burbank and announced as a local station with no intention of serving the metropolitan area. Order May 9.

KSGM St. Genevieve, Mo. and WSIX Nashville, Tenn.—By memorandum opinion and order, Commission granted KSGM petition to strike WSIX motion of Nov. 8, 1950 asking reconsideration of action of Oct. 23, 1950 which granted KSGM application for switch in facilities from 1450 kc, 250 w, unlimited to 980 kc, 1 kw-night, 5 kw-local sunset; dismissed said WSIX petition for reconsideration. Order May 9.

### Non-Docket Actions . . .

#### AM GRANTS

WMSC Columbia, S. C.—Maresco Bcstg. Corp. Granted switch in facilities from night power of 500 w to 1 kw on present assignment of 1320 kc and change in directional system; engineering conditions. Granted May 9.

KWRE Warrentown, Mo.—W. T. Zimmerman. Granted switch in facilities from power of 250 w to 500 w on present assignment of 730 kc, daytime only and install new transmitter; engineering conditions. Granted May 9.

#### FM GRANTS

WGBH Boston, Mass.—Lowell Institute. Granted new FM construction permit on Ch. 209 (89.7 mc), 16 kw, antenna 550 ft. Granted May 1.

WFMY Greensboro, N. C.—Greensboro News Co. Granted switch in facilities from ERP of 52 kw to 34 kw. Granted May 9.

WDSU-FM New Orleans — WDSU Bcstg. Co. Granted switch in facilities from ERP of 156 kw to 17.7 kw. Granted May 9.

KPFA Berkeley, Calif.—Pacific Foundation. Granted switch in facilities from Class A to Class B station, from Ch. 285 (104.9 mc), 1 kw, antenna 50 ft., to Ch. 283 (104.5 mc), 16 kw, antenna 880 ft. Granted May 9.

#### TRANSFER GRANTS

KCRV Caruthersville, Mo.—Granted transfer of control Pemiscot Bcstrs. Inc., licensee, from William R. Smith and Emmett F. Smith to J. E. Taylor, Harry Levin and Robert L. Harrison through sale of 52% interest for \$35,000. Mr. Taylor and Mr. Levin are present stockholders and will each own 45% under new arrangement. Mr. Harrison is present manager of station and will own 10%. Granted May 3.

WMTE Manistee, Mich.—Granted acquisition of control Manistee Radio Corp., permittee corporation, by Dr. Thomas A. Maxwell through purchase of interest of Darwin S. Evans et al. for \$5,000. Dr. Maxwell is a physician in Manistee. Granted May 3.

WJRD Tuscaloosa, Ala.—Granted assignment of license from Wilhelmina Q. Doss, administratrix of estate of James R. Doss, to Wilhelmina Q. Doss as an individual. Granted May 3.

WMUS Muskegon, Mich.—Granted assignment of license from Greater Muskegon Bcstrs. Inc. to George H. Cross, receiver in bankruptcy; no monetary consideration. Granted May 3.

WANS Anderson, S. C.—Granted assignment of construction permit and license from John J. Powell tr/as Carolina Bcstrs. to Carolina Bcstrs., a corporation, for \$85,000. Principals in transferee are President C. R. Johnson, 70%, president of Brisse Lumber Co.; Secretary C. R. Johnson Jr., 10%, vice president same lumber firm; James B.

Johnson, 10%, secretary same firm; Vice President J. H. Wright, 10%, partner in drug store chain. Granted May 9.

KBZY Grand Rapids, Minn.—Granted acquisition of control Itasca Bcstg. Co., licensee, by General Manager Robert D. Kennedy, present owner of 120 out of 334 shares, through purchase of 127 shares from L. L. Huntley, W. G. King, Harry A. Erickson and W. W. Kurtz for \$17,018. Granted May 4.

Yankee Network Inc., Boston, Mass. etc.—Granted assignment of Yankee Network licenses to Thomas S. Lee Enterprises Inc. No monetary consideration. Granted May 2.

### New Applications . . .

#### AM APPLICATIONS

Atlantic, N. J.—Leroy Bremmer and Dorothy Bremmer tr/as Atlantic City Bcstg. Co., 1490 kc, 250 w, unlimited; estimated construction cost \$4,600. Leroy Bremmer, 50%, is TV engineer at WABD (TV) New York; Dorothy Bremmer, 50%, is employee of James McGreery & Co. department store. Filed May 4.

Franklin, Tenn.—The Williamson County Bcstg. Co. Inc., 950 kc, 1 kw, day; estimated cost \$17,950. Principals are President William R. Ormes, 16 2/3%, editor, Nashville Banner; Director Ann R. Ormes, 83 1/3%, farm owner; Secretary-Treasurer Corinne G. Channell, manager and 1/3 owner of Gordon Farm. Filed May 4.

Evanston, Ill.—North Shore Bcstg. Co. Inc., 1330 kc, 500 w, day; estimated cost \$19,597. Applicant is also licensee of WEAU (FM) Evanston and owner of WOKZ-AM-FM Alton, Ill. Filed May 9.

#### TV APPLICATIONS

Minneapolis, Minn.—Northwestern Theological Seminary and Bible Training School, commercial applicant for Ch. 9 (186-192 mc), 25.8 kw visual, 12.9 kw aural, antenna 260 feet. Estimated construction cost \$267,919.72; no estimate given for operating costs and revenue. Applicant is licensee of KTIS-AM-FM Minneapolis. Filed Apr. 30.

Lynchburg, Va.—Old Dominion Bcstg. Corp., Ch. 13 (210-216 mc), 2.68 kw visual, 1.34 kw aural, antenna 2143 ft. Estimated cost \$160,929. First year operating costs and revenues undetermined. Applicant is also licensee of WWOD-AM-FM Lynchburg. Filed May 8.

Lynchburg, Va.—Lynchburg Bcstg. Corp., Ch. 13 (210-216 mc), 2.5 kw visual, 1.25 kw aural, antenna 2198 ft. Estimated cost \$105,630; first year operating cost \$75,000; first year revenue \$75,000. Filed May 8.

#### TRANSFER REQUESTS

WGNC-AM-FM Gastonia, N. C.—Assignment of license from The Citizens National Bank of Gastonia, Executor and Trustee of the Estate of F. C. Todd, deceased, to Catherine T. McSwain for an amount to be determined. Catherine McSwain is one of beneficiaries under Mr. Todd's will and is to become owner of station upon distribution of the will. Filed May 4.

KVRS Rock Springs, Wyo.—Transfer of control Wyoming Bcstg. Co., licensee, from Marjorie L. McCracken to five others through sale of 100% interest for \$59,486. Transferees are Rock Spring Newspapers Inc., 51%; President David G. Richardson, 24%, owner 45% Rock Spring Newspapers Inc.; Vice President William C. Grove, 10%, applicant for new AM station in Wheatland, Wyo. and holder of other broadcast interests; Frank Flynn, 10%.

KFBC Cheyenne, Wyo. commercial manager; Larry Birleff, 5%, KFB sports director. Filed May 4.

WIBL Medford, Mass.—Transfer of control Conant Bcstg. Co. Inc., permittee, from C. H. Glovsky, H. S. Glovsky, H. A. Glovsky and N. S. Douglas to Sherwood J. Tarlow through sale of 100% for \$2500. Mr. Tarlow administrative director of Suffolk Knitting Co., Lowell, Mass. and an attorney. Filed May 8.

WRNO Orangeburg, S. C.—Transfer of 90 shares in WRNO Inc. from R. L. Easley to Frank B. Best for \$170. Filed May 8.

WMNB North Adams, Mass.—Assignment of license from Herbert I. Clark, Robert Hardman and James Gordon Keyworth, a partnership doing as Northern Berkshire Bcstg. Co., Northern Berkshire Bcstg. Co. Inc. No monetary consideration. Former partners continue to own 1/2 each in corporation set-up. Filed May 9.

KLAS Las Vegas, Nev.—Transfer of 25% interest in Las Vegas Bcstrs. Inc. licensee, from R. W. Eldredge to Frederick G. Stoye and R. G. Jolley for total of \$15,000. Mr. Stoye is present owner of 25% and will then own 33 1/3%. Mr. Jolley is present owner of 48 2/3% and will then own 65.41%. Filed May 10.

KWCO Chickasha, Okla.—Assignment of license from Washita Valley Bcstg. Corp. to Clarence E. Wilson and Phil D. Jackson d/b as Washita Valley Bcstg. Co. No money involved. Owners prefer partnership. Filed May 1.

WEKZ Monroe, Wis.—Assignment of construction permit from Kenneth V. Stuart, Willard R. Scheutze, Edwin V. Scheutze and Doran Zwiggart d/b Green County Bcstg. Co. Inc. No money involved. Former partners own 25% each under corporate set-up. Filed May 10.

### Deletions . . .

TOTAL deletions to date since Jan. AM 15. FM 38. TV 0. New deletion effective dates and reasons follow:

WJGC Bowling Green, Ky.—J. Graule Clark, construction permit, May. Forfeited through non-compliance with grant conditions.

WSTK Mt. Jackson, Va.—Frank Fletcher tr/as County Bcstg. Service construction permit, May 3. Forfeited (Application for Woodstock, Va. not pending.)

WACE-FM Chicopee, Mass.—Regional Bcstg. Co., construction permit, May. Economic.

## AIEE Meetings

TWO general meetings of the American Institute of Electrical Engineers have been scheduled for late summer and fall, H. H. He line, institute secretary, announced last week. A Pacific general meeting will be held Aug. 20-23 in Portland, Ore., and a fall general meeting is set for Oct. 22-26 in Cleveland. These are in addition to the summer general meeting June 29 in Toronto.

**the KOKOMO market is rich!**

**Distribution of Listening Homes among stations . . .**  
**WIOU . . . 67.0%**  
**Latest Conlan Figures . . .**

POPULATION	
224,200	
BMB RADIO FAMILIES	EFF. BUYING INCOME
74,210	\$302,329,000
RETAIL SALE SALES	FOOD SALES
\$181,967,000	\$46,980,000
NO. FOOD STORES	DRUG SALES
591	\$6,539,000
NO. DRUG STORES	FARM \$
77	\$65,071,000

**WIOU** 1000 WATTS ON 1350 KC  
**KOKOMO, INDIANA**  
Columbia Broadcasting System.  
National Rep: Weed & Co.



## Additional Comments

(Continued from page 74)

ard of Education; Illinois Institute Technology; George Williams College; Peoria—Bradley U. Rockford—Rockford College; Public Schools; Springfield—Springfield Junior College; Board of Education. Urbana—School District #116.

### Indiana

Bloomington—Indiana U. Lafayette—Purdue U. Indianapolis—Indiana Central College. South Bend—U. of Notre Dame.

### Iowa

edar Rapids—Mt. Mercy Junior College; Public Schools. Des Moines—Council of Parent Teacher Assns.; Drake U.; Board of Education; Independent School District.

### Kansas

Lawrence—U. of Kansas; Public Schools. Topeka—Washburn Municipal U.

### Kentucky

Louisville—Louisville Presbyterian Ministry; Southern Baptist Theological Seminary; Louisville Free Public Library; Nazareth College.

### Louisiana

Baton Rouge—Louisiana State U. and Agricultural and Mechanical College. Lake Charles—Mayor T. C. Price and Others. New Orleans—Xavier U.

### Maryland

Baltimore—Goucher College.

### Massachusetts

oston—Franklin Foundation (Franklin Technical Institute). Springfield—Public School System.

### Michigan

Detroit—U. of Detroit; Mercy College. Flint—School District. Grand Rapids—Board of Education (Public Schools). Sault Ste. Marie—Public Schools.

### Minnesota

Minneapolis—U. of Minnesota. St. Paul—College of St. Catherine.

### Mississippi

State College—Mississippi State College. University—U. of Mississippi.

### Missouri

Kansas City—Rockhurst College. Springfield—Public Schools. St. Joseph—School District of St. Joseph. St. Louis—Public School System.

### Montana

Billings—Public Schools; Eastern Montana College; Rocky Mountain College; Billings Business College; State Superintendent of Public Instruction; Council of PTA. Great Falls—Public Schools. Missoula—Montana State U.

### Nebraska

Omaha—Creighton U.

### Nevada

Reno—Reno United Parent-Teachers Assn.

### New Mexico

Albuquerque—Board of Education; State of New Mexico.

### New Hampshire

Durham—U. of New Hampshire.

### New Jersey

Newark—Board of Education. New Brunswick—Rutgers U. Princeton—Princeton U.

### New York

Buffalo—Board of Education; U. of Buffalo; Canisius College; D'Youville College; New York State College for Teachers. New York City—Child Education Foundation; Columbia U.; Barnard College; New York U.; City College; Board of Education; New School for Social Research; Fordham U. and Station WFUV-FM. Rochester—Board of Education; Rochester Institute of Technology. Syracuse—Syracuse U.

### North Carolina

Chapel Hill—U. of North Carolina. Greensboro—Woman's College. Raleigh—North Carolina College of Agriculture and Engineering (all Consolidated U. of North Carolina). Durham—City Schools. Greensboro—Board of Trustees. Administrative School Unit. Raleigh—Public School System. Winston-Salem—Winston-Salem Teachers College.

### Ohio

Akron—Board of Education. Cincinnati—Public School System. Cleveland—Ursuline College for Women; Public Schools. Columbus—Ohio State U.; Public Schools; Capital U. Dayton—U. of Dayton. Kent—Kent State U. Oxford—Miami U. Toledo—U. of Toledo; Board of Education (WTDS-FM).

### Oklahoma

Oklahoma City (Norman)—U. of Oklahoma.

### Oregon

Corvallis—Oregon State College. Eugene—Public Schools Lane County and Public School System (Multnomah County—KBPS).

### Pennsylvania

Pittsburgh—Mount Mercy College; Duquesne U.; U. of Pittsburgh; Board of Public Education.

### Rhode Island

Providence—State Dept. of Education; Catholic School System of the Diocese of Providence; Rhode Island College of Education; Providence Bible Institute; Superintendent of Schools.

### South Carolina

Clemson—Clemson Agricultural College.

### South Dakota

Pierre—Pierre Independent School District of Hughes County. Sioux Falls—Augustana College.

### Tennessee

Chattanooga—Public School System. Knoxville—U. of Tennessee. Memphis—Southwestern at Memphis (College). Nashville—Vanderbilt U.

### Texas

College Station—Agricultural and Mechanical College of Texas. Denton—North Texas State College. El Paso—Texas Western College; Independent School District. Galveston—Galveston Independent School District. Houston—U. of Houston. San Antonio—St. Mary's U. of San Antonio; Our Lady of the Lake College; Trinity U. Texarkana—Public Schools. Waco—Baylor U. Wichita Falls—Midwestern U.

### Utah

Logan—Utah State Agricultural College. Provo—Brigham Young U. Salt Lake City—Public Schools; U. of Utah.

### Virginia

Blacksburg—Virginia Polytechnic Institute. Charlottesville—U. of Virginia. Norfolk—College of William and Mary; School Board.

### Washington

Olympia—Superintendent of Public Instruction, State of Wash.; Board of Education. Seattle—Washington State School Directors' Assn.; Seattle Public Library; U. of Washington; Seattle City Council; YMCA Technical Schools; Seattle Committee on Adult Education. Tacoma—Tacoma Vocational-Technical School.

### West Virginia

Charleston—Morris Harvey College; Kanawha County Schools. Morgantown—West Virginia U. Wheeling—Board of Education.

### Wisconsin

Eau Claire—Eau Claire State College. Marinette—Public Schools. Milwaukee—Marquette U.; Alverno College; Public Schools. Madison—U. of Wisconsin and Wisconsin State Radio Council; Milwaukee Vocational and Adult Education. Schools; Board of Vocational and Adult Education.

## Affiliates Showdown

(Continued from page 27)

continue. Leaders of the committee, which itself rejected the idea of disbanding but left the question up to affiliates throughout the country, appeared well pleased with the returns thus far. In putting the question to the affiliates, after being rebuffed in its attempt to dissuade the networks from cutting rates, the Committee said flatly that "if any real effort is going to be made to prevent a debacle in the radio industry, it must be made by the affiliates."

Among the projects to be charted by the committee for submission to the affiliates—assuming a permanent organization is decided upon—are research activities, reviews of rate structures and network affiliation contracts, and a study to make sure that the material showing radio's value as an advertising medium gets into the places where it will do the most good.

Committee leaders undertook to dispel speculation that its operation on a more permanent basis would conflict with BAB or other established organizations. The committee has no intention to duplicate existing structures, members said, and in the case of BAB it will use the bureau rather than compete with it. BAB would be called upon to handle, for example, those phases of research for which it is best adapted.

### Difficult Choice

Even so, in many quarters it was felt that a request for basic research by BAB would present the bureau with a difficult choice. For the networks, which in some cases see no advantage to be gained by such basic research, are also members of the BAB board and might withdraw from the organization rather than support a project of this nature. CBS, for one, might withdraw its owned-and-operated stations in such event [CLOSED CIRCUIT, May 7].

Affiliates committee members, however, take the position that they are not antagonistic toward the networks or any other segment, but instead that their function is as a protagonist of the radio medium as a whole. In its first report to affiliates, the committee took a

stand urging that research be used for "the advancement of the radio industry" rather than as a means of "obtaining competitive advantage against others in the same industry."

The committee is expected to make another full report to all affiliates following this week's meeting. If it decides to incorporate, the affiliates also would be given a voice in the formation, election of officers, etc. Although the election stage has not been reached, observers felt the unanimity with which Mr. Morency was chosen to head the committee assures that he would be urged to take a guiding role in any evolution of the committee.

Other committeemen are:

George B. Storer, Fort Industry Co., who is treasurer; Kenyon Brown, KWFT Wichita Falls, Tex.; Walter Damm, WTMJ Milwaukee; R. M. Fairbanks, WIBC Indianapolis; Leonard Kapner, WCAE Pittsburgh; Edgar Kobak, WTTA Thomson, Ga.; Clair McCollough, of the Steinman stations; John Patt, WGAR Cleveland and WJR Detroit; Robert D. Swezey, WDSU New Orleans; Ben Strouse, WWDC Washington; G. Richard Shafto, WIS Columbia, S. C., and Hugh B. Terry, KLZ Denver.

## Preakness Coverage


GILLETTE Safety Razor Co. will sponsor exclusive radio and television broadcasts of the Preakness, \$75,000 turf event, over CBS and CBS-TV, May 19 (Saturday), 5-5:30 p.m. from Pimlico Track, Baltimore, Md.

# WLBH

**MATTOON CHARLESTON**

(20,000 pop.) (10,000 pop.)

**500,000 POPULATION**  
in 1/2 millivolt primary



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

**WLBH WLBH-FM**  
1170 KC 250 W. 96.9 mc 23,000 W.

**J. R. Livesay, Pres. & Mgr.**  
**HAL HOLMAN, Nat'l Rep.**

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

Another BMI "Pin Up" Hit—Published by Peer

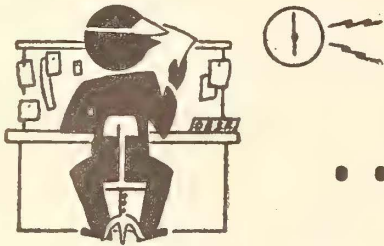
## KENTUCKY WALTZ

**On Records:** Rosemary Clooney—Col. 39333; Eddy Arnold—Vic. 20-0444; Bill Monroe—Col. 20013; Pee Wee King—Vic. 20-2263; Red Foley—Ernest Tubbs—Dec. 46311; Cowboy Copas—King 598; Lawrence Welk—Coral 24442; Jack Day—Flint 1786.

**On Transcriptions:** The Saddle Kings—MacGregor; Novatime Trio—Thesaurus.

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





## ...at deadline

### RTMA TO ASK CONGRESS FOR REGULATION W RELIEF

APPEAL for relief from Regulation W curbing credit on radio-TV set purchases, will be taken to Congress by Radio-Television Mfrs. Assn. following denial of relief by Federal Reserve Board.

Special RTMA committee named to handle project, with Philip Dechert, Philco Corp., as chairman. Group preparing testimony to present to House and Senate Banking & Currency Committees.

Reserve Board refused to amend regulation to permit application of TV set trade-ins against 25% down payment requirement or to transfer radio and TV receivers to household furnishings category and thereby cutting down payment to 15%. Board voiced belief present slump in TV set sales is not due to credit controls and doubted if relaxation of Regulation W would stimulate sales. Easing of rule for sets would create competitive inequities unless competing articles were given same relief, board held.

RTMA Tax Committee has given House Ways & Means Committee considerable data to support its opposition to Treasury's proposal to increase radio-TV excise tax from 10% to 25%. Higher tax would drastically affect sales and result in loss of revenue from income and excess profits taxes, largely offsetting added revenue obtained, RTMA contended. It pointed out market for TV sets must be found in lower income groups and suggested increased tax will delay growth of TV broadcast industry to profit-making status.

### HEAVY DEMAND NOTED FOR NARTB INAUGURAL

OVER 150 acceptances to NARTB inaugural dinner June 5 received less than week after announcement of affair, according to NARTB Washington headquarters. Harold E. Fellows, WEEI Boston, to be installed as president at dinner, to be held at Hotel Statler, Washington. Judge Justin Miller, now president, will become chairman of board.

Proceeds of \$20-per-plate dinner will go to Johnny Gillin Memorial Fund [BROADCASTING • TELECASTING, May 7]. Present indications point to attendance of several hundred.

### SHERRILL TAYLOR TO L. A.

SHERRILL TAYLOR, sales promotion manager of KSL Salt Lake City, named sales promotion director of KNX Hollywood and Columbia Pacific. He succeeds Tony Moe, named sales promotion director of KTSN (TV), CBS O&O outlet in Hollywood. Mr. Moe replaces Ralph Taylor. Changes effective May 28, according to Wilbur S. Edwards, director of KNX and Columbia Pacific.

### AT&T RELAY EXPANSION

AT&T today (Monday) is placing additional radio relay TV channels into service from Cincinnati and Columbus to Dayton, permitting Cincinnati and Columbus, which have been receiving TV network programs via Bell System facilities since 1949, to originate programs for network.

### BMB WINS TAX SUIT IN FEDERAL COURT

SUIT of Broadcast Measurement Bureau for exemption from federal taxes as nonprofit business league reported in favor of industry research agency by Tax Court of United States. Sum of around \$60,000 involved in litigation.

Decision permits dissolution of agency, on inactive status since last year. While assets of BMB go to Broadcast Audience Measurement, its successor, belief expressed NARTB can be reimbursed in large part for loans said to total around \$75,000. Another \$15,000 loan made by AAAA.

Stipulated facts in case submitted to court Oct. 28, 1949. Question involved was whether BMB was exempt from Federal income tax as business league under Sec. 101(7) of Internal Revenue Code. BMB contended it was not organized for profit and earnings did not go to shareholders. Suit involved tax for fiscal year ended June 30, 1946.

Court did not hand down general decision on this type of business operation but merely held that BMB was not taxable in view of manner in which books were kept.

### WIS. COMMITTEE FAVORS BILL LEGALIZING GIVEAWAYS

LOCAL & State Government Committee of Senate of Wisconsin recommended passage of bill providing for legal broadcast of radio and television giveaways in Wisconsin. If Senate votes approval this week, as did Assembly unanimously fortnight ago, and governor signs bill, Wisconsin will be first state to legalize giveaways by legislation.

Senate group, in executive session, voted down amendment to the radio bill legalizing bingo games for charitable organizations. When bill was first heard by committee last week, Wisconsin broadcasters appearing in defense of giveaways were Ben Laird, WDUZ Green Bay and president of Wisconsin Broadcasters Assn.; Howard Dahl, of WKBH La-Crosse; and George Frechette of WFHR Wisconsin Rapids, with Attorney Edwin Wilkey of state association.

### ALLISON TO RADIO SALES

MILTON F. (Chick) ALLISON, New York sales representative of WBBM Chicago, rejoins Radio Sales as account executive and Sam Maxwell Jr., WBBM salesman, replaces Mr. Allison, both effective today (Monday). Mr. Allison is former sales manager of WPEN Philadelphia and WLW Cincinnati. Mr. Maxwell has been on CBS sales staff since 1947.

### ARTHUR CHURCH HONORED

KMBC Kansas City President Arthur B. Church will be honored in special one-time CBS broadcast of *Brush Creek Follies* next Saturday, 9:30-10 p.m., in connection with KMBC's month-long celebration of Mr. Church's "30 years and 30 days" of broadcasting, CBS announced Friday. *Follies* has been KMBC local series for 14 years. Special network show will include dedication ceremony for KMBC Radio and TV Center.

## Closed Circuit

(Continued from page 4)

effective date if stations insist on adhering to notice clause of affiliation contracts. No have there been cancellations.

SURVEY of FM set demand among distributors in two-score areas, near completion at NARTB, expected to show supply inadequate in over four-fifths of cases.

YOU CAN write off Kearney resolution (Res. 214) for select committee investigation of FCC, unless there are extenuating circumstances not now foreseen. New York Representative introduced resolution "by request" and it was aimed at FCC reorganization plan setting up Broadcast Bureau. Since participants apparently are "satisfied" with appointments thus far made, resolution probably won't be pressed.

"TELEVISION is doing to Warner Bros. what Warner Bros. did to the silents." That comment from Hollywood motion picture-radiation personage after story broke that Warner Bros. would sell their empire for \$25 million. Deal since called off, but likely to be revived (see story, page 76).

IN RE strained feeling over standby fee charged by Television Authority for show using armed services talent, George Heller, national executive secretary, may call on Dept. of Defense this week. Unfavorable newspaper publicity may have prompted personal visit to attorney for department.

ATTENTION educators and regulators: NARTB's TV organization will give telecasters chance to build up record on their most under-rated achievement—educational programming. Some educators bemoan purported dearth of instructional programs; its opposite secret that many professors and instructors suddenly become dollar conscious if approached to ride TV airwaves.

### BELMONT ANSWERS

BELMONT DISTRIBUTOR Inc., Chicago, in cooperation with Belmont Radio and its subsidiary, Raytheon TV, same city, began six-week campaign Thursday in *Chicago Tribune* with full-page ad answering, "Should I wait awhile or buy a TV set now?" Firm answered 11 questions about prices, quality, new UHF channel, excise taxes, credit regulations and color. All six ads will center on theme that public should buy now. Agency is Cow & Dangler, New York.

### MONTEREY STATION SALE

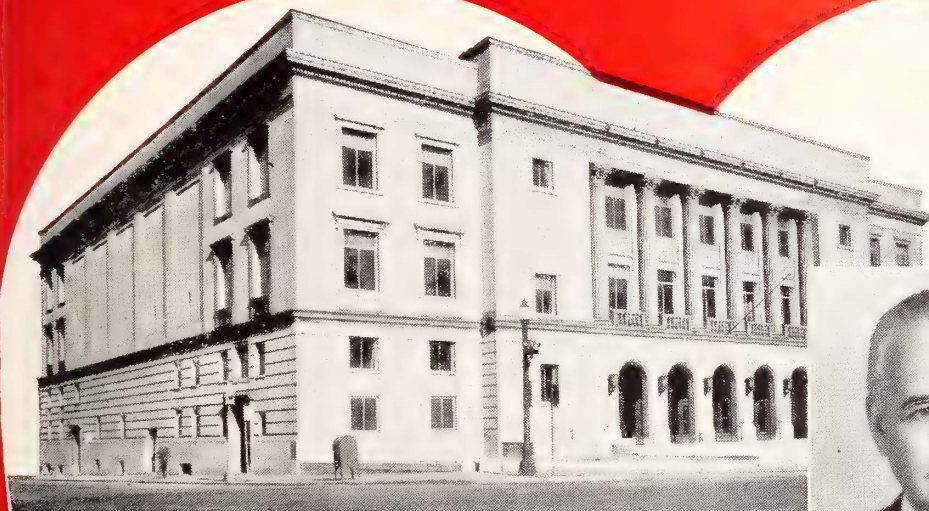
APPLICATION for sale of KMBY Monterey, Calif., to be filed with FCC in few days. Purchasers are Kenyon Brown, KWFT Wichita Falls, Tex.; George L. Coleman, California Oklahoma businessman, and with Mr. Brockstock owner in KGLC Miami, Okla., and Harold L. Crosby Jr., of Bing Crosby Enterprises. Price understood to be near \$50,000. Present owners of KMBY are L. John Miner and T. R. Wrathall, operating as Monterey Broadcasting Co., partnership. KMBY is 250 w out on 1240 kc.

### KFSB SUES BALL CLUB

KFSB Joplin, Mo., filed \$15,000 damages against local baseball team in wake of cutoff of May 8 broadcast of Cardinal-Giant National League game. Circuit court earlier had hearing May 17 on KFSB plea for injunction against ban of St. Louis broadcasts with Joplin team plays at home. Injunction involves Griesedick Brewing Co., Ruthrauff Ryan and Joplin team.



*For "Thirty Years and Thirty Days"  
... and Years to Come ...*



Thirty years ago, on April 21, 1921, KMBC of Kansas City, first radio station in the Heart of America, was founded. For three decades, KMBC has grown — broadcasting in the public interest to the highest degree — developing confidence and loyalty among its millions of listeners — rewarded with audience preference in total rated hours almost 3 to 2 over the closest competition.

For thirty years, the "Heart of America", too, has been enjoying a phenomenal growth — population is greater by 52 per cent. It has prospered — retail sales have increased by three quarters of a billion dollars. Higher ratings, greater population, more money can mean but one thing to KMBC advertisers — lower cost per thousand listeners.

Down through the years, KMBC has remained "first" in radio in the midwest. Kansas City has taken its place among the first markets in the nation.

Now, after thirty years and thirty days, The KMBC-KFRM Team is proud to announce, combined with the 30th Anniversary, the Grand Opening on May 19th, of its new home — a rededication of itself to the service of listener and advertiser — the representation of faith in the future of broadcasting and in the market it serves now ... and years to come.

*Arthur Church*

*30th Anniversary*

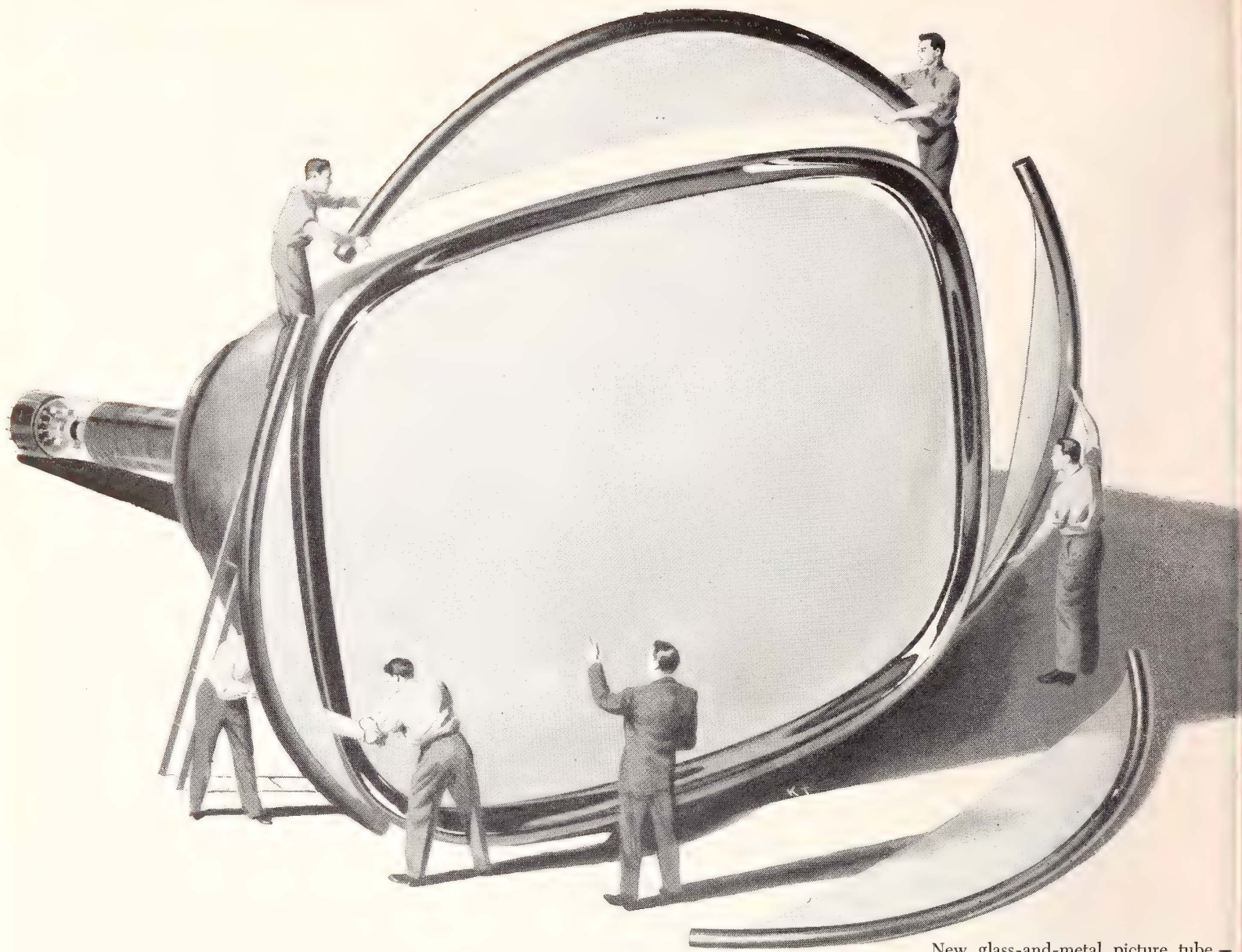


*The* **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE

— PROGRAMMED BY KMBC





New glass-and-metal picture tube — developed by RCA scientists and engineers—gives a 17-inch television picture in a 20% smaller cabinet.

## *Now—television "squares away" with a Bigger Picture—smaller tube!*

Ideal for mass production techniques, compact, light in weight, and lower in cost, RCA's glass-and-metal picture tube was a major advance in television history.

Now comes still another advance—based on principles developed at RCA Laboratories—a *rectangular* glass-and-metal kinescope. Engineered for the big 17-inch pictures you want in a receiver that takes up *less* cabinet space—as much as 20% less—the new kinescope gives you finer pictures

than ever before . . . in brilliant focus over every inch of your television screen.

And, as another step ahead, RCA's rectangular picture tube offers an improved type of Filterglass faceplate . . . *frosted* Filterglass—it cuts reflection, and gives sharper picture contrast.

\* \* \*

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.



See the new RCA Victor home television receivers—with the 17-inch rectangular picture screen—at your RCA Victor dealer's today.



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*