

# TELECASTING

A Service of BROADCASTING Newsweekly

## IN THIS ISSUE:

## IT PAYS TO SPOT

### What America Sees and Hears

Spot Television is the fastest growing advertising medium today for three very good reasons—

- ...the number of sets keeps increasing
- ...sets-in-use keep expanding, both day and night
- ...local TV programs keep improving.

These twelve stations are out in front in all these respects. In addition, their markets are among the most prosperous in the country. That's why advertising schedules on these Petry TV represented stations pay off many times over.

WSB-TV .....Atlanta  
 WBAL-TV .....Baltimore  
 WNAC-TV .....Boston  
 WFAA-TV .....Dallas  
 KPRC-TV .....Houston  
 KFI-TV .....Los Angeles  
 WHAS-TV .....Louisville  
 KSTP-TV ....M'p'l's-St. Paul  
 WSM-TV .....Nashville  
 WTAR-TV .....Norfolk  
 KPHO-TV .....Phoenix  
 WOAI-TV .....San Antonio

REPRESENTED BY

## EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES  
 DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



FCC Works Toward  
 Freeze Easing  
 Page 59

Telefile: WFAA-TV  
 Page 60

TV Standards—  
 An Editorial  
 Page 61

Latest Set Count  
 By Markets  
 Page 64





## "What job's best for me...?"

"Careers Calling," a weekly program telecast Thursdays at six-fifteen during which young citizens seek vocational guidance from leaders of business and industry. The program is presented under the auspices of the Vocational Guidance Department of the Wilmington, Delaware, Public Schools and the Chamber of Commerce.

*This program is one of many local features carried by this station in an endeavor to meet the public needs of the community it serves.*

A STEINMAN STATION



# WDEL-TV

WILMINGTON • DELAWARE

**WDEL** AM *Represented by*  
TV FM **ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles**



# 'PARTIAL' FREEZE LIFT?

## FCC Action Expected Soon

FCC SOURCES last week indicated the Commission is vigorously proceeding with consideration of its original proposal for a "partial" lifting of the television freeze, announced concurrently with the further revised TV allocation plan [BROADCASTING • TELECASTING, March 26, et seq.].

Action on the partial freeze lift, seen slated for some modification over the earlier proposal, may be forthcoming within the next fortnight, or soon after the June 11 deadline for filing of replies to the initial comments of May 7 on the Commission's revised TV allocation.

Some action on the partial thaw is expected to be reported at least before commencement July 9 of the hearing on city-by-city allocation proposals.

It appears at present that the Commission will proceed to lift the freeze on grants of new VHF stations so far as the U. S. territories are concerned. Further, some relief is expected on improved facilities for existing VHF stations in certain areas.

There appears to be some doubt, however, on the question of the proposed lifting of the freeze on new station construction in the UHF. Some Commission sources have expressed the belief it will be impossible to lift the UHF freeze

separately in the U. S. without seriously affecting the general allocation picture, since UHF and VHF have been so closely tied together in so many areas, particularly through the intermixture principle.

While this was the situation last week, other developments may ensue to require reconsideration of the proposal in other respects. The Commission staff still is studying the 700-some initial comments to the revised allocation plan to determine their effect on the partial freeze lifting proposal.

Some thought has been given to lifting of the freeze in the U. S. for VHF as well, in those areas where no comments or complaints have been filed. It's generally believed, however, that this would not be possible from an engineering standpoint if an efficient, long-range allocation plan is to be worked out.

Whether involving UHF or VHF, any "partial" freeze lift on new station grants in the U. S. would constitute a final allocation as far as the facilities involved are

concerned. This would make FCC vulnerable to litigation.

The decision FCC must make in the next few weeks is: Whether to expedite TV development by making final allocations in uncontested areas, and risk court action possibly enjoining the entire allocation plan, or to hold off all new station action in the U. S. until it can work out the integrated plan.

### First Reply Reported

What is believed to be the first reply in opposition to initial comment was reported last week for the City of Milwaukee. In a detailed brief, signed by Mayor Frank P. Zeidler, the city objected to request of WISN and WFOV there to remove VHF Channel 10 reservation and substitute UHF reservation.

Milwaukee cited its population of 630,000, its cultural and educational institutions and achievements and progress in use of audiovisual aids in the public schools, which have an annual budget of nearly \$20 million.

The city explained "it is impos-

sible at this time to carefully determine matters pertaining to budget, engineering and program operations," but said "a representative group of leading citizens in the community has been appointed for the purpose of studying and advising with respect to the whole subject of noncommercial, educational television, with particular emphasis in regard to the most advantageous use of such reserved channel."

Success of informational programs by city departments on WTMJ-TV there also was pointed out. "Thus Milwaukee now uses commercial television where it can," the petition said, "but this only emphasizes the need for a greater use of the medium on a permanent basis and under public control."

In Philadelphia, where the city and Chamber of Commerce are on record for addition of VHF Channel 12 as a commercial facility, the Board of Public Education is seeking a VHF channel for noncom-

(Continued on page 66)

## CBS-HYTRON

### Deal Set for Completion By June 15

CBS's acquisition of Hytron Radio & Electronics Corp. and consequent entry into the radio and television manufacturing field [BROADCASTING • TELECASTING, April 16] is slated to be consummated June 15, if stockholders of the respective companies approve the deal in meetings to be held June 13.

The transaction, involving an exchange of stock equivalent to approximately a \$20 million deal, has been approved by the boards of directors of both companies.

The CBS management is asking its stockholders to authorize issuance of 310,775 additional shares each of Class A and Class B stock, to be used in the exchange. Hytron stockholders would receive 31 shares of CBS \$2.50 par stock for each 100 shares of Hytron \$1 par common stock.

CBS would thus acquire Hytron, one of the oldest radio and television tube manufacturers in the U. S., and its subsidiaries, including Air-King Products Co., radio and television set manufacturer. Significantly, in view of other manufacturers' reluctance to build CBS-type color TV sets, CBS and Hytron officials have pointed out that Hytron, with its subsidiaries, "is more fully integrated than most other units in the industry," being

in a position to turn out tubes, sets and cabinets in addition to having facilities for stamping and plating chassis.

The "Columbia" name will be given to radio and TV sets and phonographs manufactured by Air-King, under present plans.

### Hytron Management

Direction of Hytron would remain in its present hands, and Hytron Chairman Lloyd Coffin and President Bruce Coffin, along with Air-King President David H. Cogan, would become CBS board members. Each of the three would receive \$50,000 annually, with additional compensation up to \$50,000 depending upon net income from Hytron and its subsidiaries.

Another Hytron executive, as yet unnamed, also would be named to the CBS board.

CBS stock outstanding as of May 7 was 958,428 shares of Class A and 758,924 of Class B. The CBS

stock which Hytron stockholders would receive in exchange for their Hytron shares would be divided equally between Class A and Class B.

In response to a CBS query, FCC last Wednesday advised that the proposed acquisition "did not appear" to affect transfer of Columbia control, as a stations licensee. Accordingly, it was held that Commission consent was not required.

FCC emphasized that this opinion was based on ownership information on file with the Commission and on the statement of control in the CBS letter of query. It was further said that the opinion "should not be construed as passing upon any effect upon CBS control which might flow from the failure of Messrs. [William] Paley, [Frank] Stanton and [Ralph F.] Colin, individually or collectively, to continue the voting control exercised by them at the last three annual stockholders' meetings."

Saying that the proposed deal probably does not raise any question of citizenship requirements under Sec. 310 (a), FCC did request that CBS file a full report on this subject when Hytron stockholders submit their shares for exchange for CBS stock.

### TV TIMETABLE

CURRENT "expert guesses" on prospective steps in final phases of FCC's TV reallocation proceeding and overall lifting of the freeze on new construction, imposed since Sept. 30, 1948, are as follows:

Today (May 28) or June 4—Color ruling expected from U. S. Supreme Court. How it may alter TV status is open question.

June 11—Deadline set by FCC for replies and counter-proposals to initial comments filed May 7 on revised allocation plan.

Mid-June—Possible target date for further report and/or action on FCC's proposed "partial" lifting of freeze.

July 9—Commencement in Washington of final hearing on city-by-city allocation proposals. Predictions on length of hearing range from two to nine months.

Mid-September (or mid-April 1952 if nine-month hearing)—Completion of hearing. FCC begins work on final report.

Mid-November (or mid-June 1952)—Report on final allocation. Announcement of target date on lifting freeze and two-month period to receive new applications.

Mid-January 1952 (or mid-August 1952)—Overall lifting of freeze. Commencement of processing of applications, issuing non-hearing grants, scheduling of comparative hearings.



Telefile



# WFAA-TV Marks First Year As Outlet Of 'Dallas News'

**S**OUTHWEST oil men and cowpunchers will tell you that there is a lot of Texan "know-how" in their special skills. Radio-TV people are equally cognizant of the finesse in the communications art in that expanse of country.

To be specific, there is Dallas, which combined with Fort Worth, forms a formidable market area. WFAA-TV Dallas, serving the two-city area, celebrated May 21 as its first year of operation under the direction of the A. H. Belo Corp., owner of *The Dallas Morning News*.

WFAA-TV credits its expanding operation to broadcast "knowmanship," as it coins it, which it built up over a period of nearly 30 years in the business of sound broadcasting.

The owners of WFAA got into the visual art when A. H. Belo purchased KBTB (TV) on Dec. 31, 1949, subject to FCC approval, from Tom Potter, Dallas oil man who had built the station. The purchase was approved and the deal consummated in the spring of 1950.

At that time, KBTB was programming 24 hours per week, with three quarter-hours sponsored. Twenty-seven commercial spots were scheduled.

Exactly one year later, the station has 68 hours of programs per week—an increase of 183%. There

now are 35 sponsored program hours. There are also 176 commercial spots on the air.

Population increase in the station's coverage area during the past 10 years "was a booming 50.1%," according to WFAA-TV. And retail sales in the Dallas-Ft. Worth markets also have shot up.

According to WFAA-TV estimates there are 1.5 million people in its coverage area. The station also quotes *Standard Rate and Data Service* figures and 1950-51 *Consumer Markets* to point out retail sales of \$1,464 per capita and a first-place among 19 major markets in the 500,000 to 1 million population category.

## Set Study Shows Dallas 61.8% of Total

A TV set study by the station tabulated 115,717 total sets in the Dallas-Fort Worth area, with Dallas having 61.8% of the total.

Opening day for the station under the WFAA call letters brought promotion personified, and in the spirit of the broadcast business. Coming with WFAA-TV's debut was the yearly banquet being held for the Belo Corp.'s employees. Because of the growing number of employees, it was decided to hold the banquet at the huge Automobile Bldg., the largest on Dallas' State Fair grounds.

For "knowmanship," W F A A

turned out its full roster of radio stars to perform on stage for a simulcast. After a feature film was shown, cameras and technical equipment were whisked back to the studios, located 15 miles distant, to take televiewers on a camera-eyed tour of facilities.

But that was merely a lick at the frosting. WFAA-TV has a longthumb list of special events, program hits and commercial acumen that it compiled during its year's operation under those call letters.

Here are some of them:

Special events category telecasts included the Dallas Charity Horse Show in May; opening of the State Fair Starlight Operettas in June; Secretary of State Dean Acheson's foreign policy speech in June (claimed exclusive); rodeos in June; the 1950 National Model Airplane Championship in July, and State Fair of Texas in October.

In the sports field telecasts have included top college football, the Cotton Bowl game New Years Day 1951, the National Women's Amateur Athletic Union's Basketball Tournament in January, and the U. S. Amateur Badminton Championship in March.

In addition were a special series of "sightseeing" telecasts in which the camera roved about the city taking in an aircraft manufacturing plant, a look at a newly de-

veloped Navy jet fighter plane, the city's aquarium, jail, and airport. For public service, the station chalked up its share of fund appeals and public campaigns.

A highlight program is *Webster Webfoot*, sponsored by Sanger Bros. department store 30 minutes across the board. Of this show, Chris Kelley, director of Sanger's public relations, wrote:

"If almost 15,000 registered club members to date at the headquarters in our boys department; double sales in Johnston Originals (little girls and boys dresses and suits), Poll Parrott and Proper Bilt Shoes; plus the sale of 110 dozen Webster Webfoot hats in the first 11 days are any indications of merchandising, then Jimmy Weldon and Webster Webfoot are a success by any measuring stick. . . .

## Personal Appearances During December

"His personal appearances at over 39 different schools, hospitals and churches during the month of December alone attest to his popularity but more important that human quality in giving of his time and talents to bring sunshine to others. . . ."

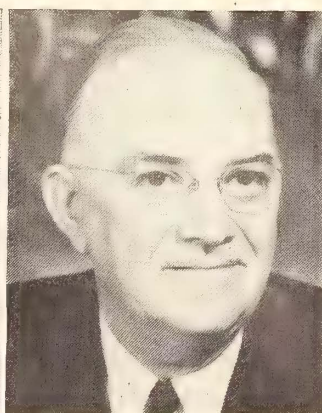
Another local department store, Titcher-Goettinger Co., backs a full hour shopping matinee every Thursday at 2 p.m.

Earl Hayes Chevrolet Co., dur-

(Continued on page 74)



Mr. NIMMONS



Mr. CAMPBELL



Mr. DEALEY



Mr. KEESE



Mr. MORONEY



# CCIR AGENDA

## To Study Common Line-Scan Pact

U. S. telecommunication authorities and industry representatives were priming last week for the sixth plenary assembly of the International Radio Consultative Committee (CCIR), which commences in Geneva June 5, to explore weighty technical issues.

High on the agenda are study group recommendations touching on various facets of international broadcasting and urging adoption of a worldwide agreement for compatibility of a common television line-scan frequency for the U. S. and various foreign countries.

Heading the U. S. delegation, which was slated to sail for Europe this past weekend, is Harvey Otterman, associate chief, Telecommunications Service, State Dept., who is chairman. George Turner, chief of FCC's Field Engineering & Monitoring Div., and Newburn Smith, National Bureau of Standards, will serve as vice-chairman of the 20-man entourage which also includes Neal McNaughten, NARTB engineering director and international chairman of the broadcasting task force (Study group 10).

### Many Considerations

At stake, aside from the proposed common TV line-scan pact which already has U. S. support, are a number of recommendations covering high frequency broadcasting antenna systems, single side bands applicable to all frequencies (low, medium, high), standardization of recordings among all countries and a host of other engineering topics.

Frequency allocations are not involved in the forthcoming conference, which will convene to consider proposals evolved by 13 study groups over a long period.

Inherent in the Geneva confer-

ence is the State Dept. hope for consummation of an international agreement which would achieve compatibility between the 525-line, 30-frame system of the U. S. and the 625-line, 25-frame standard favored by most European nations.

American authorities hope to bring into line seven European countries — Belgium, Italy, Denmark, Netherlands, Austria, Sweden and Switzerland—all of which have indicated intent to adopt a 7-mc bandwidth with the 625-line

system. On the U. S. side are Canada, Mexico, Cuba and—according to best sources—the Soviet union.

U. S. authorities have stressed that standardization of TV line and frame rates would involve "only very minor" adjustments of existing equipment. Proposal is that 17,000 be established as a common denominator compared to 17,500 under the U. S. system.

A third proposal embraces utilization of the 819-line system, in which the USSR and Belgium re-



**AWARD** for the best television program produced by any public utility in 1950 went to East Ohio Gas Co. for its five-a-week afternoon feature, *The Women's Window*, on WEWS (TV) Cleveland. Well pleased with the distinction and some 3,000 letters are (l to r) Jack Hartley, WEWS program director; Ethel Jackson, star of the women's program, and Harold E. Eckes, advertising manager of East Ohio. Program was entered in the Better Copy Contest, sponsored annually by the Public Utilities Advertising Assn., through Ketchum, MacLeod & Grove Inc., advertising agency for the gas firm. Winner was announced by the committee during the association's annual convention at the Hotel New Yorker, New York, May 18. Mr. Eckes accepted the award for East Ohio, which has sponsored the 30-minute afternoon program since August 1949. Format is devoted to recipes and household hints.

portedly have experimented. France has adopted the 819 method by Presidential proclamation.

Italy, a Marshall Plan recipient of U. S. TV equipment, originally backed the 625-line system, but has since purchased equipment from the United Kingdom and has been experimenting with 525 lines.

These factors will be incorporated in the report to be submitted by CCIR Study Group 11 during the Geneva session.

### Delegates

Other members of the delegation are:

Edward W. Allen, chief, Technical Research Div. and William F. Minners, electronics engineer, Marine Div., FCC; Dana Bailey, William Crichlow and William D. George, National Bureau of Standards; Warren B. Burgess, National Research Lab (U.S. Navy Dept.); Edward Bemis, American Telephone & Telegraph Co.; John B. Coleman, J. H. Dillinger and Cornelius G. Mayer, RCA; Donald G. Fink, McGraw-Hill Publications (*Electronics* magazine); Maj. Earl T. Holliman, U. S. Army Signal Corps; Wayne Mason, telecommunications attache at Berne, Switzerland; Haraden Pratt, American Cable & Radio Corp.; Charles C. Taylor, Bell Telephone Labs; Florence Trail, Telecommunications Policy Staff, State Dept.

CCIR subcommittees originally became active under a recommendation adopted during the 1948 Stockholm conference, with appointments of 13 study groups each dealing with a phase of international radio. Actually study of international radio problems has been carried on for over 20 years.

## Eddie Cantor Signs

NEW TELEVISION contract with Eddie Cantor for the 1951-52 season has been signed by NBC-TV, the network announced last week. Mr. Cantor was the first star to appear on *The Colgate Comedy Hour*.

## TV Standards

THE NARTB's Television Program Standards Committee argues, with good sense, that telecasters had better begin to look for dust under the rug, rats in the attic, and possibly for assignations behind the barn, with a view to cleaning up such conditions, if they exist, before public sanitation forces move in.

At this point, the committee has made clear in its letter to TV stations a fortnight ago, nobody knows whether the house *needs* tidying, although a lot of articulate gossips, like the FCC and some moral-improvement societies, have loudly said they suspected it did. The sensible thing for telecasters to do, before the gossip reaches the attention of the cops, is to make certain that if housecleaning is necessary, it is done in a hurry—and by the people who own the house.

About a year ago, some telecasters in NAB got to worrying about their housekeeping, because the same gossips were complaining that TV necklines were dropping out of sight and comedians were turning blue. At that time a few of the broadcasters talked up the idea of a TV code, similar to the NAB's Standards of Practice. We were against that then, and we still are.

Our thesis was and is that a code serves only to express the attitudes of the majority that adopts it and practices its principles anyway, and in no way is it a deterrent to the minority whose excesses it is intended to cure. There is no evidence that the NAB code has changed the habits of any radio station that did not believe in its principles before they were formalized in a code.

Now does that mean that self-correction is impossible? Not at all. What the Television Standards Committee is doing is exactly what it ought to do. It has set itself the job of finding out exactly, by an examination of program logs, how much of what is on the air when.

If its study of the logs shows that there has been poor balance between the amount of commercialism and the amount of programming, between the amount of network programming and the amount of local material, the mere revelation of such practices is as sure to correct them as would the laborious writing of a code. Indeed revelation would probably be more effective than a code, since codes are unenforceable and, besides, are apt to be forgotten once they are in type.

## AN EDITORIAL

There is a second function that might well be assumed by the Television Standards Committee. That is to represent the telecasters when critics begin sounding off, about bad taste on the air. In recent months members of the clergy have made serious charges about television immorality. None of these attacks specified the offenses that were charged; they just took the form of general complaints.

Nobody has faced up to these accusers with a demand that they state their case and thus enable the telecasters to form an answer. In the absence of such defense, the attacks stand on the record as unanswerable, which they are not, simple because nobody challenged the accusers to prove the accusation.

The Television Standards Committee, it seems to us, ought to become a standing committee, on the one hand regularly looking for dust under the rug and rats in the attic and on the other protecting the orderly housekeeper from irresponsible gossips in the neighborhood.

To delay the committee's work, or inhibit it by non-cooperation, is to invite undesirable action from the FCC which already is toying with the idea of a Blue Book for television.



# AGENCY IMPACT

## New Dawn For Commercials

By RICHARD MARVIN  
INDEPENDENT PROGRAM  
WRITER-PRODUCER

AMONG the many changes brought about by television is a revised picture of the functions of an advertising agency. In the earlier days—pre-radio—copy was king, and accounts were won or lost on the basis of copy ability. Agencies emphasized campaigns which did a job largely through the effective and sometimes spectacular use of words.

Then came radio, and all of a sudden the strategy changed. The agency was in the show business! Radio directors who could sustain a good ratio between successful shows and flops became the glamour boys of the business. Ratings were important, so important that the "copy" on shows, the commercial, was frequently relegated to secondary consideration. It was no uncommon event for the entertainment portion of a show to be masterminded by thousands of dollars worth of specialized talent, and the commercials written by a cub in the back room.

Hours and hours were spent on casting and rehearsing the entertainment, while the commercial was written in 30 minutes to meet a deadline—and then only got a fast going-over on the dress rehearsal before it hit the air! Needless to say, many of the commercials were pretty painful, and the public resistance they built up was more than justified.

Equally saddening is the fact that—judging from appearances—in many cases the balance of time and effort between program content and commercials established in radio has been carried over into TV shows.

### Agencies' Opportunity

Yet TV offers agencies an opportunity to return to the field of being *advertising* experts, instead of trying to live up to a hard-to-maintain position as showmen. For the time being, at least, the entertainment portion of by far the majority of TV programs is in the hands of the packagers and the networks. These boys handle everything concerning program entertainment and presentation, and the agency's glory and prestige in showmanship has declined to the point where—if they're nice about it—they're permitted to make suggestions which may or may not be followed.

A few agencies have been able to resist this situation. They have established large, and expensive, corps of TV experts who have succeeded in achieving what might be called "studio parity" with the people who control the shows. Some, with memories of their radio successes still in their minds, have gone to the extreme of creating and wholly producing their own TV shows, with the packager out

of the picture, and the network in secondary position.

But the majority of agencies, not relishing the expense involved in such grandiose operations, have accepted the thankless role of supervisory activity as far as the entertainment is concerned, confining their creative effort solely to the commercials.

Agencies located away from the centers of TV production have a still greater problem. They cannot even be in the studio, en masse, when programs, including commercials, are being put together, rehearsed and telecast.

Thus if the shows themselves are to be controlled by packagers and networks, why should an advertiser buy a program through an agency which is unable, or unwilling, to assemble a unit of TV showmen, when for the same price the same program may be purchased through another agency which is knee-deep in TV program experts? Somewhere along the line a factor must be developed which can be made to work on the side of the agency which functions only in a supervisory capacity.

This factor might well be emphasis on the old-time function of an advertising agency—realization that the pendulum has swung—concentration on clear, sharp, brilliant, dynamic copy; well expressed

in outstanding commercials. Brains are brains, and no agency has a monopoly on them! There's no reason why an agency which has a competent staff, and yet which has not gone whole-hog on TV specialists, cannot turn out prize winning commercials.

Of course, doing "better" commercials is quite a job! First of all it means that TV commercials must be moved up to where they are a primary responsibility of the top creative talent the agency can muster. This does not mean that *only* the top people should work on them. *Everyone* should work on them! Maybe the best basic ideas will come from secondary people, to be polished and refined by the top echelon.

### Need Brainpower

But it does mean no more whipping commercials together at the last moment. No more having them read off-camera by an hysterical announcer, while pictures of the product are being shown. No more having a pretty girl in a low-cut dress read from a card held below the camera lens. Commercials must have more brainpower behind them! They must be written and re-written... rehearsed and re-rehearsed. They must receive the same amount of blood, sweat and tears which go into the normal creation and pro-

RICHARD MARVIN taught "Writing Radio Commercials" at Northwestern U., and was responsible



Mr. Marvin

for the introduction of several types of commercials. Now a freelance writer and producer concentrating on television, in this article he urges advertising agencies to stop worrying about the domination of packagers and networks in the TV program field, and to regain their lost stature with better commercials.

duction of the rest of the show.

They should even be cast, well rehearsed and auditioned—yes, auditioned! This audition should be seen by the brain-squad which created them, and these people should be given ample time and opportunity to reject, revise, edit and polish. When the commercials are finally used on the air they should reflect the very best of the agency's thinking and presentation.

The agency needs showmen, of course, to supervise and act as watchdogs on various "packages" they have on the air. These same men can be helpful in carrying commercials forward from the paper version to the live interpretation, particularly as their knowledge and experience may be utilized to make commercials natural and lifelike. In fact, agencies which have permitted a barrier between commercial writers and program people would do well to tear it down rapidly, as one basically should complement the other.

If the premise is that exciting, well done, well presented, selling commercials can be the equalizing factor among agencies handling TV, then it would seem there would be a definite advantage in agencies which have not gone in for large TV staffs to establish—now—a creative cadre of writers, artists and producers, and to make a major agency project out of proving to their clients that while they only supervise the programs, they give top time, top effort and top thinking to the commercial portions of the shows and turn out the best darn commercials in the business!

## NCAA PLAN Grid Ban Protest Formalized By Georgia Tech Club

GEORGIA Tech was officially requested last week by the Georgia Tech Club of New York, an alumni group, to protest efforts of the National Collegiate Athletic Assn. to enforce a football telecasting monopoly.

Text of a resolution unanimously adopted May 15 by the club [BROADCASTING • TELECASTING, May 21] was sent to Col. Blake R. Van Leer, Georgia Tech president. Col. Van Leer was urged to protest the NCAA action as an invasion of the college's community rights, to be enforced by threat of boycott and expulsion.

The NCAA TV steering committee was to meet Friday in Philadelphia (see sports story page 25).

In a letter of transmittal to Col. Van Leer, Edgar Kobak, WTWA Thomson, Ga., past president of the New York alumni club, said that in Tech's case "we feel that the discrimination is even greater than with most colleges, not only because of your pioneering in Atlanta but also because Tech, owner of WGST, itself seeks a TV channel for the future. To lose your right to televise football in Atlanta could destroy a very valuable asset."

Text of the club's resolution follows:

### WHEREAS,

Members of the NCAA voted at Dallas in favor of a comprehensive testing program to help determine the effect of television on college football attendance,

### AND WHEREAS,

The Committee charged with this

responsibility has devised a plan which definitely invades the community rights of an individual college located in a network area; and, by the threat of boycott and expulsion, places the local college at a disadvantage by preventing the television of its own games locally while authorizing colleges from other parts of the country to televise when the local college is playing—thus preventing a comprehensive test,

### AND WHEREAS,

The Georgia Institute of Technology was the first college to televise its football games in Atlanta, and has done so under local sponsorship for the two years TV has been available, thus building a valuable community asset which should not be handed over to others by threats, pressure or a national sales plan without further testing,

### BE IT RESOLVED,

That the President of the Georgia Institute of Technology be requested to protest this discriminatory action which is without precedent in the field of sports,

And, that the President send this protest to the Chairman, NCAA Television Committee.

Approved unanimously at the Annual Meeting of the Georgia Tech Club of New York on May 15, 1951.

## Union Oil Using TV Spots

UNION Oil Co. of California, Los Angeles, one-time heavy user of regional network and spot radio, has started an extensive television campaign promoting "Royal Triton" motor oil in some 22 cities outside its regular seven state western marketing area. Using one-minute, custom-built, filmed commercials, firm is utilizing Class A station time. Total of 156 spots are being used in each market on more than 40 stations to date. Contracts extend from 20 to 26 weeks. With establishment of new markets, more stations will be added. Agency is Foote, Cone & Belding, Los Angeles.



**MR. SPONSOR:**



# 6 Weeks on WJBK-TV ... 25% SALES INCREASE!

May 1, 1951

Mr. R. E. Jones, Gen. Mgr..  
WJBK-TV  
Masonic Temple,  
Detroit, Michigan

Dear Dick:

Thought you might be interested in knowing about the gratifying results we have been getting on a participation basis on the WJBK-TV "Ladies Day" show.

We selected a key product which had little previous advertising, checked the route sales averages a month before, and featured it on "Ladies Day" five days a week for six weeks. During this period the product was not advertised through any other medium.

At the end of the six weeks run, we again checked route averages and found they had increased 25% in sales.

Another spot check of the same test product, three weeks after we had been off the program with no other advertising, showed even higher sales. This proves to us, not only the sales results of advertising on WJBK-TV, but also the continuing effect of your sales punch.

Of course, we have no way of determining the amount of goodwill we are getting—"meeting" each day with the women's clubs that attend "Ladies Day"—but we feel it plays an important part in merchandising our products.

Sincerely yours,

FARM CREST BAKERIES, INC.

*Ralph L. Recor*

Ralph L. Recor  
Sales Department

RLR/eb

You, too, can get real results the easy way. Let WJBK's tremendous listener-response give your sales the boost that pays off in higher sales results. Smart advertisers know that sales success in booming Detroit is spelled W-J-B-K.



# WJBK -AM -FM -TV DETROIT

The Station with a Million Friends

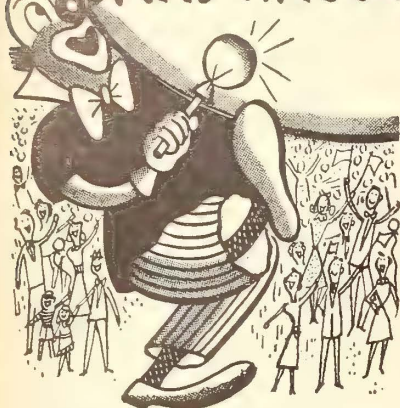
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.



WSPD-TV

# 500,000 on the BANDWAGON



It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at...

125,000

13

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

## WSPD

TOLEDO, OHIO

A PORT INDUSTRY STATION  
5000 WATTS • NBC



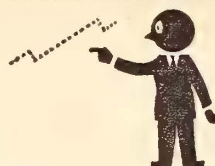
Represented by  
THE KATZ AGENCY, INC.

## WSPD-TV

CHANNEL 13

Net Sales Hq: 488 Madison Avenue,  
New York 22, ELdonado 5-2455

## telestatus



## Food and Automobiles Top L. A. Advertisers

(Report 165)

AVERAGE one hour on TV in Los Angeles contains 53 minutes and 10 seconds of program time, five minutes and two seconds of spot announcements and one minute and 48 seconds of station breaks. Drama and comedy-variety programs account for 44.5% of all the shows on TV locally.

Food and automobiles accounts do more than 30% of the advertising on the seven Los Angeles TV stations. If either or both of these products should be rationed and reduce advertising, it would be a serious blow to the television industry commercially.

These facts were presented by William H. Sener, head of the radio-TV department of the U. of Southern California, speaking at an Advertising Club of Los Angeles meeting.

With the assistance of seven graduate students, he compiled the *Southern California Television Index*, first study of its kind of the local video market. Each student observed programs for one week on one Los Angeles TV station. Comparisons were made with the same station a year ago.

The number of programs available to the average viewer in the Los Angeles area increased more than one-third during the year, the USC survey shows. Programs also got better, it indicated.

Food advertising increased

1,200% in the past year, to be in first place in sponsored quarter-hours with 24.9%, Mr. Sener said. Last year, he pointed out, food was in third place with 15.5%.

Automobiles are the second biggest TV advertisers in the Los Angeles market, with 20.3%. Last year, cars were in first place with 21.8%.

"Ten product groups out of the 28 different items advertised on TV do more than 90% of the commercials," Mr. Sener continued. "By product groups, TV has not really tapped the market."

\* \* \*

## Program Types Tallied by The Pulse

MORE than nine hours of additional TV network time were devoted to comedy-variety, drama and interview type programs during the period of April 1-7 than March 1-7 in 17 cities surveyed by The Pulse Inc., New York, as reported in Multi-Market TelePulse last week.

Top 10 program types and their ratings for April 1951:

|                             | Avg.<br>Rtg. |
|-----------------------------|--------------|
| Boxing                      | 22.2         |
| Westerns                    | 20.7         |
| Talent Programs             | 17.8         |
| Drama and Mysteries         | 17.5         |
| Comedy Situation            | 14.7         |
| Comedy-Variety              | 14.2         |
| Musical Variety             | 13.3         |
| News                        | 11.9         |
| Kid Shows                   | 11.7         |
| Quiz-Audience Participation | 11.7         |

## Berle Leads Top 15 Sponsored Network Shows

MILTON BERLE (*Texaco Star Theatre*) headed the first 15 sponsored network TV programs in popularity during May 1-14, according to the Hooperatings Pock-etpiece for May, released last week.

The first 15 sponsored network programs with their ratings:

| TV-Home Hooperatings                                       |      |
|--|------|
| 1. Texaco Star Theatre—Berle                               | 43.5 |
| 2. International Boxing Club—Louis vs. Agramonte, 5/2 only | 37.9 |
| 3. Show of Shows—Caesar, Coca                              | 34.2 |
| 4. Fireside Theatre  | 31.9 |
| 5. Comedy Hour—Phil Silvers, 5/6 only                      | 31.6 |
| 6. Godfrey's Talent Scouts                                 | 31.0 |
| 7. Your Hit Parade   | 31.0 |
| 8. Philco TV Playhouse                                     | 30.3 |
| 9. Martin Kane, Private Eye                                | 27.7 |
| 10. Cavalcade of Sports—Cartier vs. Hairston, 5/11 only    | 27.5 |
| 11. Toast of the Town                                      | 26.7 |
| 12. Ken Murray Show  | 26.6 |
| 13. Mama   | 26.4 |
| 14. Lights Out   | 26.3 |
| 15. Studio One   | 26.0 |

### Special Events

|                                |      |
|--------------------------------|------|
| President Truman's Speech, 5/7 | 19.9 |
|--------------------------------|------|

\* \* \*

## Comedy Tops Drama In Nielsen Ratings

COMEDY topped drama in the national Nielsen ratings for the top 10 television programs for the two weeks ending April 21. *Texaco Star Theatre* led the parade with *Frigidaire Comedy Hour* second in line. Top drama program was

(Continued on page 71)

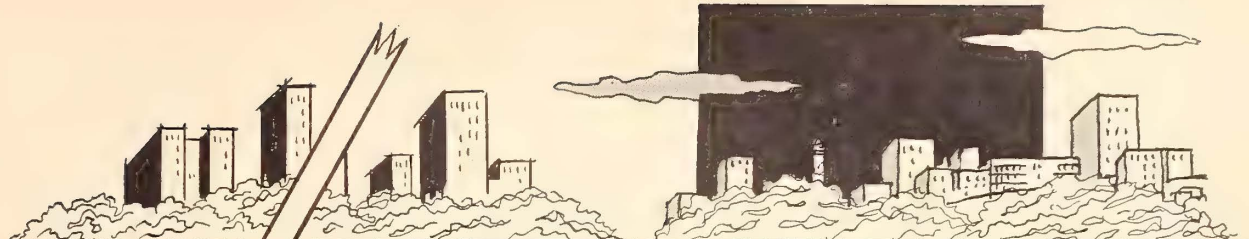
## Weekly Television Summary—MAY 28, 1951, TELECASTING SURVEY

| City                 | Outlets On Air                                 | Sets in Area | City            | Outlets On Air                                 | Sets in Area |
|----------------------|--|--------------|-----------------|--|--------------|
| Albuquerque          | KOB-TV   | 7,400        | Louisville      | WAVE-TV, WHAS-TV                               | 89,500       |
| Ames                 | WOI-TV   | 56,161       | Memphis         | WMCT   | 86,221       |
| Atlanta              | WAGA-TV, WSB-TV                                | 115,000      | Miami           | WTVJ   | 65,000       |
| Baltimore            | WAAM, WBAL-TV, WMAR-TV                         | 297,368      | Milwaukee       | WTMJ-TV  | 238,524      |
| Binghamton           | WNBF-TV  | 38,150       | Minn.-St. Paul  | KSTP-TV, WTCN-TV                               | 256,400      |
| Birmingham           | WAFM-TV, WBRC-TV                               | 46,200       | Nashville       | WSM-TV   | 29,062       |
| Bloomington          | WTTV   | 16,400       | New Haven       | WNHC-TV  | 153,800      |
| Boston               | WBZ-TV, WNAC-TV                                | 731,638      | New Orleans     | WDSU-TV  | 62,150       |
| Buffalo              | WBEN-TV  | 201,972      | New York        | WABD, WCB5-TV, WJZ-TV, WNBT                    | 2,250,000    |
| Charlotte            | WBTV   | 77,627       |                 | WOR-TV, WPIX                                   |              |
| Chicago              | WBKB, WENR-TV, WGN-TV, WNBQ                    | 906,210      | Newark          | WATV   |              |
| Cincinnati           | WCPO-TV, WKRC-TV, WLWT                         | 275,000      | Norfolk         | WTAR-TV  | 67,309       |
| Cleveland            | WEWS, WBNK, WXEL                               | 470,487      | Oklahoma City   | WKY-TV   | 87,636       |
| Columbus             | WBNS-TV, WLWC, WTVN                            | 176,541      | Omaha           | KMTV, WOW-TV                                   | 78,370       |
| Dallas               |  |              | Philadelphia    | WCAU-TV, WFIL-TV, WPTZ                         | 834,000      |
| Ft. Worth            | KRLD-TV, WFAA-TV, WBAP-TV                      | 117,068      | Phoenix         | KFHO-TV  | 37,900       |
| Davenport            | WOC-TV   | 56,384       | Pittsburgh      | WDTV   | 260,000      |
| Quad Cities          | Include Davenport, Moline, Rock Is., E. Moline | 190,000      | Providence      | WJAR-TV  | 145,000      |
| Dayton               | WHIO-TV, WLWD                                  | 464,135      | Richmond        | WTVR   | 73,992       |
| Detroit              | WJBK-TV, WWJ-TV, WXYZ-TV                       | 55,890       | Rochester       | WHAM-TV  | 81,417       |
| Erie                 | WICU   |              | Rock Island     | WHBF-TV  | 56,384       |
| Ft. Worth-Dallas     | WBAP-TV, KRLD-TV, WFAA-TV                      | 117,068      | Quad Cities     | Include Davenport, Moline, Rock Is., E. Moline |              |
| Grand Rapids         | WLAV-TV  |              | Salt Lake City  | KDYL-TV, KSL-TV                                | 45,100       |
| Kalamazoo            | WFMV-TV  | 115,600      | San Antonio     | KEYL, WOAI-TV                                  | 45,490       |
| Greensboro           | KPRC-TV  | 66,972       | San Diego       | KFMB-TV  | 97,500       |
| Houston              |  | 76,684       | San Francisco   | KGO-TV, KPIX, KRON-TV                          | 179,100      |
| Huntington           | WSAZ-TV  | 41,300       | Schenectady     | WRGB   | 155,100      |
| Charleston           | WFBM-TV  | 148,000      | Albany-Troy     | KING-TV  | 83,300       |
| Indianapolis         | WMBR-TV  | 32,000       | Seattle         | KSD-TV   | 289,000      |
| Jacksonville         | WJAC-TV  | 87,275       | St. Louis       | WHEN, WCYR-TV                                  | 120,671      |
| Johnstown            |  |              | Syracuse        | WSPD-TV  | 125,000      |
| Kalamazoo            |  |              | Toledo          | KOTV   | 74,140       |
| Grand Rapids         | WKZO-TV  | 133,122      | Tulsa           | WKTU   | 42,000       |
| Kansas City          | WDAF-TV  | 118,523      | Utica-Rome      | WMAL-TV, WNBW, WTOP-TV, WTTG                   | 261,300      |
| Lancaster            | WGAL-TV  | 97,105       | Washington      | WDEL-TV  | 65,804       |
| Lansing              | WJIM-TV  | 49,000       | Wilmington      |  |              |
| Los Angeles          | KECA-TV, KFI-TV, KLAC-TV, KNBH                 |              |                 |  |              |
|                      | KTLA, KTLN, KTTV                               | 877,421      |                 |  |              |
| Total Markets on Air | 63   |              | Stations in Air | 107  |              |

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 are necessarily approximate.

Estimated sets in Use 12,246,000





## GREENVILLE and SPARTANBURG SOUTH CAROLINA

Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of \$110,000,000 annually. Farms add another \$29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

# CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE

ANDERSON, S. C.  
ASHEVILLE, N. C.  
COLUMBIA, S. C.  
FAYETTEVILLE, N. C.  
GREENVILLE, S. C.  
SPARTANBURG, S. C.  
WINSTON-SALEM, N. C.  
AUGUSTA, GA



CHARLOTTE  
JEFFERSON STANDARD BROADCASTING COMPANY  
REPRESENTED NATIONALLY BY RADIO SALES



## 'Partial' Freeze Lift?

(Continued from page 59)

mercial operation. UHF Channel 35 is reserved there.

The board, stating it has funds to build and maintain a VHF educational station now if one were assigned, told the Commission it "is of the opinion that the community's interest would best be served by such a station being owned and operated by a public body such as The Board of Public Education, with the facilities of the station being made available to all public and private non-profit institutions in the area."

The board stated it has a borrowing capacity of nearly \$27 million for "capital improvements" and can maintain a TV operation from out of current tax funds.

The board during the past four years has employed a radio-TV staff of six professionals for production of local educational shows. Work with Philadelphia's commercial TV outlets was outlined.

Pennsylvania educators also are reported to be considering a state educational network similar to that proposed fortnight ago by New York state [BROADCASTING • TELECASTING, May 14]. Recommendation for such a network has been made at Harrisburg to Dr. Francis B. Haas, state superintendent of public instruction. Dr. Haas has said there is a definite possibility the state may sponsor a chain of educational stations.

### Cornell's Plan

Example of one educational institution which is competing on equal terms with commercial broadcasters is Cornell U., licensee of WHCU Ithaca, a CBS outlet. Cornell has asked FCC to allocate VHF Channel 3 there as a commercial assignment, indicating the school plans to put its venture into TV on a self-supporting basis also so that funds for educational programs will not have to be diverted from other activities.

In order to acquire Channel 3, Cornell proposes that WSyr-TV Syracuse continue on Channel 5 instead of moving to Channel 3 as FCC has proposed and that WHAM-TV Rochester continue on Channel 6 instead of moving to Channel 5 as proposed by FCC. Cornell also would substitute UHF Channel 62 at Niagara Falls for VHF Channel 2, with Channel 2 being substituted at Buffalo for WBEN-TV's Channel 4.

Meanwhile, the Joint Committee on Educational Television has announced further staff additions. Ralph Steetle, director of broadcasting at Louisiana State U., has been named assistant director and Blanche Crippen, formerly of the press and radio section of the National Education Assn., has been named administrative assistant in charge of program development. Richard B. Hull, manager of Iowa State College's WOI-TV Ames, on leave of absence until June 1, has been in Washington as temporary executive director of JCET to or-

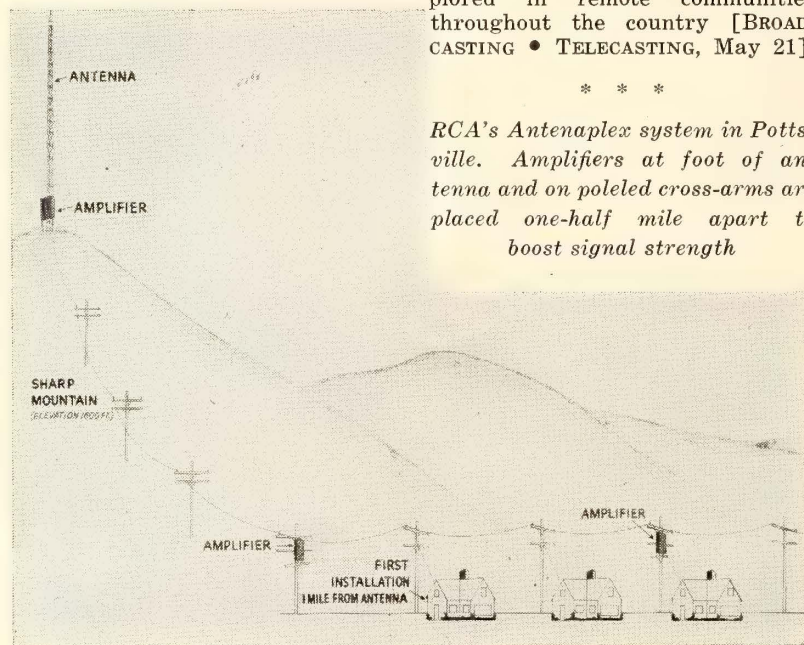
## ANTENAPLEX

### RCA Holds Demonstration

FIRST public demonstration of RCA's new Community TV "Antenaplex" system, designed to bring television programs to areas where reception previously was poor or unavailable, was presented May 22 by the Trans-Video Corp., operator of the large-scale Pottsville installation, as a feature of the Schuylkill County Parade of Business Exposition May 22-May 26.

The Antenaplex system, developed by RCA engineers, has proven its ability to eliminate the TV "blind spots" represented by moun-

\* \* \*



RCA's Antenaplex system in Pottsville. Amplifiers at foot of antenna and on poleed cross-arms are placed one-half mile apart to boost signal strength

tain-ringed communities like Pottsville, as well as those on flat terrain where the nearest TV stations are too remote to permit reception with individual roof-top antennas.

The Pottsville installation is already bringing high-quality television reception to more than 275 families. Programs are received from three stations in Philadelphia, more than 75 miles away. Pottsville residents using the system pay a \$135 initial fee, and \$3.75 monthly.

Trans-Video Corp., headed by M. F. Malarkey Jr., was organized by a group of Pottsville business men. Pottsville installation is one of many like ventures being explored in remote communities throughout the country [BROADCASTING • TELECASTING, May 21].

\* \* \*

## NFL RIGHTS

### Pro Football Pact Signed

BELIEF that television "will eventually help every sport" was expressed last week by Bert Bell, commissioner of the National Football League, in announcing that the league had sold exclusive rights to the DuMont Television Network to telecast, broadcast and film NFL world championship games.

The contract covers a total of \$475,000 on a five-year basis, or \$95,000 a year. It was negotiated by Mr. Bell with Tom Gallery, sales manager, and Les G. Arries, sports director, of DuMont.

Mr. Bell said the money "will mean a lot to ball players." He added there have been championship games in which the gate "was less than the \$95,000 we get from DuMont." Players on winning teams may get as much as \$800 or \$900 each, he said, in addition to their share of the gate.

The league's TV policy "is more liberal than ever," Mr. Bell told

ganize the operating staff. JCET, responsible for the educational petition for noncommercial channel reservations during the earlier allocation hearings, is to continue the presentation during the final city-by-city hearings.

### BROADCASTING • TELECASTING.

"There will be more TV this year than any year in the history of professional football. Any club can telecast games, but not within 75 miles of the city where a game is being played."

Explaining that each club has control over its own telecasts, he said the decisions are made locally aside from protection afforded under the league's constitution. "We're very much in favor of TV," he concluded.

## ROY ROGERS

### Seeks Long-Term Contract

ALTHOUGH there have been "back-door" talks with NBC, CBS and ABC for his services on radio and television, Roy Rogers, western cowboy star, has made no deals or commitments with either. Any such deal would be on a long-term contract permitting him also to continue in films and personal appearances, according to Art Rush, personal manager and partner in Roy Rogers Enterprises.

With Mr. Rogers holding out for a radio-television deal, Mr. Rush said there currently is discussion with several national advertisers who would utilize his services on both media starting in the fall. He has set up a June and July shooting schedule to film a TV series.

## PARTS SUPPLY

### Will Be Adequate—Sprague

ADEQUATE supply of replacement parts for radio and TV receivers will be available, Robert C. Sprague, board chairman of Radio-Television Mfrs., Assn., predicted Monday in an address to distributors attending the Radio Parts Show at the Stevens Hotel, Chicago.

Dispelling oft-heard fears that shortage of parts might render many TV sets unusable, Mr. Sprague said production of parts and components is greater than had been predicted some months ago.

"My very strong impression," Mr. Sprague said, "is that almost regardless of anything else, critical materials will be made available for repair and replacement purposes. Despite the rather sizable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb the industry's production facilities."

Although there has been a recent slowdown in TV sales, Mr. Sprague estimated at least 5 million sets will be sold to the public during 1951. "With the continuing substantial sale of radio sets," he pointed out, "there will probably be in the hands of the public by the end of the current year not less than 95 million radio sets and nearly 16 million television sets, or the equivalent of about 155 million radio sets from the standpoint of the replacement parts business." He said there were about 90 million radio sets and about 10½ million TV sets in the hands of the public at the beginning of 1951.

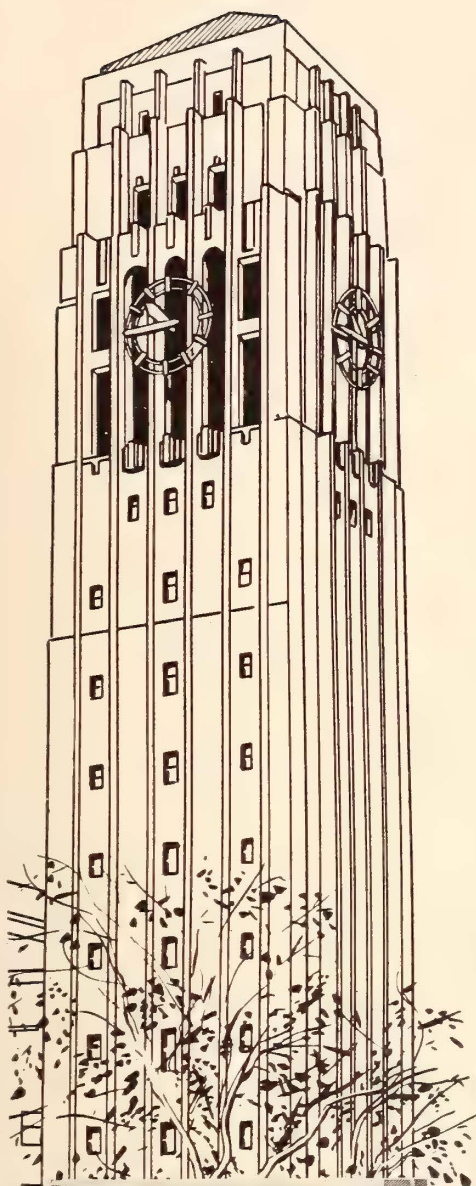
In analyzing the outlook for replacement parts, Mr. Sprague said the industry had learned how to conserve scarce materials without impairing efficiency or performance.

Recalling TV production in 1950, he said 7,500,000 sets were turned out during the year of which about 6,500,000 were sold and installed.

Most of the 10,000 distributors and components manufacturers attending the three-day annual parts distributor conference and show went home in a more optimistic mental state than that in which they arrived, according to Jerome J. Kahn, show chairman. He said conference speakers reassured delegates that scarce materials would be available during the defense emergency for maintenance, repair and replacement.

Allen B. DuMont Labs, one of the exhibitors of equipment, introduced a new picture tube with what the company describes as "an automatic built-in focus" achieved by the internal electron gun which eliminates the need for the focus coil, focus control and other focusing mechanisms. Elimination of these parts "effects a substantial saving" in such critical materials as steel, brass, copper, aluminum and rubber, the company claims.





## *The school that goes to the students...*

**For one hour a week**, in Detroit, living rooms are transformed into classrooms, through the medium of television.

University of Michigan telecourses, aimed at adults and inaugurated by WWJ-TV as a public service, are currently enjoying tremendous local interest and have won national acclaim as the opening of a new era of education.

Already 2,000 students have registered and are entitled to certificates of participation. Thousands of others are regular viewers of these Sunday afternoon telecasts.

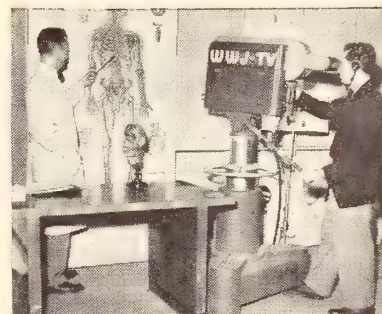
**Here is another in the long list of "firsts"** which add so much to the popularity, prestige and community acceptance of WWJ-TV, with resultant benefits to its many advertisers.



*Prof. Garnet Garrison, university TV director, supervises all script preparation.*



*More than 400 working hours are spent in getting each telecast ready.*



*Courses offer such studies as biology, retailing, the Far East, home interior design.*

**FIRST IN MICHIGAN**

**Owned and Operated by THE DETROIT NEWS**

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





# COLOR RESPONSE

## CBS Cites Denver Praise

CBS REPORTED Denver officialdom enthusiastic in praising CBS color television after the city's first look at television of any kind.

The demonstrations, presented in cooperation with KLZ Denver and Smith, Kline & French Labs, were held May 14-18. After a preview for business, education and civic leaders May 14, CBS said leaders in all fields praised the showing.

Among the quotations reported by the network were these:

Governor Dan Thornton—"... amazed at the color and the trueness of the color..."

E. Palmer Hoyt, editor and publisher of the *Denver Post*—"... very realistic. Color certainly brings new vistas to the fields of entertainment and advertising."

Cecil Conner, Denver advertising agency executive—"The colors are surprisingly natural. ... Color television should offer tremendous advertising and sales opportunities..."

Lewis R. Carlson, western sales manager of Campbell Cereal Co.—"Having watched black-and-white for some time, this color demonstration is startling and significant. The colors are unbelievably true."

Ben Bezoff, owner, Ben Bezoff Adv., Denver—Color should do for TV "what the talkies did for movies."

KLZ is an applicant for TV and its general manager, Hugh B. Terry, notified FCC last fall that CBS color would be broadcast if the application were granted.

## FALL PLANS NOW

### Crosby Notes Production Time

POINTING out that it takes at least six months to get a 26-week series of films ready for telecasting, Everett Crosby, president of Bing Crosby Enterprises, Beverly Hills, has urged sponsors and their advertising agencies to make decisions now on fall plans.

"Some agency heads feel they can buy a film series today and have it on the air tomorrow," he said. "They forget that stories must be purchased and scripts prepared; shooting schedules must be planned, casting set, sets built as well as time for the actual shooting, editing and dubbing. At least six months are needed if the films are to be good." Mr. Crosby predicted that before long at least 50% of all TV programming would be on film and as result there will be a last minute mad scramble for such shows.

## Canadian Set Sales

CANADIAN TV receiver sales totalled 29,600 in 1950 valued at \$12,948,000, according to the Dept. of Trade and Commerce, Ottawa. Radio receiver sales in the year totalled 758,600 units valued at \$59,160,000, as against 724,500 sets in 1949 at value of \$53,640,000.



On stage to inspect equipment after first color TV demonstrations in Denver were (l to r) KLZ Producer Clyton Brace, who handled all details; Bill Prescott, Ball & Davidson Agency; Jack Tipton, KLZ salesman, and Carl Salstrand, Ball & Davidson. Petite young lady is Patty Painter, "Miss Color Television." Demonstrations were directed by John Martin, CBS color producer, with assistance of New York network technicians. In addition to public showing, station also arranged private previews for Gov. Dan Thornton of Colorado. About 10,000 Denverites witnessed over 12 public showings.

## PHONEVISION ANALYSIS

### Successful Beyond Expectations—McDonald

ADVANCE ANALYSIS of the 30-day Chicago test of Phonevision "shows it was successful beyond our expectations," President Eugene F. McDonald Jr. said in Chicago last week. The attendance rate for Phonevision families was 3½ times greater than the 0.47 times per week considered average for American movie attendance, he said.

He reported the total boxoffice for the 90 days was \$6,750, an average of \$22.50 per family for three months and \$1.73 per week. Projecting this against an audience of 10 million TV set owners, he estimated producers would average a net return per picture of \$1,250,000, which he termed a "highly conservative estimate."

Phonevision's 10 most popular

pictures, he said, "would offer an average net return to producers of \$2,983,000" and the 10 poorest would give "\$600,000," he said. In January, the first month of the test, novelty was a "high but falling factor" and the average family saw 2.1 movies weekly. February's average was 1.5, and March was 1.6 times weekly.

Paid admission to individual pictures ranges from 8 to 60% of the possible audience, Mr. McDonald reported. He described four out of five Phonevision patrons as "brand-new" customers for motion pictures, and reported more than 93% of the Phonevision audience said they preferred to see pictures in their homes rather than in theatres.

Final interpretation of the results is not yet available, he pointed out. An "exhaustive" survey is being conducted now by the National Opinion Research Center of the U. of Chicago. When its material is correlated with existing test data, "we will have a scientific standard of measurement to determine Phonevision's effectiveness in terms of greater audiences."

## FILM SERIES

### Six Buy 'Boston Blackie'

SIX advertisers on 12 stations have ordered *Boston Blackie*, Ziv Television Programs Inc., syndicated-film producer, New York, announced last week. The series, starring Kent Taylor with Lois Collier and Frank Orth, is to be released Sept. 1.

Production costs for the series, which is being sold to local and regional as well as national sponsors for "spot" purposes, have been \$21,000 per half-hour program, the announcement said. Each half-hour program is complete, with open spots at the beginning, middle and end.

John L. Sinn, Ziv president, said he considered *Boston Blackie* "the biggest step forward yet taken in filmed television series. He said Ziv, through new production techniques, had been able to produce for \$21,000 what motion picture companies would require \$250,000 to produce.

## ASCAP-Video Parley

JUDGE Simon Rifkind and Stuart Sprague, counsel for the All Industry TV Per Program Committee, met daily with ASCAP Attorney Herman Finkelstein last week in an attempt to work out terms for the use of ASCAP music on television that would be acceptable to TV station operators generally, as those set forth in the ASCAP license forms are not. Conferees would not comment on progress, but meetings are continuing in an effort to avoid court action, viewed as inevitable if an agreement is not reached by June 10.

## DuMONT LABS

### Stockholders Meet June 29

ANNUAL stockholders meeting of Allen B. DuMont Labs will be held June 29 at the corporation's offices in Clifton, N. J., postponed from May 7, date stipulated by the by-laws. A notice to stockholders stated that the meeting will elect eight directors and the president, vice president, secretary, treasurer and assistant treasurer, all for one-year terms.

Class A stockholders elect five of the eight directors and the president and vice president. Class B stock is all held by Paramount Pictures Corp., which elects three directors and the secretary, treasurer and assistant treasurer. On Feb. 23 there were outstanding 1,801,054 shares of Class A and 560,000 shares of Class B stock. Paramount at that time held 43,200 shares (about 2.4%) of the Class A stock in addition to its Class B holdings.

Leonard F. Cramer, vice president; Allen B. DuMont, president; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith Jr., director of research, and David Van Alstyne Jr., president, Van Alstyne Noel Corp., investment bankers and financial adviser to DuMont, are the official nominees for directors to be elected by Class A stockholders. All are now board members.

The statement also reported that Allen B. DuMont received during 1950 from the company \$51,400 in salary, \$312,839.70 in bonuses and shares in profits and \$19.12 in group life insurance premium payments, giving him approximately \$85,731 after tax deductions. Mr. Cramer got \$35,438.48 in salary, \$8,461.53 in bonuses, \$19.12 in insurance, for a net remuneration after taxes of \$28,868. Dr. Goldsmith had a salary of \$21,130.84, bonuses of \$5,288.47, insurance of \$19.12, with take-home pay of about \$19,567 for the year. Mr. Van Alstyne received \$10,700 for his financial services, with no additional payments from the company.

## FILM COUNCIL

### Forum Set June 27

NEXT quarterly forum of the National Television Film Council will be held June 27, and will include a session on film exploitation, publicity and advertising, Paul White, Procter Products vice president and vice president of NTFC, announced at a luncheon meeting Wednesday in New York.

Speakers included John Battison, associate editor of *Tele-Tech* magazine and author of the book, *Movies for TV*, who reviewed the current television situation and prospects of a lifting of the FCC TV freeze. Rudolph Pfeiffer, Kenolux Corp. president, promised the group that his company's 16mm film would meet any standards of theirs, if their camera and projection equipment could meet his standards.



# For more than a year...

## EASTMAN 16mm. TELEVISION PROJECTOR, MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance... used for more than a year in leading key network studios... the Eastman 16mm. Model 250 is giving an amazing account of itself...

- Precise sprocket-type geneva pulldown assures exceptional film steadiness...
- Exclusive feature makes possible "still-frame" operation—permits commentary from "frozen" frame...
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency...
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction...
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.



**Available upon request:** "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

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

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

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

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

Record every program on film...

**EASTMAN TELEVISION RECORDING CAMERA**





## WHITE HOUSE BRICKS Used in WICU Construction

BRICKS taken from the White House in the nation's capital are included in construction material being used for new television studios for WICU (TV) Erie, Pa., the station announced last week. The bricks—each of a different size—were handmade before 1800.

The construction will give the station an additional 15,000 square feet of space, officials report. This includes two new studios, a workshop and a film processing room. There will also be enough room to house new transmitter equipment.

Owner Edward Lamb said the new additions will be completed in July of this year. Nelson & Goldberg, of Erie, are the architects, and the general construction is being done by E. E. Austin Co. also of Erie.

## NARTB Board

(Continued from page 30)

NARTB. BAB does not leave the NARTB fold entirely until April 1. The plan to separate BAB into an autonomous sales promotion unit was adopted last August, with a million-dollar operation envisioned. At this stage, however, BAB is running well under the \$200,000-a-year pace it maintained for a period.

Legislative and regulatory developments will be considered at length by the board. The Government Relations Dept., under Ralph W. Hardy, has been active on such matters as the McFarland Bill (S 658) to streamline FCC procedure, with NARTB's proposed amendments incorporated in toto as a protection to broadcasters; Benton Resolution (S Res 127) to investigate the whole allocation question and the place of TV in the American scheme; bill (S 1139) to reorganize FCC, with extensive powers vested in the chairman; electro-magnetic radiation legislation and pending executive order; FCC report on a license fee proposal, now in the appropriation bill; legislation to ease libel responsibility in political broadcasts; proposed increase in radio-TV excise taxes.

### State Program

NARTB is working out a program by which state associations will be kept in close touch with Washington developments. The association has acquainted Congressmen and Senators with its opposition to allocation of a block of the spectrum to educational stations and it has protested building restrictions of the National Production Authority.

A proposal to increase the scope of NARTB's annual Engineering Conference, held during convention week, will be submitted in a report by Neal McNaughten, director of the Engineering Dept. Mr. McNaughten has sailed for Geneva to



Supervising laying of the White House bricks are (l to r) Paul Albracht, general manager of the Erie Dispatch (owner of WICU); Herbert Stewart, WICU manager, and Edward Lamb, president, WICU, and publisher, Dispatch.

serve on the U. S. delegation at the upcoming International Radio Consultative Committee (CCIR) sessions (see story page 61).

Coming before the TV board will be the report of its Television Program Standards Committee, which met May 17 in New York [BROADCASTING • TELECASTING, May 21]. The committee scheduled a program standards meeting to be held June 22 in Washington. Committee chairman is Robert D. Swezey, WDSU-TV New Orleans.

Mr. Fellows plans to arrive in Washington May 30. He will take part in the Finance Committee meeting and will attend board sessions though his formal induction is not scheduled until Tuesday night. He has leased an apartment in Washington but will retain his home in Swampscott, Mass.

## 'SERVE MASSES'

### Sarnoff Cites TV Duties

ANY MEDIUM such as television "must serve the masses as well as the classes," Brig. Gen. David Sarnoff, RCA board chairman, told a Corning, N. Y., conference on "Living in Industrial Civilization," a fortnight ago.

Speaking to more than 100 leaders of science, letters, business and industry attending the conference called jointly by the American Council of Learned Societies and the Corning Glass Works, Gen. Sarnoff said that "this new instrument of mass communications cannot be used for what the more informed and better educated audience wants to see during its leisure hours."

He agreed that TV had an obligation to "attempt to lift the cultural level of the masses," but cautioned that this must be a gradual process, winning public acceptance as it moved along. "We cannot proceed by leaps and bounds to an all-culture diet."

Calling television a combination of radio, motion pictures and vaudeville, Gen. Sarnoff added that also it is a "new art form," and that the field offered broad opportunities to educators if they will take advantage of them.

## Functional Music

(Continued from page 28)

lic, it was noted.

Petitioners also stated inability to see how their situation differed from the case in which listeners furnish contributions to a station to enable that station to continue a type of programming desired by the contributing listener.

Another important parallel was cited in the petition, calling attention to the current rule-making proceeding that is being instituted looking toward reservation of TV channels for "so-called" non-commercial educational stations.

Funds for this are being provided by philanthropic individuals or organizations, it was pointed out with added reference to Sen. William Benton's (D.-Conn.) suggestion that financing these outlets might be accomplished by public subscription.

These grants or subscriptions would be with the understanding or on condition that the station would provide specialized programming of an educational nature, asserted the petition, which then asked if the conditions set forth for FM functional music operations would not be equally applicable and require announcement of the philanthropic individuals and organizations in the TV field as sponsors of the programs presented.

### Payment Issue

Next point raised was that payments by functional music subscribers are not for matter broadcast but consideration for the right to commercial exploitation of the program service. Petition recited a long list of court cases and other examples to support its contention that quasi-property rights exist in the production of the unique type of service offered by the petitioners.

On this same point, the petition said that Sec. 317 does not require that commercial announcements be received by functional music subscribers, holding that the section requires only that those listeners who hear a message be advised of the fact that it is sponsored.

The petition discussed two of the several types of contracts used in functional music operation. The first contract, it was pointed out, provides that station retains exclusive control over content and scheduling of programs as well as the right to cancel or rearrange any show to accomplish better service.

Petitioners reiterated their belief that this first contract did not mean they had abdicated non-delegable duties, but if the Commission, after proper consideration, still retained this view, then the petitioners are willing to enter into a second type of contract. This second contract provides for even more stringent controls by licensee over its programming and contracts.

Continuation of the specialized program format is consistent with the public interest necessity and

convenience, the FM group next explained, quoting a resolution to that effect passed at the last NARTB Convention in April.

"The courts have repeatedly emphasized that public interest is the touchstone for the exercise of Commission authority," it was said. Portions of the FCC's own Blue Book on programming was quoted to point up the need for "a number of comparative specialized stations."

Petitioners emphasized that program schedules were not primarily in the interests of subscribers but upon the assumption that there is a large segment of listeners who enjoy popular and mood music. It was further maintained that it could be shown in hearing that listeners prefer to listen to these types of programs with a minimum of announcement interruption.

In light of financial "difficulties" which FM licensees have encountered in past years, the petition contended that the Commission should look with favor upon functional music operations to encourage the larger and more effective use of radio in the public interest.

The last five annual reports of the FCC were cited to further show FM's financial position and the need for operation of the type planned and used by the petitioners.

Petition was signed by Paul A. O'Bryan, Dow, Lohnes and Albertson for WFMF (FM) Chicago; Robert G. Seaks, Wheeler & Wheeler, for KCBC-FM Des Moines; Samuel Miller, Cohn and Marks, for WLRD (FM) Miami Beach; Marcus Cohn, Cohn and Marks, for WHOO-FM Orlando; Frank Roberson, Spearman and Roberson, for KRKD-FM Los Angeles; Vernon L. Wilkinson, Haley, McKenna & Wilkinson, for WBNY-FM Buffalo; Peter Shuebruk, Fly, Shuebruk and Blume, for WGHF-FM New York; and Seymour Krieger, Kreiger & Jorgensen, for WPEN-FM Philadelphia.

In addition, joint statement and brief was on behalf of KTLI-FM Longview, Tex.; WLDM (FM) Oak Park, Ill.; WNAV-FM Annapolis; WTTT-FM Port Huron, Mich.; and KTNT (FM) Tacoma, Wash.

KDFC (FM) Sausalito, Calif., Friday also submitted its answer to the FCC in which it amended its contracts in conformance with the Commission policy statement. Station also said that it supported the joint statement and petition being filed.

Other replies received Friday were from WMMW-FM Meriden, Conn.; WWDC-FM Washington, WKRC-FM Cincinnati and KPFM (FM) Portland, Ore., seeking reconsideration and hearing.

## KTFS Buys Theatre

DAVID M. SEGAL, owner and general manager of KTFS Texarkana, Tex., last week announced purchase of a 310-seat theatre in Texarkana for possible use as a television studio. Mr. Segal plans to continue its operation as a theatre pending application and grant of television facilities.



## Telestatus

(Continued from page 64)

Fireside Theatre. The Nielsen ratings follow:

### HOMES REACHED IN TOTAL U. S.

| RANK | PROGRAM                            | HOMES (000) |
|------|------------------------------------|-------------|
| 1    | Texaco Star Theatre                | 7,504       |
| 2    | Frigidaire Comedy Hour             | 6,304       |
| 3    | Fireside Theatre                   | 5,712       |
| 4    | Philco TV Playhouse                | 5,391       |
| 5    | Your Show of Shows (Swift)         | 4,922       |
| 6    | Your Show of Shows (Participating) | 4,870       |
| 7    | Your Show of Shows (Crosley)       | 4,763       |
| 8    | You Bet Your Life                  | 4,590       |
| 9    | Martin Kane, Private Eye           | 4,517       |
| 10   | Arthur Godfrey's Scouts            | 4,401       |

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

| RANK | PROGRAM                            | HOMES (%) |
|------|------------------------------------|-----------|
| 1    | Texaco Star Theatre                | 63.5      |
| 2    | Frigidaire Comedy Hour             | 60.6      |
| 3    | Fireside Theatre                   | 55.7      |
| 4    | Arthur Godfrey's Scouts            | 50.1      |
| 5    | Philco TV Playhouse                | 48.2      |
| 6    | Your Show of Shows (Participating) | 44.5      |
| 7    | Your Show of Shows (Swift)         | 42.7      |
| 8    | Gillette Cavalcade                 | 42.6      |
| 9    | Lone Ranger (General Mills)        | 41.2      |
| 10   | Mama                               | 40.9      |

Copyright 1951 by A. C. Nielsen Co.

\* \* \*

## RCA Leads Pulse N. Y. Set Survey

NEW YORKERS owning RCA television sets almost equal total owners of the next three popular brands combined, according to a January 1951 survey just reported by the Pulse Inc. RCA set owners made up 27.2% of New York TV families, as compared with 28.1% disclosed by a similar survey in January 1950.

Other findings included the moving into second place of Admiral, with 11.6% of New York TV set owners, as against 8.9% a year earlier. Philco, with 10.1% as compared to 11.8% the year before, fell back into third place.

DuMont, although continuing in fourth place, dropped from 8.2% in January 1950, to 5.7% in January 1951. Among other leading brands in this year's survey, Zenith had 4.3%; Emerson, 4.1%; Motorola, 3.9%; Crosley, 3.7%, and General Electric, 3.6%.

## Set Count Breakdown

A STUDY made by Ira G. Corn Jr., assistant professor of marketing at Southern Methodist U., breaks down the total Dallas-Fort Worth television set figure of 115,717 for April and shows that of these 113,947 are in residences while the remaining 1,770 are in business establishments. In the Dallas-area-only figure of 71,488, residences house 70,371 sets while business establishments boast 1,117. In the Fort Worth area, of the 44,229 total, 43,576 are in residences, while only 653 are in business establishments.

## BENTON SHOW

### Senator Plans Program

SEN. WILLIAM B. BENTON (D-Conn.), formerly of Benton & Bowles and Voice of America fame, is planning a regular, weekly, 15-minute television show for home-state consumption, it was acknowledged last week.

Sen. Benton has expressed his enthusiasm in the past for TV as the medium to bring the legislator closer to the voter. As yet plans have not been completed, but the tentative starting date is set for the last part of this month or possibly early June, a spokesman said.

If TV facilities are available at the Joint Recording Facility, operated by Robert Coar, in the Old House Office Bldg., Sen. Benton will record his program there, it was said.

Sen. Benton apparently is taking the lead in the recording of TV film for home station use. He al-

ready records radio reports for airing in his home state.

Mr. Coar is currently proceeding on the expectation that television will be added to radio recording at the facility, a service for all members of Congress [BROADCASTING • TELECASTING, March 19]. According to Columnist George Dixon last week, Mr. Coar estimates the facility can make TV films for Congressmen at a cost of about \$5 a minute.

## Sullivan Honored

ED SULLIVAN of CBS-TV's *Toast of the Town* will be honored both by the Washington Advertising Club and the Capital Press Club this month, the network announced last week. Named "Man of the Year" by the Advertising Club of Washington, Mr. Sullivan was to receive a plaque Saturday. On Thursday he will be cited at the Capital Press Club.

## upcoming



May 29: Hearing on nomination of FCC Chmn. Wayne Coy. Open. 10 a.m. Senate Interstate Commerce Committee, G-16. U. S. Capitol.

May 29: RTMA on Regulation W. House Banking & Currency Committee, 10 a.m. Room 1301. New House Office Bldg., Washington.

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: RTMA on Regulation W. Senate Banking & Currency Committee, 10:30 a.m. 301 Senate Office Bldg., Washington.

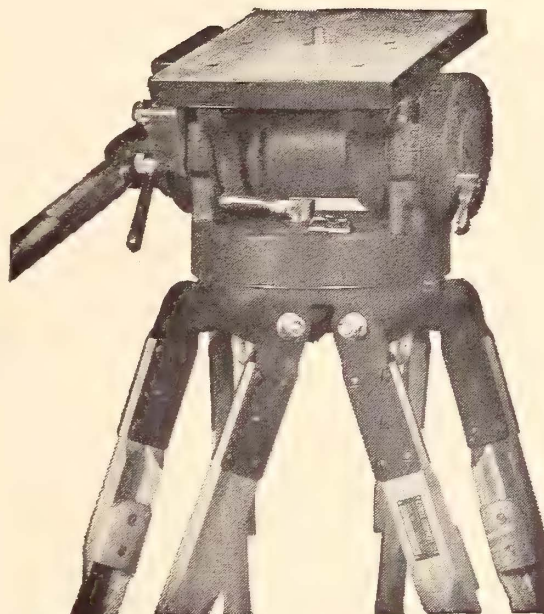
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 5-July 6: International Radio Consultative Committee Sixth Plenary Assembly, Geneva, Switzerland.

# Floating Action!

## 'BALANCED' TV TRIPOD

(Pat. Pending)

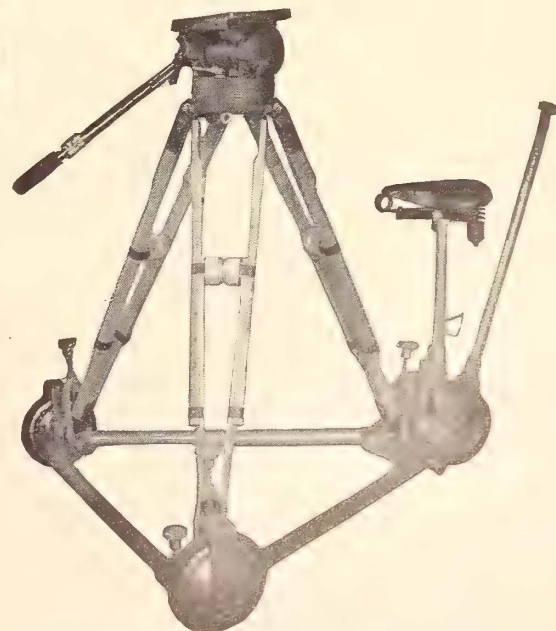


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars





## Film Report . . .

PRODUCTION for new TV film series, *The Falcon*, will be started within next 30 days by Ziv Television Programs Inc., New York, according to announcement last week by John L. Sinn, president of Ziv TV. Each half-hour show will be budgeted at \$17,500, and casting has begun. When completed, series will be made available to local as well as national TV advertisers.

\* \* \*

MCCARTHY Television Co., division of Glenn McCarthy Productions, has been organized with offices at Samuel Goldwyn Studios, 1041 N. Formosa Ave., Hollywood. Mr. McCarthy is president and Robert Paige vice president and producer. New company plans series of filmed domestic comedies, *Mr. Maggie Bishop*, for television. A 30-minute pilot film has been completed for sponsor consideration.

\* \* \*

KLING STUDIOS and United Broadcasting Co., Chicago, have completed first in a series of half-hour television films, *The Old American Barn Dance*, featuring stars of WLS Chicago's *National Barn Dance*. Show will be ready for sale next week.

\* \* \*

EXPLORERS Pictures Corp., New York, new film distributing firm headed by Murray Kaplan, has acquired approximately 2 million feet of film in Osa-Martin Johnson properties, to be made into 52 half-hour TV shows. Films include "Congorilla," "I Married Adventure," "Borneo," and "Baboonia." Mrs. Osa Johnson will appear in opening and closing sequences on each of films, and will handle commentary.

\* \* \*

AMERICAN Jewish Committee, New York, has produced an animated ballad-cartoon, *Baseball*, with guitar background and song. Especially for TV, the film short is available free for use during baseball season and thereafter.



BELIEVED to be the first single strength Florida citrus juice canner to use television, the Adams Packing Assn. Inc., Auburndale, Fla., currently is preparing film for TV-spot use in Detroit and other markets. Dan Sanborn, of Sanborn Adv. Agency, Lakeland, is filming for TV-spot use a sequence showing Mrs. E. Harold Wilson Jr. and her children drinking their quota of Adams juice. Sanborn handles the Adams account.

## FIRM SALE

### Fairbanks Deal Pending

ACQUISITION of Jerry Fairbanks Productions by Official Films Inc. [BROADCASTING • TELECASTING, May 14] is expected to be finalized this week.

Joint announcement from the principals involved in the negotiations will be made following signing of necessary papers. In an exchange of stock arrangements, Official Films will assume the controlling interest and operate the production firm as a subsidiary, it was reported. The amount of stock involved was not revealed.

Mr. Fairbanks will continue in an executive capacity, heading the Hollywood Production Div., and also serve as a member of Official Films' board of directors, BROADCASTING • TELECASTING was told.

Aaron Katz, president of Official Films, and Lawrence W. Beilenson, Beverly Hills attorney, representing the New York group, held several conferences with Mr. Fairbanks and his counsel, Charles E. Thompson, last week in Hollywood. Mr. Katz is expected in Hollywood again this week to close negotiations.

## Blough Joins ANPA

JOHN W. BLOUGH, Robert W. Orr & Assoc., New York, join the Bureau of Advertising, ANPA, as its director of promotion. He succeeds John C. Ottinger Jr., who has been named to the newly created position of director of sales development for the bureau. Mr. Blough was with Orr & Assoc. for five years as head of merchandising, and earlier served as copy executive at Lennen & Mitchell, New York. Mr. Ottinger moved from John A. Cairns & Co., New York, where he was an account and copy executive, to head promotion for the Bureau of Advertising in 1947.

## HOLLYWOOD TV

### Movie Studio Allots Space

MOTION PICTURE CENTER STUDIOS, Hollywood, until now used exclusively for theatrical motion picture making, has been converted 50% to television film production for immediate use.

Joseph Justman, president, in making the announcement, said he will still be actively engaged in motion picture production on the lot, but is "going along with the trend of the times."

A new corporation, Motion Picture Television Center, has been formed through which will be channelled all production and renting arrangements pertaining to TV. Besides making its own films for television, MPTC will finance other video producers. It also will make TV films to order and act as agent in furnishing space, personnel and facilities of the lot, which has nine stages, to other television producers and enterprises, he said.

William Norins, executive vice president of Emerson Film Corp., which made 20 TV film short subjects in association with *Encyclopaedia Britannica*, is president of the new corporation. William Stephens, film producer, is vice president in charge of production.

Eagle-Lion Studios, which had been used for independent motion picture units, also has expanded into TV, with several video film production firms currently using its facilities.

Frank Wisbar Productions, for Procter & Gamble Co., is shooting *Fireside Theatre*, half-hour TV films, on Eagle-Lion stages. As soon as a suitable actor is found for the lead, Frank Merriwell Enterprises will film the *Frank Merriwell* TV series.

## SUMMER SCHEDULE

### Announced by DuMont

COMPLETED PLANS for the DuMont Television Network summer schedule were announced last week by James L. Caddigan, program director, who also said that the network's Ambassador Theatre studios in New York will be closed for two weeks to complete the renovation begun last fall.

Programs cancelled to make way for new ones include *Once Upon A Tune*, *Famous Jury Trials*, *Documentary Theatre*, and *Story Theatre*.

*Washington Report*, public interest program featuring Tris Coffin from Washington, Tuesday and Friday, 7:45-8 p.m., began last Tuesday. *The Week in Review*, newsreel program, Friday, 8-8:30 p.m., began Friday. A local newsreel program, *Camera About Town*, Thursday, 8-8:30 p.m., will begin May 31. *Down They Go*, quiz show originating in Chicago, Wednesday, 9-9:30 p.m., will commence May 30. *Happiness Exchange*, featuring "Big Joe" and Dorothy Rosenfeld, Thursday, 11-11:30, will begin May 31. Jacqueline Susann's *Open Door* started a fortnight ago.

## More Cutbacks

(Continued from page 29)

earlier regulation. NPA also revealed it will undertake a four-week survey of all industries to determine whether MRO provisions are carried out. The probe will cover dealers, distributors and manufacturers. An industry task group has filed a report on MRO with NPA.

Under DPA's realignment, Mr. Watts will supervise the work of six inter-agency groups, including the top-strata Electronics Production Board, which is headed by Edmund T. Morris Jr. Former has been serving as special assistant to the DPA administrator, and has been on leave of absence from his post as vice president of RCA since early this year. Mr. Morris is on loan from Westinghouse Mfg. Corp.

In his new capacity, Mr. Watts will continue to head up the Production Executives Committee and serve as acting chairman of the Procurement Policy Committee and Aircraft Production Board. John C. Pritchard, deputy administrator, will work with Mr. Watts to coordinate small business activities.

In other appointments, Mr. Wampler becomes deputy administrator with responsibility for program and requirement functions including chairmanship of the top level Requirements Committee which will work with Mr. Morris board and NPA's Office of Civilian Requirements on electronics and other industry needs. The requirements group was set up fortnight ago to evaluate material factors in the military and civilian economy.

### Knowles Named

A third appointment is that of Nathaniel Knowles as deputy administrator for Staff Service, the post held by Edwin T. Gilson, acting DPA administrator, until the resignation of Gen. William F. Harrison, who returned to International Telephone & Telegraph. Mr. Knowles also will direct materials review and coordinating activities.

In announcing the reorganization, Mr. Gibson explained the DPA functions—that of coordinating overall procurement, programing and production—remain unchanged.

The Johns Hopkins Science Review over WAAM (TV) Baltimore has begun to send kinescopes of program France through Radio Diffusion Française, to be seen by French viewers. Programs also will be shown in other countries throughout Europe.

## TELEFILM, INC.

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

## ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS  
of  
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD  
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620



## FBI Probes Baseball

(Continued from page 25)

when the House Judiciary Monopoly Subcommittee agreed to hold hearings on baseball's interstate commerce nature during the first two weeks of July. Nub of the inquiry is the sport's controversial "reserve clause," which binds ball-players to any team with whom they may sign a contract without allowing them to negotiate directly with other clubs for their services.

Spokesmen acknowledged last week that, following exploration of the interstate commerce factor, the subcommittee may delve into baseball broadcasting contracts, under the chairmanship of Rep. Emanuel Celler (D-N.Y.).

Authorities felt, however, that radio-TV broadcasting rights are certain to arise on the basis of players' suits contending that baseball is interstate by virtue of broadcasts and telecasts and thus subject to anti-trust provisions.

### Bills On Anti-Trust

Concerted action to exempt not only baseball but all professional sports from anti-trust laws, was taken in the form of bills sponsored by Sen. Johnson and Reps. Wilbur D. Mills (D-Ark.), A. S. Herlong (D-Fla.) and Melvin Price (D-Ill.). Baseball was not mentioned specifically.

Sen. Johnson, who is president of the Western Baseball League, sponsored his measure (S 1526) as a means of establishing the validity of the reserve clause. The proposal will be referred to the Senate Interstate & Foreign Commerce Committee, of which he is chairman. Lower chamber bills (HR 4229-31) were to be sent to the House Interstate Commerce Committee. Reps. Mills and Herlong co-introduced similar legislation in 1949. The exemptions also would apply to "acts in the conduct of such enterprises."

Only precedent for evaluation of baseball's interstate nature lies in an old Supreme Court ruling that baseball, as such, does not fall within the category of interstate commerce and therefore is not subject to anti-trust laws.

Under practices now prevalent, major league broadcasts involving a non-home team may be carried by stations in the local team's area when the latter is not playing. Broadcasts must be terminated 30 minutes before the start of the home team's game. Such broadcasts are common in Washington and other major league cities where

night contests are involved. In those instances the local club has no veto over play-by-play of games out of its home territory.

The NCAA, whose TV steering committee was slated to meet behind closed doors last Friday came up with a modified plan for limited college football telecasts after preliminary investigations by the Justice Dept. and charges of monopolistic power inherent in its boycott weapon.

The situation has been equally explosive in professional football circles, prompting complaints of restrictive practices by football teams involving territorial radio-TV rights. Here, questions have been posed relating to exclusive sponsor contracts signed through their advertising agencies. Comr. Bert Bell of the National Football League last fall announced that league rules had been modified to place responsibility with individual clubs.

One complaint involved WOL Washington, which claimed it was restrained by George Marshall, Washington Redskins owner, from carrying a Detroit-New York contest. Mr. Marshall was quoted as saying the club had abided its territorial rights and had contracted exclusively with American Oil Co., with a clause barring broadcasts or telecasts of other games in the area at all times.

### DuMont Contract

Mr. Bell last week announced the league had sold exclusive five-year rights for broadcasts, telecasts and film coverage of NFL championship games to DuMont TV Network (see separate story).

Perhaps the strongest protest of all has been voiced by Edward Lamb, owner of WICU (TV) Erie, Pa., WTVN (TV) Columbus, Ohio, and WTOP-WTRT (FM) Toledo, Ohio. He charged that the NFL, ABC and the Cleveland Browns club last December denied WICU permission to telecast a Cleveland-Philadelphia game. He called on the Justice Dept. to "study anti-trust implications of the arrangements now entered into by the professional football teams. Mr. Lamb also held that WTVN and WSPD-TV Toledo has been "discriminated against . . . in almost an identical fashion."

Mr. Lamb claims WICU had a contract with ABC and Sun Oil Co. for telecast play-by-plays of all Cleveland Browns home games but that Comr. Bell and Cleveland Coach Paul Brown "prevailed upon ABC to refuse telecast rights to WICU."

The radio-TV owner, who also publishes the *Erie Dispatch*, expressed "grave doubt" about the legality of a local broadcast rule within NFL. Under current practices, he advised the department's Anti-Trust Division, a station within the area of the local football team was prohibited from airing an "outside" game throughout the season—whether or not the home team was playing on the particular day the station sought to

## In Review

(Continued from page 26)

as raw as the one buzzing in Congress over Gen. MacArthur's recall.

Then comes the meat of the panel and plenty about prices, too. Like good cuts of cooked beef, the program is very well done and juicy. But there the simile stops because it isn't always tender.

Broadcast on Sunday on some stations and later in the week for others, the program attempts to be timely and newsworthy. But with no harm meant to worthy Congressional thought processes, the most recent time the panel burned the headlines was when the show was aired a day before Sen. Moody took office in the Senate.

That show was on foreign policy and it followed by a hair's breadth the MacArthur speech to Congress. After the program, tempers of Sens. Humphrey, Lehman and Capehart were so scorching that the participants forsook their stately ways to swing untrained fists. A Senatorial eye-witness called the scuffle a "cream-puff" brawl.

### Radio Background

Senators as a rule do not spread themselves too wide in too many places. But in Sen. Moody's case it is the story of man bites dog—he was an established broadcaster before appointed Senator to fill the seat left vacant by the late Arthur H. Vandenberg.

Not long after Sen. Moody took office he moderated the real thing, that is he was offered the privilege of presiding over the U. S. Senate in the Vice President's chair. There's a story that after a day in the Veep's chair, Sen. Moody, former Washington correspondent for the *Detroit News*, walked into the Senate Press Gallery and headed for the hat rack, only to catch himself up short and remember he had parked it in the Senate cloakroom.

At least on his program he not only knows where everybody's hat is placed but also what is contained beneath it.

Mr. Lucey, chief political writer of Scripps-Howard, has been moderating the last few panels, as Sen. Moody thinks it best not to take part in issues in which he has legislative interest. Apparently he expects to moderate only a select few, "non-controversial" panels. Sen. Moody, a Democrat, would find it difficult to straddle the fence, particularly when it needs mending.

And why not? Yesterday's panel discussed the MacArthur-Bradley debate. For a "non-controversial" Senator—untouchable.

broadcast the football play-by-play.

Comr. Bell said last week, however, that "any club can telecast games but not within 75 miles of the city where a game is being played." League policy is more liberal than ever, he added.

## BETWEEN COMMERCIALS

BY  
KAY  
MULVIHILL



With construction on the new KSFO-KPIX studios well underway, the modern plant—first on the West Coast specifically designed for AM and TV—will see completion in December of this year.

Located on San Francisco's famed Van Ness Avenue, the radio and television center will be three stories high and will house three immense television studios, four AM studios, in addition to business offices.

One of the new building's many unique features will be the "roof deck", designed for telecasting outdoor programs and special events.

### PROGRAM CITATIONS

Annual citations made by the American Association of University Women for "good listening and viewing" brought KSFO more recommended programs than any other Northern California independent station—with such selections as: "Hour of Melody", "Business News", "Farm Bureau of the Air", "Top of the Mark", "Parade of Melody", "California Council Table" and "Tunes for Tots".

Included among the eleven KPIX shows, cited for "good viewing '51", were: "William Winter and The News", "Time for Beany", "This Is Show Business", "Fred Waring", "Studio One", "What's My Line", "KPIX Tele-news", "Mr. I. Magination", "Ford Theater", "Celebrity Time" and "Great Fights".

STATISTICS: Bay Area television set sales have now reached the 190,000 mark.

## TELESCRIPTIIONS

ANIMATED AND  
LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG. \* WASH., D. C.  
Sterling 4650

Telecasting • BROADCASTING

KPIX CHANNEL 5  
Represented by The Katz Agency, Inc.

580 KC  
KSFO  
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO



## 'REGULATION W'

### Hill To Hear RTMA Appeal

CONGRESS will hear Radio-Television Mfrs. Assn.'s appeal for relief from Regulation W, which curbs credit on purchases of radio-TV sets, tomorrow (Tuesday) and the following week, June 5.

Robert C. Tait, president, Stromberg-Carlson, will present RTMA's argument before both the Senate and House Banking & Currency committees [BROADCASTING • TELECASTING, May 14]. Mr. Tait goes before the House group tomorrow and the Senate committee June 5.

In advance of the Congressional hearings, RTMA's special committee handling the project went over last-minute details in a meeting Friday. Chairman of the unit is Philip Dechert, Philco Corp. general counsel.

At present, Regulation W calls for a 25% down payment of purchase price with 15 months to pay the remainder. RTMA already has been turned down by the Federal Reserve Board in a similar attempt to have radio-TV sets transferred to the household furnishings category, thereby cutting the down payment to 15%.

RTMA intends to present the Congressional groups with figures showing a marked increase of unemployment in the radio-TV set manufacturing field.

## CUBA NETWORK

### URT Plans \$2 Million Outlay

UNION RADIO Television, which last fall put into operation Cuba's first TV station, CMUR-TV Havana [BROADCASTING • TELECASTING, Oct. 30, 1950], is planning to spend \$2 million this year for a Cuban TV network that will provide complete coverage of the island, Irving Later, New York representative of URT, revealed last week on his return from conferences in Havana.

Plans call for 5 kw stations at Santa Clara, Camaguey and Holguin and for 500 w stations at Santiago de Cuba, Matanzas and Pinar del Rio, to be erected in that order. Each station will have a three-bay antenna designed to quadruple its power output and all will be linked to the 5 kw Havana key station, where most of the programs will originate, by microwave relay.

### Equipment Available

Mr. Later said that although definite orders for equipment have not yet been placed, the company has reasonable assurance that it will be able to get the transmission and relay apparatus it needs, material shortages and U. S. construction restrictions notwithstanding.

## FILMS OUTLINED

### Production Plan Revealed

CONSOLIDATED TELEVISION Productions President W. B. Clum last week outlined the films under production by his firm, in what he said was an effort to dissipate confusion caused by "the announcement of the formation of a similarly-titled concern, with headquarters apparently to be located in Hollywood."

"Norman Chandler, chairman of the board of Consolidated Television Productions Inc., who is also president of KTTV Inc., is continuing with his plans for station syndication independent of Consolidated. An announcement concerning film syndication for major-market television stations is expected in the near future," Mr. Clum said. "Mr. Chandler has informed all concerned that he has absolutely no interest in this newly-formed syndication concern, now under the title of Telecasters Film Syndicate, nor is the use of his name in connection with it authorized in any way."

Films now under production by his company, Mr. Clum said, include "Cyclone Malone," "Jump-Jump of Holiday House."

## Station Staffs

(Continued from page 29)

high in relation to other lines of employment. Pressure for wage increases, at this time, comes on top of relatively large advances starting back in 1946. Unlike many industries, radio has experienced steadily rising operating cost ratios over the past five years, with the rising payroll being a significant contributing factor. The year 1950 witnessed the highest ratio of operating expenses to income in the history of broadcasting; 1951 may be even higher."

Pressure to move wages, materials and service costs to higher levels will continue so long as the national defense program continues, Mr. Doherty said, with many broadcasters in danger of being caught in the squeeze between higher operating costs and lower income.

"Radio is today the only important segment of American industry which is experiencing any semblance of a decline in the price of its service or commodity," he said. "Probably never before in the history of radio has the challenge to station management been so great."

Five impacts on radio operations from the defense economy, according to Mr. Doherty, are pressure for a gradual upward trend in wages; labor shortages; material and equipment shortages, with rising costs; higher taxes on profits; threats of taxes and/or limitations on advertising expenditures.

He said these problems can best be met through industry cooperation, as provided by NARTB.

## Telefile

(Continued from page 60)

ing the fall and winter, sponsored six telecasts weekly of WFAA's famed *Early Birds* radio gang, and, during the spring and summer, the firm is sponsoring Sunday home games of the Dallas Eagles baseball team.

One of the oldest locals on the station is Capitol Distributors' (Admiral TV sets) *Canine Comment*, 15-minute pedigree parade with David Wade presiding. TV toastmaster for the Dallas-Fort Worth area is Bob Stanford, who in his nightly spot has sold Admiral and Raytheon TV receivers and now Fritos.

A still longer list of promotion could be unraveled, such as the *Miss Zenith Television* contest (to select the North Texas competitor for the national vying) or a Christmas season drive.

WFAA-TV uses radio live talent in its telecasting operations with success. The TV and AM stations are housed in different sections of Dallas; radio in penthouse studios in the center of town and the TV operation located on a main highway artery some distance away.

To tie-in this spaced arrangement, announcer shifts were set up to acquaint TV personnel with radio operations and vice versa. Then, shows were built to accommodate the talent performing both commercially and sustaining.

This integration of entertainment personnel carries over to the production and administrative side. The realignment was completed last December when Ralph W. Nimmons, formerly in charge of WFAA national sales and assistant manager of the station, became WFAA-TV manager.

E. M. Dealey is president of the *Dallas Morning News* and of WFAA-AM-TV. James M. Moroney is *News* vice president and secretary and in charge of its radio-TV properties.

General manager of all *News* broadcast properties is Martin B. Campbell. Raymond J. Collins, assistant manager of the broadcast holdings, is in charge of technical operations. Alex Keese, another



### 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.

## LIBEL and SLANDER

Invasion of Privacy  
Plagiarism-Copyright-Piracy  
INSURANCE

For the wise Broadcaster  
OUR UNIQUE POLICY  
provides adequate protection.  
Surprisingly inexpensive  
CARRIED NATIONWIDE  
For details & quotations  
write

Employers  
Reinsurance  
Corporation

Insurance Exchange Bldg.,  
Kansas City, Missouri



assistant manager in the broadcast set-up, is in charge of radio and TV regional sales, assisted by Ralph Widman and Bob Scott, who concentrate on video.

Ashley Dawes is production director of WFAA-TV. Larry DuPont is news and special events director; Carlos Dodd, TV technical supervisor, and Ray Huffer, formerly with the radio operation, stage manager.

Claudine Shannon occupies the continuity chair, a position she previously held at WFAA radio. Alice McCord, another WFAA veteran, supervises the traffic operation. Howard Anderson is director of the film department.

WFAA-TV, which carries programs from the NBC, ABC and DuMont networks and is North Texas outlet for Paramount, operates on Channel 8 (180-186 mc) with 13.5 kw aural and 27.1 kw visual power.

An illustration of its programming is taken for the week May 13 when the station totaled 61 hours on the air—31 hours consisted of network programming and 21 hours of live telecasts. The remainder was non-network film. Mr. Nimmons expects the station to be on the air at 10 a.m., and to run through midnight, by early winter.

New era will be ushered into southwest telecasting when the coaxial cable arrives. Messrs. Nimmons and Campbell predict this will come about the fall of next year.

WFAA-TV is also an example of a station that has come into the black side of the ledger in its operation.

Its television plant is located in a compact cream brick building which had been built with only one studio. An addition to the building, estimated at a cost of \$100,000, will make available another studio, extra storage space (for props and scenery) and a special room for set construction.

This expenditure added to the original purchase price when WFAA-TV came into being makes the cost \$675,000. To this can be added another \$35,000 spent in remodeling existing facilities and maintenance, plus a \$50,000 investment in a film studio, to a total

\$860,000 investment.

WFAA-TV's equipment boasts a \$95,000 DuMont telecruiser. An expected 25% growth of the present 61 member TV staff also will include plans of both Mr. Dodd and Mr. Collins to expand technical aid with a full-time remote crew, thus being able to handle four remotes weekly after June 1.

The film production unit at the station is under the direction of Victor L. Duncan. Publicity is handled by Harry L. Koenigsberg with Jane Cockrell, his assistant. Wyona Portwood directs sales promotion. Her assistant is Joyce Wilbur.

#### Film Unit

The film unit specializes in video commercial announcements. It is equipped to make films of live action—interior or exterior; sound or silent—semi-animation, full-scale animation, animated small-object photography, varied photographic effects prevalent in 20-second or one-minute spots, and also five-minute or longer sound productions.

According to Mr. Campbell:

"Unlike radio, where the principal broadcasting stations meet FCC standards for primary coverage in both Dallas and Fort Worth, the two markets are separate under FCC standards in that the two television stations in Dallas and the one in Fort Worth render primary service only in the home city of the stations.

"The Dallas stations have some coverage in Fort Worth, just as the Fort Worth station has some coverage in Dallas; but under the 'strongest signal' formula advanced by NBC, and now pretty generally accepted, the Dallas market is 50% greater in population and total wealth than the Fort Worth market.

"Television set distribution pretty well reflects this difference in the Dallas 'strongest signal' area, with 61.8% of the receiving sets as compared to the 38.2% in the smaller Fort Worth area."

#### Compares Media

And for radio as compared to TV, Mr. Campbell remarks: "We expect television to attract many new advertisers to itself. The national advertisers are, in some cases, switching from radio and perhaps other media; but we really expect the bulk of our local money to come from advertisers who have not used radio very extensively, if at all."

Radio, he says, is not "a dying media." Mr. Campbell feels complete TV saturation in the station's market area "would only reduce the potential audience of WFAA Radio by 15%."

Of rates, Mr. Campbell says WFAA-TV is a firm advocate of a "one-rate policy in television. While we are handicapped by dual rate cards of other television stations, we put in a rate increase on April 1, and we expect to continue to increase rates as the market and set distribution justifies it."



Advertisement

## From where I sit by Joe Marsh

### The Cow That Can't "Run Dry"

*Sandy Johnson showed me his Jersey cows last week. It was a warm day and they were all under the trees near a watering trough.*

And darned if one cow wasn't pumping water into the trough! It's a fact—she'd raise the pump handle with her nose, and use her throat to push it down again.

*"That's Mabel," Sandy said as she moved away. "Sometimes they drink that trough dry, and she's learned to fill it. But she doesn't know her own strength—turns the place into a swamp if we don't watch her."*

From where I sit, Mabel isn't the only one who sometimes doesn't know where to stop. For instance, people often carry personal opinions too far—like the person who wants everyone to accept *his* choice of political parties, or ballplayers . . . or beverages. I prefer a glass of beer with my meals. I know that a lot of other people prefer milk. But nobody ought to insist on "herding" others around to his way of thinking.

*Joe Marsh*

Copyright, 1951, United States Brewers Foundation

# 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



# 'MEDIAMETER' 'Attentive' Time Measured By New Hooper Service

MANY BROADCASTERS of late reportedly have felt themselves unfairly used by the research services they have supported. By entering into measurements of TV as well as radio audiences, these research firms have, the radio station men feel, spotlighted the loss of audiences from radio to television without doing anything to point out to buyers that while a family watching TV is not listening to radio, neither is it reading a newspaper or magazine.

C. E. Hooper Inc. has now come up with a new service designed to appease the complaints of the radio executives.

Called the "Mediameter"—first Hooper service not to incorporate the founder's name into its title, but nonetheless a name on which the company has taken steps to secure full legal protection—this new service is designed to measure the number of minutes of "personal attentive time" the American public devotes to newspapers, magazines, radio and television.

Confined to at-home exposure to these four media, which will be measured by the common denominator of minutes of attentive time, the new service was described by C. E. Hooper, president of the research firm, as an extension to four media of the "minutes of listening" calibration his company has long used in radio audience reporting.

Announcing his newest service

May 16 at a meeting of the Media Men's Assn. in New York, Mr. Hooper explained that the indexes of attentiveness per home for each medium is expressed in terms of minutes of attentiveness for each individual, in addition to a family measure. For example, he said, if four persons in a home are watching TV while a fifth is reading a magazine, this four-to-one ratio will be reflected in the report.

He proposed that the reports be developed in the country's 100 largest cities on a three-times-a-year frequency, covering the time between 8 a.m. and 11 p.m., seven days a week. He is offering the service on a participation plan with the goal of securing the 100 largest advertisers as subscribers.

Data for the Mediameter measurements are collected by the telephone coincidental method, calls being made continuously from 8 a.m. to 11 p.m., Sunday through Saturday.

Interviewer starts each call with an overall question: "Was someone in your home listening to the radio, looking at television, reading a magazine or reading a newspaper when

the phone rang just now?" Then each media is covered with separate questions covering the number of men, women and children attending to the medium, the name of the radio or TV program or programs, newspaper or newspapers, magazine or magazines receiving that attention.

The figures, collected continuously in random homes, can be used to measure duplication within a medium (number reading the same newspaper), between media (those reading different newspapers), and to show the average exposure to each medium at all times.

For instance, if 5% of the families called during an hour reported some magazine reading and the average of persons reading magazines were 1.2 per home, that multiplying 60 minutes by 5% by 1.2 would give 3.6 minutes as the average time per home devoted to magazine reading during that hour. The technique is the same as that which has long been used to determine average sets-in-use figures for radio, Mr. Hooper explained. They can be figured by hours of the day, days of the week, average for the week and week-long total, he said.

## Service Functions

Referring to the function of the Mediameter service, Mr. Hooper said: "This is no measure of comparative media effectiveness. Rather it is a measure of public exposure to each medium. It is the function of the advertiser to interpret the significance of its results between media and of the trends revealed within media in the periodic surveys. Our position is the one we always occupy, responsible for accuracy and statistical reliability in the measurement itself."

## ALASKA BUSINESS

### Contracts Signed in New York

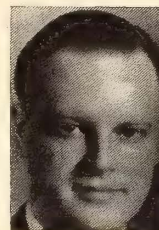
MIDNIGHT SUN BROADCASTING CO., licensee of KFAR Fairbanks and KENI Anchorage, Alaska, through Adam J. Young Jr., New York, is to carry *Life Can Be Beautiful* (NBC, 3-3:15 p.m., Monday-Friday). Show is sponsored by Procter & Gamble's Tide through Benton & Bowles, New York, and will be transcribed on two-weeks delayed basis and rebroadcast 3-3:15 p.m., Alaska time.

Spot business contracts also going to the Midnight Sun stations during the past month are: Procter & Gamble's Joy through Biow Co., New York, two one-minute daytime spots, Monday - Friday; J. B. Williams Shaving Cream through J. Walter Thompson, New York, one half-minute daytime spot, Monday-Friday; Hills Brothers' Coffee through N. W. Ayer, New York, one one-minute daytime spot, Monday - Friday, and Whitehall Pharmacal (Anacin, Heet, Bisodol Mints) through John Murray Adv., New York, one half-minute spot Monday-Friday, effective June 1.

## RFE ADVISOR

### Duffield Lands in Munich

ROBERT G. DUFFIELD, manager of WOWO Fort Wayne, Ind., has arrived in Munich to serve as a consultant to Radio Free Europe.



Mr. Duffield

On six weeks leave from Westinghouse Radio Stations Inc., Mr. Duffield will study radio and transmitter installations, methods of operation and help plan improvements.

His experience in all phases of broadcast operation dates from his joining Westinghouse in 1927 at KYW (then in Chicago; now in Philadelphia). Mr. Duffield has served in all the Westinghouse stations except KEX Portland, Ore.

Prior to flying to Germany, Mr. Duffield arranged a communication schedule via amateur radio with H. W. Jones, manager of the Far Eastern Sales Dept. of the Westinghouse International Co. in New York, to keep up with happenings here.

In Munich, he is accompanied by Mrs. Duffield. Before returning home, they plan to visit Spain and Portugal.

## BASEBALL SUIT

### KFSB Files New Charge

KFSB Joplin, Mo., has dropped its original injunction suit to restrain interference with broadcast of St. Louis Cardinals baseball game. [BROADCASTING • TELECASTING May 21]. However, the station has filed a new injunction and damage suit directed solely against the Joplin Baseball Corp. and its director.

The original suit not only named the Joplin team, but also the Cardinals, Griesedieck Brewing Co. and Ruthrauff & Ryan. These four defendants had filed motions to dismiss on grounds that the court lacked jurisdiction in any such case involving anti-trust laws.

In the new action, KFSB asks \$10,000 damages resulting from an interruption to a May 8 Cardinal broadcast on the station. Also sought is a mandatory injunction against further interference.

**THE LITTLE STATION WITH...**

**NBC**

**THE BIG WALLOP!**

**WMAM MARINETTE WISCONSIN**

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest SIGNAL* • WJW • CLEVELAND'S *Chief* STATION

**"SOUPY" HINES**

Stirs up new business for happy advertisers twice a day—6:00 to 8:30 a.m. and 3:30 to 5:30 p.m.

**DAILY DOUBLE for WINNING SALES**

**JACK CLIFTON**

Spins the platters every day from 1:30 to 3:30 p.m. on "Clifton's House Party." A hit with housewives—and advertisers.

**CLEVELAND'S *Chief* STATION**

**WJW**

5000 W. WJW BUILDING

**BASIC ABC**

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



## Open Mike

(Continued from page 18)

programs are better than ever. Better programming at the right time for the right section of the country has been made possible through the modern miracle of the high-quality tape recorder . . . What local station is there which can produce a musical show from any transcribed or recorded library and have it compare with the high professional polish of a taped network show? What local station has the time to devote to such individual shows? What local stations can afford to pay a Don Wilson or a Del Sharbutt to announce its shows?

The four major networks have definitely not "degenerated into network transcription libraries for overpaid talent." Show me a transcription service which can compete with the recency of network shows on a year-around basis? . . .

So the show was taped . . . So what!

Robert F. Concie  
Program Director  
KBKH Pullman, Wash.

\* \* \*

## Dissenter

EDITOR:

Without arguing the merits of the Richards case, I nevertheless make exception to the main point of your editorial, "Who Complained?" [May 21]. Your point is, as I interpret the editorial, that if the public hasn't complained, then there is no real complaint in existence.

How is the public to know whether or not a story is slanted unless they devote themselves to exhaustive reading and research on a great many subjects, something few do? After 12 years in the radio business, I submit that I have seen stations whose newscasting was sloppy and indifferent, stations whose newscasting was conscientious . . . but for the most part the public was more concerned with delivery and voice than con-

tent. They will believe as gospel most of what they hear. The responsibility is with the owner to see that his newscasts present the true picture, not with the public to detect any slanting and complain about it . . .

Bill Erin  
Program Director  
WKJL Sparta, Wis.

\* \* \*

## Ignore P.I.'s?

EDITOR:

I think criticism of your method of blasting P.I. deals is in order. Apparently every time you amass a sufficient collection you print a long article with full details on each deal . . . It seems to me that we are defeating our own purposes by giving these chiselers free publicity. . . .

At WCOJ no further notice is taken of these offers than to deposit them gingerly in the circular file. We do not waste our time and stationery, and I suggest that you do the same. Your space could better be used in general editorials against these shady sharpshooters.

Louis N. Seltzer  
Secretary & Chief Engineer  
WCOJ Coatesville, Pa.

[EDITOR'S NOTE: Our function, as we see it, is to report all the news, including the bad. As a news journal, we would be following a wishful policy indeed if we chose to ignore P.I.'s in the hope that while our back was turned they would somehow go away.]

\* \* \*

## An A.M.A. for Radio

EDITOR:

We have again arrived at that time of year when radio stations begin to beat the brush for summer replacements . . . and out run high school seniors, unemployed salesmen and college playboys who are enamored of the "glamor" of radio. The small stations can hire these misfits at a low rate . . . What's to be done about the summer replacement problem? . . .

Isn't it about time we really made radio a profession? . . . We should set up professional standards, a process of registration. We who depend on radio for our daily bread need protection from those to whom radio is merely a glamorous pastime. . . .

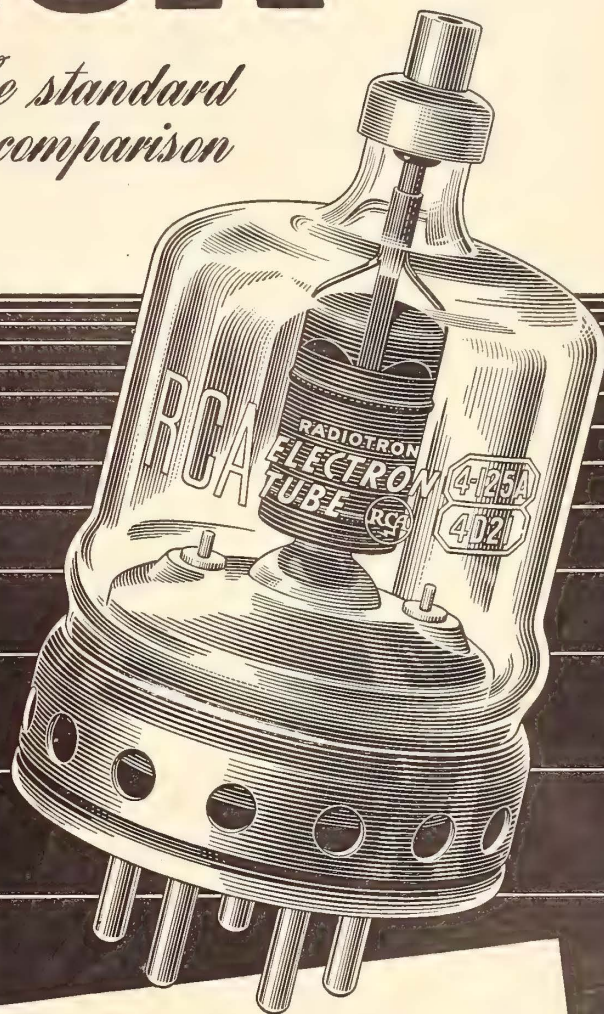
It would be to the advantage of management to cooperate in the plan for putting the radio industry on a professional status. They would thus be assured of a ready supply of experienced and air-wise personnel. As for admitting new members to the profession, they would have the opportunity of proving their worth through regional auditions and examinations, supervised and conducted by a board made up of actively employed radio personnel and executives, assisted by officials of accredited schools. . . .

Dave Mohr  
WARA Attleboro, Mass.

KPMO Pomona, Calif., joins Southern California Broadcasters Assn., Hollywood.

# RCA TUBES

*The standard  
of comparison*



## Solid Service . . . assured!

Your RCA Tube Distributor is set up to handle calls for tubes in minimum time. He knows the "angles" in your field . . . talks tube language. And he's established in the business. By all means, take advantage of his experience. He's as near as your telephone.

And speaking of solid service . . . the vhf tetrode pictured here . . . is a top performer when it comes to FM and TV operations. RCA 4-125A/4D21 is but one in RCA's complete line of tubes meeting each and every broadcast station's need.



**RADIO CORPORATION of AMERICA**

**ELECTRON TUBES**

**HARRISON, N. J.**

# KUOA

SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S  
ADVERTISERS

# WILDROOT

**5000 WATTS**

**M.B.S. AFFILIATE**

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

**Associated With KGER**  
**Long Beach, Calif.**



## NEW KMBC HOME

### Celebration Marks Opening

ARTHUR B. CHURCH's month-long anniversary celebration was climaxed May 19 with the opening of a new million-dollar KMBC Bldg. in Kansas City, Mo. [BROADCASTING • TELECASTING, May 21]. The four story building covers a block in downtown Kansas City and houses a 2,600-seat theatre to be known as the TV-Playhouse.

Mr. Church, president and founder of the KMBC-KFRM Kansas City team, was honored through a celebration entitled, "30 Years and 30 Days," which began April 21. The 30 years represents the length of Mr. Church's association with broadcasting.

Some 13,000 visitors were conducted through the KMBC Bldg. by staff members. Products and services of every KMBC-KFRM advertisers were merchandised with displays along the route of the public tour. The official dedication, an hour-long broadcast, was presented from the stage of the TV-Playhouse. Attending the broadcast were 600 invited guests and about 2,000 public spectators who had written for tickets.

At 7:30 p.m., the *Brush Creek Follies* had its 1951 premiere from the TV-Playhouse. The first half-hour was carried coast-to-coast by CBS. KMBC television cameras—the station has purchased TV equip-



Following the KMBC dedication ceremony, 75 guests were entertained at a buffet luncheon on the fourth floor of the building. Among them were (l to r) Mr. Church; Forrest C. Smith, Missouri governor; Kearney Wornall, vice president, City National Bank & Trust Co., and H. Preston Peters, president of Free & Peters Inc. In the background is R. Crosby Kemper, president of the City National Bank & Trust Co.

ment for future use—picked up the show, piping it by cable to sets in the huge KMBC television studio where it was viewed by several hundred persons.

The new building has a total floor-space of 100,000 square feet, and also houses the local bureau of United Press Assn. Negotiations are under way for tenancy of other available space.

Name of the building was chosen after a contest conducted within

the radio and advertising trades. Grand winner of the contest was Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other winners were:

W. B. Wisdom, New Orleans; R. A. Selness, White Labs Inc., Newark, N. J.; Dave Dexter, Potts-Turnbull Adv., Kansas City; Kent Thomas, Curt Freiberger & Co., Denver; Tech. Sergeant B. G. Oman Jr., Camp Lejeune, N. C.; John A. Fels, Silver Spring, Md.; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Arthur Poppenberg, International News Service, New York; Aubrey Williams, Fitzgerald Adv. Agency, New Orleans, and Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles, New York.

Judges for the contest were Herbert H. Wilson, chairman, president of Kansas City's Centennial Assn.; Bruce B. Brewer, president, Bruce H. Brewer & Co.; R. J. Potts, president, R. J. Potts-Calkins & Holden; William J. Krebs, president, Potts-Turnbull Adv.; William B. Terry, president, Wm. B. Terry Organizations Inc., and James M. Kemper, chairman of Downtown Committee.

## INCENTIVE PLAN

### Extended by RCA

NET INCOME required of RCA Victor Div. of RCA before its management incentive compensation plan goes into effect has been increased from \$5.4 million for 1950 to \$6,160,000 for 1951, SEC records showed May 18. The limit on the aggregate amount of incentive compensation payable under the plan also has been increased from \$950,000 for 1950 to \$1,050,000 for 1951, it was disclosed.

Incentive plans for 1950 were continued into 1951 for NBC, RCA Labs Div., RCA International Div., RCA Communications and Radiomarine Corp. of America, with provision that no RCA director or officer "has been designated eligible to receive incentive compensation for the year 1951" from any of the divisions. This was understood to have the effect of preventing top officials of various divisions from setting their own bonuses.

## NARND UNIT

### Ray Heads 'Freedom' Panel

NATIONAL ASSN. of Radio News Directors has named Bill Ray, NBC Chicago chief of news and special events, to serve as chairman of its committee on freedom of information in radio and television. This was announced May 17 by President Ben Chatfield, news editor of WMAZ Macon, Ga.

Mr. Ray and his committee will attempt to obtain access to radio and TV news, and especially the right to broadcast and telecast legislative sessions, committee hearings, courtroom trials and other public functions of government. His group will gather information on the status quo of radio and television broadcasts of such proceedings in each locality and negotiate with public officials.

Other news directors on the committee are Pat Flaherty, KPRC Houston; Ken Miller, KVOO Tulsa; Glenn L. Farrington, WTAX Springfield, Ill.; A. G. Cannings, CKWK Vancouver, B.C.; Paul Ziemer, WKBF LaCrosse, Wis.; Monroe Benton, WNYC New York; Jack Griffin, KWL St. Louis; Ron Cochran, CBS Washington; Pat Cullen, KHQ Spokane; Jesse Helms, WRAL Raleigh; Jack Kreueger, WTMJ Milwaukee; Charles Roeder, WCBM Baltimore, and Jack Beck, KNX Hollywood.

## OTTAWA OUTLET

### New Daytimer Recommended

NEW AM station at Ottawa, Ill. on 1430 kc with 500 w daytime was recommended in an initial decision reported by FCC last Tuesday. Proposed grantee is Carl E. Meyer, Chicago consulting engineer.

Hearing Examiner Leo Resnic found the proposed station "will not only bring a new service to an area of 3,282 square miles and population of 172,564, but will provide . . . Ottawa . . . with its first standard broadcast station."

He found no interference would be caused to any other existing proposed station, except to WO Davenport, Iowa, "in a very small area already suffering interference from another station." The proposed Ottawa outlet, however, would suffer slight interference from two existing facilities, the examiner found, but held that should not preclude granting the new local service.

*Bask in the light  
of the Mid-South's  
THRIFTIEST COVERAGE*

**WHBQ**

MR. Q Get Sales on "Q" ... Others Do!

**WHBQ IN THE SOUTH'S GREATEST MARKET**

REPRESENTED . . . by WEED



**NEVER HEARD OF KIRKSVILLE?**  
**You must be from New York!**

But, 100,000 North Missourians hear of Kirksville every day, over KIRX 1. Check our rate card. It's advertising's best value!



**ROBERT J. McBRIDE Jr.**, promotion director WGH Newport News, Va., appointed program and promotion manager. **AMBERT DAIL**, announcing staff, appointed chief announcer.

**MARJORIE TAYLOR**, continuity editor WLAP Lexington, named continuity editor KXYZ Houston, replacing **CAROLINE GRAHAM**, who resigns to marry Kenneth Fitzgerald.

**TED McKINSTRY**, chief announcer KFDW Helena, Mont., named program director.

**WINSLOW UEBEL**, network sales promotion NBC Chicago, to program business department ABC Chicago.

**CHARLES V. HUNTER**, program director WJW Cleveland, called to active duty with Army. **BRUCE MacDONALD** to direct program department in his absence.

**NAOMI RECTOR**, traffic manager WPTZ Albany, N. Y., appointed director of continuity and traffic operations, replacing **MICHAEL DANYLA**, resigned (see AGENCY BEAT).

**McDOWELL K. STARKEY** appointed continuity editor KWFT Wichita Falls, Texas.

**WILLIAM R. WORKMAN**, TV program producer Navy's Special Devices Center, Sands Point, Long Island, N. Y., appointed producer CBS Public Affairs Dept. He will produce first the 13-program series, *It's Up To You*, Sat., 5:36-6 p.m., over CBS-TV, in behalf of Red Cross campaign to persuade one member of each household to take civilian defense first-aid emergency training course.

**HOWARD ANDERSON** named director film department WFAA-TV Dallas. He was with KDYL-TV Salt Lake City as news and special events director. **JOAN DANAHEY** named assistant director of film department and music librarian at WFAA-TV.

**MAURY FERGUSON**, announcer WKY-AM-TV Oklahoma City, resigns to freelance. He will continue to air several shows on WKY and will also broadcast three shows on KOTV(TV) Tulsa.

**FRANK HARDEN**, program director WVIS Columbus, S. C., elected national director of United States Junior Chamber of Commerce.

**BOB KERR**, staff announcer KICK Springfield, Mo., to WDAF-TV Kansas City as announcer-newscaster.

**ART BACA** appointed to announcing staff KATL Houston, replacing **TED KNAPP**, called to active duty with Air Force.

**WALTER TYRRELL**, announcer WASH(FM) Washington, to WWDC-AM-FM Washington in same capacity.

**ROLAND TWIGG**, graduate Columbia Institute, Phila., to announcing staff WTUX Wilmington, Del.

**LES TURNER**, American folk music performer, to WBAL Baltimore as guitarist and song writer.

**GEORGE WINTERS** returns to WCKY Cincinnati as disc jockey. He replaces **DON DAVIS**, resigned. Mr. Winters has just completed tour of duty with Marine Corps. **DAN DAVIS** appointed to staff WCKY Cincinnati.

**MARRIANE PYEATTE**, accountant KUOA Siloam Springs, Ark., to KGER Long Beach, Calif., as assistant accountant.

**JOHN MICHAELS**, announcer WPAY Portsmouth, Ohio, to WVKO Columbus, Ohio, as disc jockey.

## air-casters



**LEROY MORGAN**, music rights department WRC Washington, to production department WNBW (TV) Washington. **RENE MARECHAL** page WRC, to music rights. **RAYMOND QUINN**, WAAB Worcester, Mass., to WRC Washington, as summer staff announcer.

**L. T. LUMPKIN** appointed TV production staff WSB-TV Atlanta.

**CHARLIE STARKE**, disc jockey WINS New York, named "one of the best dressed men in his field" by The Men's Fashion Pageant, Atlantic City, N. J. He also was selected as a judge in next year's contest.

**FRED SHEVIN**, Hollywood radio-TV writer, father of girl, May 18.

**RITA LaROY**, TV actress, starts new weekly half-hour *Glamour Session* on KNBH (TV) Hollywood.

**BEVERLY BROWN**, program director WNOE New Orleans, awarded Blue Ribbon for Americanism through youth betterment by area's American Legion Auxiliary. Mr. Brown selected in contest conducted by high school students who establish qualifications, stage elections and select winners. He was chosen for his "Ideal Boy and Girl" project and *Hilites*, youth participation programs.

**BENNETT CERF**, writer and publisher, will discuss his experiences in television and his upcoming fall show at final meeting this season of Chicago Television Council June 5. Regular luncheon meeting will take place in Dining Room 14 of the Palmer House hotel rather than the Tavern club because a large attendance is expected, according to President **FRED KILIAN**, ABC-TV. New officers for the next year will be elected.

**BILL CARSON**, meteorology instructor and former orchestra leader, to WTMJ-TV Milwaukee as weatherman for daily ten-minute weathercast program.

**JACK PEARCE**, producer KYW Philadelphia, father of boy, John J. III.

**JEAN HERSHOLT**, star of *Dr. Christian*, CBS, Wed., 8:30-9 p.m., who has willed his Hans Christian Andersen collection to the Library of Congress, presented catalogue of his collection to Luther H. Evans, Librarian of Congress, in Washington May 17.

**GERALDINE WING**, office manager KODY North Platte, Neb., elected president of North Platte Business and Professional Women's Club.

**BOB FITZGERALD**, continuity department KVSF Santa Fe, N. M., appointed to announcing and promotion staff. **GORDON KING**, part-time salesman and announcer, appointed full-time announcer and musical director. **JOHN ANDRE** named announcer-engineer. He was with KHSC Arcata, Calif.

**DAGMAR**, star of *Broadway Open House* on NBC-TV, voted "Miss Welder of 1951," by the National Eutectic Welders Club. The club elected Miss Dagmar as the "girl they would like most to weld with."

**JACK GOLLY**, member of "Starnoters" musical group WGN Chicago, father of daughter, Lisa Sue.

**PETE JOHNSON** associated with British motion picture studios, to KTTV (TV) Hollywood, as assistant to **TOM CORRADINE**, film director.

**ELOISE REEVES**, supervisor film operations division KECA-TV Los Angeles, appointed director of film programs for station, succeeding **GEORGE K. BOGGS**, resigned. She will also continue in her previous position. **JIM HORTON**, film department assistant, KECA-TV Los Angeles, June 16 leaves for England for six week assignment with independent film producer as advisor-consultant on series of half-hour films for U.S. distribution.

**JOSEPH PARKER**, producer *Al Jarvis Show* KLAC-TV Hollywood, and **MARILYN HARE**, TV actress, are parents of boy, Christopher Joseph, May 14.

**FREEMAN LUSK**, moderator *Freedom Forum* KLAC-TV Hollywood, and Ann Stair, married May 15.

**GLORIA WILSON**, RCA Indianapolis, to WMAQ-WNBQ (TV) Chicago, as writer in advertising and promotion.

**LARRY GUTTER** to WBBM Chicago writing staff. He was with W. E. Long, Harold Gingrich & Assoc. and Olian Advertising, Chicago agencies.

**JACK NAYLOR** appointed floor manager WGN Chicago.

**AL OUMET**, co-ordinator of television for Canadian Broadcasting Corp., Montreal, taking three months leave of absence.

**PETE STRAND**, director WXYZ-TV, acted as community consultant for 11th Annual Community Careers Conference held by Wayne U. Mr. Strand participated in forum discussing television.

**EDWIN BAILEY**, Hollywood producer *CBS Truth or Consequences*, father of girl May 12.

### News . . .

**DICK RIFENBURG**, announcer WJR Detroit, to sports announcing staff WBN Buffalo. He was selected end on 1948 All-American football team. Mr. Rifenburg fills in for **RALPH HUBBELL**, sports director WBN, now taking prolonged rest at Newton Memorial Hospital, Cassadaga, N. Y.

**HAL NEWELL**, television sports announcer WXEL Cleveland, to WERE Cleveland as sports commentator.

**FRANK SOMMERKAMP**, student Xavier U. and Sunday news editor WCKY Cincinnati, appointed sports editor *Xavier News*.

**GRANT HOLCOMB**, newscaster CBS Hollywood, returns to work following recovery from injuries sustained in auto accident.

**JACK KNELL**, director news and special events WBT Charlotte, N. C., played role of Elwood P. Dowd in Charlotte Little Theatre's presentation of "Harvey."

**THOMAS GEOGHEGAN**, press chief WRC Washington, to New York for NBC promotion department seminar and conference.

**JESS PRICE**, reporter and staff writer *Jamestown Sun*, Jamestown, N. Y., appointed news editor WJTN Jamestown. He succeeds **RAY FINCH**, named radio editor *Buffalo Evening News*, Buffalo.

**GLORIA ROGERSON**, women's commentator WWVA Wheeling, W. Va., named as one of the winners in Women's Radio Commentators contest on *Wendy Warren* show over CBS.

**SIDNEY G. PIETZSCH**, news editor WFAA Dallas promoted to rank of major in Texas National Guard. He is public information officer for 49th Armored Div., headquartered in Dallas.

**GEORGE HERMAN** named chief of CBS Tokyo Bureau and **JACK WALTERS**, New York, and **ROBERT C. PIERPOINT**, Stockholm, assigned to Tokyo. Rotation trips home from Tokyo for Mr. Herman, whom **ROBERT P. MARTIN** will replace temporarily, and **JOHN J. JEFFERSON** also were announced.

**JOHN FRANKLIN**, news commentator KYW Philadelphia, father of girl, Candida.

**JACK MORAN**, sports director WMON Montgomery, W. Va., to KVER Albuquerque in same capacity.

**JIM SCOTT**, news director WKBR Manchester, N. H., father of daughter, Morgan Erica.

**PAUL JONAS**, sports director MBS, and **AL HELFER**, sportscaster MBS, recently received membership in Million Mile Club of United Airlines.

**KEN DUNHAM**, newswriter KCBS San Francisco, and **ROLAND SMITH**, engineer KCBS, flew to Honolulu last week to tape series on Hawaiian defenses for CBS.

Key to a  
\$6 Billion  
Market

# WPHL

560 kc.

## The Philadelphia Inquirer Station

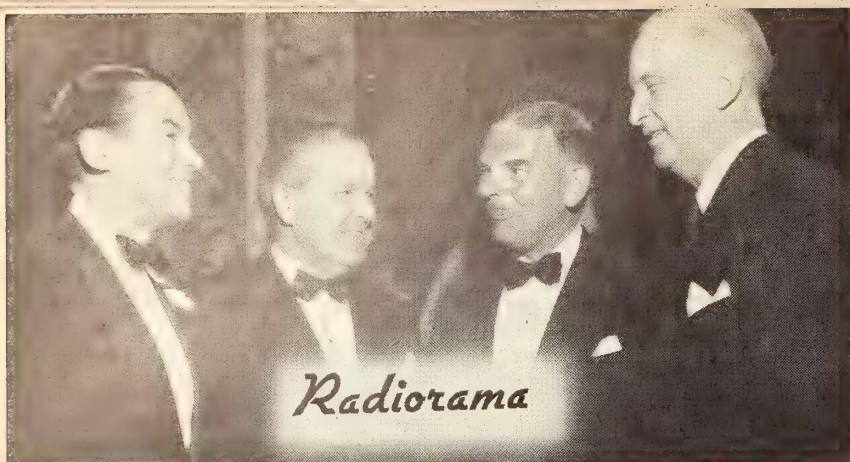
An ABC Affiliate

First on the Dial

In America's Third Market

Represented by THE KATZ AGENCY





## Radiorama

AWARDS dinner of Academy of Radio & Television Arts was occasion for reminiscence among (l to r) Hubbell Robinson, CBS v. p.; Stanley Hope, Esso Standard Oil Co.; N. Y. Gov. Tom Dewey, and Curt Peterson, Marschalk & Pratt. Messrs. Dewey and Peterson and Mrs. Dewey took vocal lessons from same teacher 27 years ago.



RADIO's success as "door-opener" for Kirby Home Renovator salesmen is described by Charles P. Mankus (r), Kirby Fairfield County branch manager, who literally "sweeps up sales" during interview with Philip Merryman, WLIZ Bridgeport gen. mgr. He has advertised on WLIZ since '49.

AT SESSION of City Business Club, Benedict Gimbel Jr. (r), WIP Philadelphia pres., was honored with award of merit in presence of Mrs. Nellie T. Ross, U. S. Treasury, and Arthur M. Williams, club pres. Award cited installation of special lines and Kefauver hearing coverage.



RECIPIENTS of Denver Press Club's two first-place awards for spot news reporting and discussion program were Jim Bennett (l) and Sheldon Peterson (r), respectively, KLZ Denver newsroom. Judge David Brofman of DPC board of directors presents plaques to the two radio winners.

NEW 45 record equipment installed by WFIL Philadelphia is inspected by Roger W. Clipp (center), gen. mgr., Inquirer stations, and Thomas F. Joyce (l), exec. v. p. and gen. mgr., Raymond Rosen & Co., RCA Victor dist., and J. B. Elliott, v. p. in charge, RCA Victor Consumer Products.

PREVIEW showing of Bold Venture was held by WKRC Cincinnati, Frederic Ziv and Pfeiffer Beer for distributor-salesmen. L to r: Edward Broman, Ziv div. sls. mgr.; Leo Coe, Pfeiffer; Joel W. Stovall, WKRC sls. mgr.; Michael Ocelvany, Pfeiffer; Don Farrell and William Hamon Jr., salesmen.



## LOCAL COVERAGE

### FCC Issues Warning

INDICATION that FCC will crack down on suburban stations claiming coverage of wide metropolitan areas was seen in a ruling granting a construction permit for a new local station in Burbank, Calif.

In granting the application of Broadcasters of Burbank for a 250 w unlimited time outlet on 1490 kc, the FCC stated: "It will be clearly understood that we are authorizing this station to serve the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no intimation that the metropolitan area is being served."

The facilities granted for the new station are those relinquished by KWIK Burbank, revoked by final order of the Commission earlier this year on grounds of transfer of control without FCC approval [BROADCASTING • TELECASTING, Jan. 29].

Broadcasters of Burbank is a partnership composed of the following: Walter W. Mansfield, real estate business, 20% owner; Albert S. Hall, real estate, 20%; Floyd J. Jolley, used car dealer, 40%, and Arthur J. Crowley, attorney, 20%.

In its memorandum opinion and order accompanying the grant, FCC pointed out that a Class IV station is "designed to render primary service only to a city or town outside a metropolitan district and the suburban and rural areas contiguous thereto. In general, as in this case [Burbank] a Class IV station cannot provide service to a metropolitan district because of the coverage limitation imposed on this class of station by power restriction and by interference from other stations of the same class."

The opinion noted KWIK had been the only local outlet in Burbank, which grew from a population of 34,337 in 1940 to 78,318 in 1950. Continuing, the memorandum opinion stated in part:

The city is located some distance from the center of the principal city of

this metropolitan district, has a large business district, a completely separate local government and a large number of independent civic, social and cultural organizations. Among the latter organizations are the Senior Symphony Orchestra, Youth Symphony Orchestra, Theatre Guild and Choral Clubs, all organizations providing a rich source for local live programs and organizations among those which should be afforded an opportunity for community self-expression.

In the instant case members of the applicant have represented to the Commission that due to local residence or personal interest in the city of Burbank, their sole interest in acquiring this facility is to provide a needed local service to that city. The applicant has also represented to the Commission that the station will make every possible effort to provide this service and to afford the many organizations of the city of Burbank opportunity for local self-expression.

In view of the above matters, we believe a grant of the instant application would be in the public interest despite the failure to provide service to the metropolitan district in accordance with the recommendation of the Commission's Standards. The application meets the requirements of the Commission's Rules and Standards in all other respects. The proposal will provide fully and satisfactory service under the Standards to the city of Burbank, California, which presently has no local standard broadcast service.

From the foregoing, it will be clearly understood that we are authorizing this station to serve the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no intimation that the metropolitan area is being served.

## AMATEUR GROUP

Formed as N. Y. Defense Step

ORGANIZATION of a statewide amateur voice-and-code radio net work in New York State, to parallel and supplement commercial communication facilities in case of atomic attack, was announced last week in New York. An estimate 8,000 "ham" operators within the state were urged to join.

Col. Lawrence Wilkinson, acting chairman and director of the State Civil Defense Commission, urged 104 county and city CD director to enlist amateurs in their respective areas.

The "hams" will be enrolled in the New York State Civil Defense Amateur Radio Service, which will be supervised by Vincent T. Kerney, communications officer, Amateur Radio Div., himself an amateur operator. The NYSCDARS will be built around a trained nucleus obtained from the New York member of the Amateur Radio Emergency Corps, an affiliate of the American Radio Relay League, the radio operators' national organization.

"Using their own equipment," Col. Wilkinson said, "it will be the duty of amateur radio operators to maintain a communications system to serve in their area, as well as to form a statewide network of radio stations."

## DISASTER PLANS

### Explains Requirements

A COMMUNICATIONS plan is required with applications for authorizations in the Disaster Communication Service, the FCC has announced. The plan must outline the function which a station would serve and how it would go about fulfilling that function.

Whenever such a plan has been approved by FCC, other applicants in the area need not furnish a copy of the plan but they must refer to the plan on file, identify it clearly and explain the manner in which the applicant would participate in that plan, the FCC added. An earlier story outlining disaster service requirements was carried in BROADCASTING • TELECASTING, Feb. 26.

WHAT A "SPOT" TO BE IN

**WTTN**

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

**WTTN** WATERTOWN, WISCONSIN



# MEDIA WAR? *Canada Publishers Nettled By Low-Rate Radio Report*

IMPACT OF the Canadian broadcasting industry's "The Inter-Media Story" report [BROADCASTING • TELECASTING, May 7], showing the lower cost of radio as compared to publications, threatens a rift in the Canadian broadcasting industry and an inter-media rate war. Publication interests are understood to have told the broadcasting industry that its report will have advertisers demanding more research on readership, a costly undertaking.

Meetings of directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. is to take place this week or in mid-June at Toronto to iron out some of the difficulties which publication interests claim have arisen from "The Inter-Media Story." Figures used in the report were those of the Bureau of Broadcast Measurement and Audit Bureau of Circulation. A preliminary mimeographed form of "The Inter-Media Story" has been distributed by the Canadian Assn. of Broadcasters to all Canadian advertising agencies and major Canadian advertisers.

While there have been no official statements issued by either side, it is learned on the highest authority that pressure is being brought to bear by newspaper-owned radio stations to modify the report before it is issued in its final form, as it shows the cost of radio time far lower than that of newspaper space throughout Canada. Close to a third of the CAB membership represents newspaper-owned or controlled stations, and there has even been a threat that newspaper-owned stations may withdraw from the CAB if the report is not modified. This would affect all phases of the Canadian broadcasting industry, as there are newspaper-owned stations throughout Canada, though most are centered in Ontario and Quebec provinces where the bulk of Canada's population is concentrated.

Canadian broadcasting has never had a serious internal squabble, most privately-owned stations being united in the possible ramifications of the government-owned system which administers Canadian radio legislation. But "The Inter-Media Story" threatens to split the Canadian industry into three

groups—government-owned stations of Canadian Broadcasting Corp., newspaper-owned stations and independent stations. Newspapers owning majority shares in radio stations in Canada for the most part still look on the radio station as a secondary interest, with the older newspaper as the main source of income.

Just how important "The Inter-Media Story" report is can best be gauged from letters received by CAB's sales director, Pat Freeman, from people throughout the industry in Canada and the United States. Said Maurice B. Mitchell, Associated Program Service, New York, in part:

I think this is wonderful material. You are establishing a wonderful framework in which to build the second argument you will have to create when television really begins to cut into radio audiences in Canada. The conditioning job which you are now doing should have been done in the United States 10 years ago.

William B. Ryan, BAB, New York, stated:

I am tremendously interested in your approach to the problem of competitive selling. With particular reference to the demand for rate reductions, I am looking for a solid sales promotion base so I will be spending considerable time analyzing your procedure.

From Ted Campeau, CKLW Windsor-Detroit, comes the reflection that "there would have been no discussion on the part of American networks for rate reductions if this powerful story of yours had been told in the United States as well as in Canada."

"You have turned out a hard hitting and exceptionally thorough comparative analysis", wrote Oscar Katz, CBS director of research.

"We now have something down in black and white to show people what a good buy radio really is," stated Timebuyer Robert Amos, F. H. Hayhurst Co. Ltd., Toronto.



On hand for the opening of the Radio-Canada Bldg. were, front row (l to r), E. A. Weir, CBC commercial manager, Toronto; A. G. Haley, ABC, Washington; Donald Manson, CBC Ottawa; Marcel Ouimet, director of the CBS French network, Montreal. Back row, Phil Lalonde, manager, CKAC Montreal; Vic George, manager, CFCF Montreal, and George Young, CBC director of station relations, Toronto.

Dignitaries galore attended the opening of the new Radio-Canada Bldg. Front row (l to r) Camillien Houde, Montreal mayor; Dr. McCann; Dr. Frigon; Archbishop Paul-Emile Leger, of Montreal, and Edouard Rinfret, Postmaster General of Canada. ▼



## CBC BUILDING

### Gala Opening in Montreal

OVER A THOUSAND Canadian and American radio, government and business officials attended the official opening May 18 of Canadian Broadcasting Corp.'s new \$4.5 million Radio Canada Bldg. in downtown Montreal.

Members of the foreign diplomatic corps at Ottawa and Montreal were shown through the building where CBC originates broadcasts in 14 languages for airing by shortwave to Europe and Latin America. Advertising agency officials and advertisers were shown studios, master control room and master recording room.

The proceedings were telecast by closed circuit from cameras at various vantage points in the building to receivers stationed throughout the ground floor of the 12-story structure. It was Montreal's first important TV demonstration.

Ceremony speakers included Dr. J. J. McCann, Canadian Minister of National Revenue, under whose jurisdiction comes the CBC; A. D. Dunton, chairman of the board of the CBC, and Dr. Augustin Frigon, CBC general manager.

Exterior of the building on Dorchester St. has large windows giving full view of the ornate marble entrance lobby which features a huge map of Canada painted on one plywood wall, and also has four window displays showing various CBC services.

**FOR SOME  
INTERESTING  
INFORMATION  
ON RADIO IN  
IOWA,  
PLEASE SEE  
PAGE 31  
OF THIS ISSUE**

## REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

**WIBW** The Voice of Kansas  
in TOPEKA



**JOHN D. LANGLOIS** appointed general sales manager of Lang-Worth Feature Programs Inc., N. Y. transcription firm, following resignation of **PIERRE WEIS**, (see separate story in this issue). At same time, **C. L. LANGLOIS Sr.**, president, announced inauguration of broad and aggressive campaign with advertisers and agencies to increase commercial AM broadcasting for Lang-Worth local-station customers.

**STANDARD RADIO TRANSCRIPTIONS**, Hollywood have signed twenty-seven radio stations for Standard Program Library since Jan. 1, according to Gerald King, president. Company also announced signing of Lorraine Cugat, vocalist and orchestra leader, for series of transcriptions. Firm also signs "The Whippoorwills" with Georgia Brown instrumental group to recording contract.

**PAUL PHILLIPS**, producer-director NBC *Phil Harris-Alice Faye Show*, to Filmercraft Productions, Hollywood, in charge of sales and client services. He was western sales manager Jerry Fairbanks Productions, Hollywood.

**ROLF W. BRANDIS**, television director Filmack Trailer Corp., Chicago, to Academy Film Productions Inc., same city, as assistant sales manager. He will also supervise the packaging division. He worked formerly at Olian Advertising agency.

**FRED WHITNEY** named by Society of Motion Picture and Television Engineers to direct test film technical operations. Mr. Whitney, previously with Altec Service Corp. and Western Electric, "will tie the Society's test film activities to the technical performance problems presented by modern high quality sound systems now used widely in theatres and to growing field of professional 16 mm motion pictures in education and in television."

## allied arts



**LEON M. SIPES** appointed editor of publications for Texas Eastern Transmission Corp., Shreveport, La.

**GREEN ASSOC.** moves to new offices at 520 N. Michigan Ave., Chicago, Room 404. New telephone number is Whitehall 4-0818.

**REYNOLDS PRODUCTIONS**, L. A., has sold half-hour TV package, *Howard Greer's Hollywood Fashion Time*, to Raichert Sewing Machine Corp., L. A. (Necchi sewing machines) for telecasting on KECA-TV Los Angeles. Agency: W. B. Geissinger & Co. Inc., Hollywood.

**JOSEPH BIGELOW**, producer ABC-TV *Jerry Colonna Show* and MGM radio series *The Hardy Family* and *Dr. Kildare*, to newly-formed Motion Picture Television Center Corp., Hollywood, as associate. Mr. Bigelow was vice president J. Walter Thompson Co. **JASON BERNIE**, vice president, Emerson Film Corp., L. A., also to new firm as associate.

**TOWERS OF LONDON** (England), transcription firm will produce series of 52 half-hour dramatic radio shows starring **ORSON WELLES** for distribution in United States and abroad. Entitled *The Lives of Harry Lime*, stories based on character from "The Third Man" motion picture. **LES MITCHEL**, free lance producer-director formerly associated in that capacity with CBS *Skippy Hollywood Theater*, is in London where he will direct first 39 of series.

**RUSSELL C. COMER Co.**, Kansas City, preparing for Veterans of Foreign Wars 13 programs titled *Medal of Honor*, quarter-hour dramatizations describing heroic action of medal recipients. Firm currently gathering first-hand accounts from Medal of Honor winners with recorded interviews which will be included in completed programs.

**FREDERIC W. ZIV Co.**, N. Y., announces new sales of its *Cisco Kid* series to 12 advertisers and stations.

**WORLD BROADCASTING SYSTEM**, N. Y., announces affiliation contracts with 21 additional stations.

**RANDY SMITH**, advertising and promotion manager KNBC San Francisco, appointed promotion and research manager West-Holiday Co. (news-paper publishers representative), S. F.

**ROBERT T. SEELYE**, S. F. sales representative for Tele-Que, West Coast TV research firm, named vice president and regional manager Coffin, Cooper & Clay Inc., publisher of Tele-Que, with offices in S. F. **ERNEST CLAY**, director of statistics, named vice president; **ROGER COOPER**, director of special research, elected secretary; **JOHN LANDRETH** promoted to treasurer and general manager.

### Equipment . . .

**PHILO T. FARNSWORTH**, vice president and director of research Capehart-Farnsworth Corp., Fort Wayne, Ind., received an honorary degree of doctor of science from Indiana Technical College, Fort Wayne, at its 15th annual commencement May 20. He was the main speaker.

**DR. HARRY F. OLSON**, acoustical research laboratory director RCA Laboratories, Princeton, N. J., elected president of the Acoustical Society of America for 1952.

**WILLIAM G. BLOWERS** appointed merchandising director Sylvania Electric Products' television picture tube division, N. Y. **WILLIAM T. BUSCHMANN** named merchandising coordinator picture and radio tube divisions. **RAYMOND W. ANDREWS** appointed manager of factory sales.

**JOHN J. DOSTAL**, manager of field sales visual products section RCA Engineering Products Dept., appointed sales manager RCA sound and visual products for department.

**EMANUEL SACKS**, staff vice president RCA, named program director and coordinator of events for 175th anniversary celebration of Declaration of Independence, in Phila., July 1-4.

**LOUIS J. CHASEMAN** appointed sales manager northern division Zenith Radio Distributing Corp., Chicago. **RICHARD J. BEHRENS**, buyer in main plant, appointed sales manager southern division. **J. T. DALTON**, manager Eastern Seaboard district Zenith Radio Corp., appointed manager Zenith North Jersey distributing organization.

**HAROLD W. GIESECKE** appointed assistant general manager radio division Bendix Aviation Corp., Phila.

**ALDEN PRODUCTS Co.**, Brockton, Mass., announces new miniature indicator light 86L. The six volt light can be viewed from any angle and is only 3/4" in overall length and less than 3/8" in diameter.

**RAY R. HUTMACHER** appointed sales manager of jobber division Permoflux Corp. (acoustical equipment), Chicago. He was with North American Philips Co., N. Y.

**AEROVOX Corp.**, New Bedford, Mass., has acquired Wilkor Products Inc., Cleveland, a precision resistor subsidiary.

**GENERAL PRECISION LABORATORY Inc.**, Pleasantville, N. Y., announces new sprocket intermittent in the 16mm field. It is standard on four of the PA-series projectors developed specifically for use in television studios and theatre television.

**TRANSFORMER and ALLIED PRODUCTS Div. of GENERAL ELECTRIC**, Schenectady, announces new low temperature pyranol, which greatly extends the useful range of specialty pyranol capacitors. It can be used for indoor and outdoor application.

**GENERAL ELECTRIC**, Syracuse, N. Y., announces publication of 107-page pocket-size handbook listing essential characteristics of every type of receiving tube likely to be found in home sets—AM, FM or TV. Included with tube data is basing diagrams for each of 856 tube types listed.

**ALTEC LANSING Corp.**, N. Y., announces corner speaker system which employs newly designed direct-radiating horn cabinet, multicellular horn two low-frequency units and crossover network. Unit is said to provide theatre quality reproduction for home.

**BENDIX RADIO Div.**, Bendix Aviation Corp., Baltimore, announces new table model television receiver with 17 inch rectangular picture tube. Set come in mahogany veneer cabinet.

**SCOTT RADIO Labs. Inc.**, Chicago, announces development of highlight control which sharpens or subdues highlights of picture on home screen to suit user's preference. New feature, now on all Scott sets, is in addition to normal contrast control.

### Technical . . .

**BILL MILLER**, chief engineer KVL Little Rock, Ark., to staff KTIS Minneapolis.

**HARL HOCKEBORN**, audio engineer WSB Atlanta, appointed director of film projection department WSB-TV replacing **GEORGE SMITH**, resigned. **DAVE HOLT** appointed to WSB control crew.

**VERNON (Red) ELLIS**, transmitter engineer WOHI East Liverpool, Ohio to WBBW Youngstown, Ohio.

### A CHAS. MICHELSON HIT



**CHARLES MICHELSON, Inc.**  
15 WEST 47th ST., NEW YORK 19

## EQUIPMENT FOR SALE?



- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in **BROADCASTING • Telecasting . . .** where all the men who *make the decisions* meet every Monday morning.

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

Please address all correspondence to Classified Advertising Dept., **BROADCASTING, 870 National Press Bldg., Washington 4, D. C.**



## ALLIED PACT

### Gets Government Recording

ALLIED RECORD Mfg. Co. for the fourth consecutive year has been awarded the annual contract for recording, processing and pressing all transcriptions for agencies of the U. S. government.

Daken K. Broadhead, president of the Hollywood transcription firm, said the Bureau of Federal Supply has issued a contract naming his firm as the federal government's exclusive supplier of radio transcriptions. He did not reveal contract terms. It runs from June 1, 1951, through May 31, 1952.

Allied's Hollywood plant and its R. Smith division in New York turn out all transcriptions required by the government agencies, including those for the Voice of America; transcribed *Guest Star* shows for the Treasury Dept.'s Savings Bond drive; *Stars on Parade* and *So Proudly We Hail* for the Adjutant General's Office of the Army.

In addition, Allied presses transcribed recruiting programs for the Navy and Marine Corps and all transcriptions supplied by AFPS to its radio networks overseas. Under its contract Allied also provides recording facilities in New York, Washington, Chicago and Hollywood to federal agencies transcribing their radio programs.

## RADIO INSTITUTE

### 'Teen-Agers Will Learn How

THE FIRST North Carolina High School Radio Institute, co-sponsored by the North Carolina Assn. of Broadcasters and the Communication Center, U. of North Carolina, will be held July 22-Aug. 4 at the university campus at Chapel Hill.

Held in cooperation with the university extension division, the institute will include special lectures by professional radio men and women; practical experience with professional equipment; modern radio production facilities and courses especially designed by the university radio staff.



**AWARD to Actor Ben Blue as "East Baltimore Boy of the Year" is presented by Joseph Katz (l), president of The Joseph Katz Co., Baltimore, and received on actor's behalf by Sid Fields. Mr. Katz is founder of "East Baltimore Boys," whose plaque cited Mr. Blue "for spreading the fame of the old neighborhood throughout the world." Award was made at annual reunion and dinner of club at city's Phoenix Club this month.**

## INDIANA NEWSMEN

### Bruner Named President

ROBERT H. BRUNER, WIOU Kokomo, Ind., was elected president of the Indiana Radio Newsmen during the organization's third annual clinic-convention at the Indiana U. campus in Bloomington May 12-13. Others named were Allen Jeffries, WIRE Indianapolis, first vice president; Howard Stevens, WBOW Terre Haute, second vice president; Phil Haines, WTRC Elkhart, secretary, and Ruth Dunagin, IU radio-journalism instructor, treasurer.

Panel discussions on "Local News Coverage" and "Manager-Newsroom Relationships" highlighted the two-day sessions, which culminated with panels involving chiefs of three major wire services at Indianapolis. Among the speakers were William Ray, special events, NBC Central Div., and Malcolm Johnson, Pulitzer Prize-winning reporter for the late *New York Sun* and lecturer at Indiana U. Next IRN meeting will be held in November in connection with the convention of the National Assn. of Radio News Directors at Chicago.

## Strictly Business

(Continued from page 14)

midwest operation in the 203 N. Wabash Ave. Bldg., and now has nine people working with him. The only move has been from floor-to-floor in the same building as the company added stations to reach its present total of 50 AM and four TV. Mr. Weed also opened the Detroit branch, in 1938, and still supervises activity there.

A radio man for 21 years, he is a native New Yorker. He attended Cornwell-on-the-Hudson near West Point and the New York Military Academy preparatory schools before registering at Fordham U. A proficient swimmer, he kept a membership in the New York Athletic club while attending prep schools, and won a swimming scholarship to Fordham. He collected ribbons and medals at a variety of competitive eastern meets, but has cut down on swimming and eliminated diving since breaking his leg in a steep dive.

Before being influenced by his brother to go into radio, Neil between school terms, spent two summers in the merchandising department of the *American Weekly* in New York and one as a salesman of unlisted securities in Asbury Park. Then he joined the radio department of Lord & Thomas & Logan (now Foote, Cone & Belding). From 1930 until 1932 he spent most of his eight-hour routine answering fan mail for Weber & Field, Bing Crosby, Jessica Dragonette and Arthur Pryor and his band. Writers'cramp and a yearning for sales caused him to shift to WBNX as national sales representative of the foreign language station. From there, he went to World Broadcasting, New York, before joining his brother and the New England Network as Chicago branch manager.

### Other Activities

He manages to carry on a staggering number of activities with enjoyment, calm and efficiency. His first interest is his family. He and his wife, the former Adelaide Reilly of New York, live in Highland Park, north along the lakefront, with their four sons, Neil Jr., almost 15; Eddie, 11; Barry, 10, and Bill 6. He is interested also in community and school projects, and currently is running a musical performance for his church.

He holds membership in Exmoor Country Club, the University Club of Chicago, the Press Club, Television Council, Radio Management Club and Key Club, and is a member of the National Assn. of Radio Station Representatives and an associate member of the National Assn. of Radio and Television Broadcasters.

Mr. Weed currently is planning a summer vacation in Palm Beach, and has automatically scheduled numerous weekends for fishing with his boys in the front yard. He calls it fishing, even though he seldom has time to do more than put worms on four hooks.

ALL OVER ROANOKE AND  
WESTERN VIRGINIA  
RADIOS ARE  
TUNED TO ..

Bob Hope

Theatre Guild On The Air

The Big Show

Life of Riley

Phil Harris-Alice Faye

The Railroad Hour

Groucho Marx

### PLUS

AWARD-WINNING LOCAL PROGRAMS

- Farm and Home
- Devoted To Sports
- The Sports Desk

... awarded *First Place* by Virginia Associated Press Broadcasters.

**WSLS NOW NBC**

IN ROANOKE AND WESTERN VIRGINIA

Winner of *Billboard's Annual Public Service Competition Award* In 1950.

NATIONALLY REPRESENTED BY WEED & COMPANY

Successful marketing  
is an **integrated** operation.  
Printers' Ink stands  
alone as the one  
publication that **reports**  
every phase of  
**marketing** completely,  
that integrates all  
the complexities of  
marketing for the  
advertising, management,  
sales and agency executives  
who are the leading  
**buyers of advertising.**

-- NEARLY 30 YEARS

MANUFACTURERS OF  
FINE BROADCASTING EQUIPMENT

**Uates**  
RADIO COMPANY  
QUINCY, ILLINOIS

Phone 8202

WASHINGTON, D.C. (Warner Bldg.)  
Phone Met. 0522

HOUSTON, TEXAS (2700 Park Ave.)  
Phone Alwood 8536



**LANG-WORTH**  
FEATURE PROGRAMS  
**SELL**  
**FOOD PRODUCTS!**



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

## Respects

(Continued from page 50)

Stone that WSM needed another advertising salesman. Since he would work for a straight commission, this persuasion did not prove too difficult.

The first month, Mr. Daniel made the grand total of \$45. Next month, \$60. He was working with a list of inactive accounts that other salesmen did not consider worthwhile.

Before long, however, the horizon brightened. WSM (now WSM-AM-FM-TV) increased its power from 5 kw to 50 kw and became one of the pioneer clear channel stations in the country.

Mr. Daniel was made commercial manager of WSM in 1935 and held that position until he resigned to establish WSAV. While at WSM, he served as chairman of the NAB Sales Managers Committee for NAB District 5.

Why, with such deep-reaching roots in Nashville, did Mr. Daniel choose Savannah to establish a station?

"After vacationing at Sea Island, Ga., in 1937, my wife and I decided to drive back to Nashville through Savannah," Mr. Daniels explains. "At that time I discovered that Savannah had no choice of radio service.

"Thus, by chance, I became interested in establishing a station at Savannah."

### Follows Through

When Mr. Daniel gets an idea, so business associates say, he relentlessly follows through. In fact, one associate described his outstanding characteristic as tenacity.

The associate explained, "Harben Daniel is no genius. He's not a guy who can just sit down and get 18 bright ideas. But once he strikes the right idea, he follows through down to the last detail."

So with an idea to expand Savannah's choice of radio service, Mr. Daniel set to work. And WSAV, "The Voice of Savannah," went on the air Dec. 29, 1939, with 100 w.

Within a few months power was upped to 250 w and WSAV became the second Georgia affiliate of NBC.

Even as a 250 watter, the station did a pioneering job with production type programs, and its series, *Saga of Savannah*, won national magazine recognition.

Early in 1948, WSAV greatly improved its facilities with 5 kw on 630 kc, its present assignment. The companion station, WSAV-FM went on the air first in December 1949, and Mr. Daniel has on file with FCC an application for a television channel.

WSAV is a monument to Mr. Daniel's industriousness and business acumen. He has built an idea into a respected property.

But there were tired hours and throughout the building of a successful career, his helpmate was the former Catherine Murrey, of Nashville, whom he married in 1934.

Today, the Daniel's handsome Southern home at 310 E. 45th St.,

Savannah, is shared by two daughters, Catherine, 14, and Mimi, 7.

Civic-minded, Mr. Daniel is president of the Rotary Club of Savannah, president and chairman of the board of trustees of the Porter G. Pierpont Educational Fund Inc., past president of the Sigma Chi Alumni Chapter of Savannah, a member of the board of the Savannah Chamber of Commerce, a member of the U. S. Army advisory committee, of the Oglethorpe Club, the Savannah Yacht and Country Club, the Cotillion Club of Savannah and of St. John's Episcopal Church.

One would have to say that Mr. Daniel is a very active man. There are moments, nevertheless, when relaxation becomes a need, and he finds respite in his hobbies—boat-ing and fishing.

Through all this febrile activity, he has kept his spare frame topped by a cool head. How does such a man feel about the future of radio? At this point, Mr. Daniel becomes philosophical:

"The biographers have said that had it not been for the many obstacles which it was necessary for him to overcome, there never would have been an Abraham Lincoln.

"Just as overcoming obstacles creates greater capacity in men, the same applies to industry. I feel that the radio industry, which has had relatively easy sledding for more than 20 years, can meet the challenge of the present crisis and emerge stronger, more stable and better able to cope with competitive forces in the years to come."

## PULSE EXPANSION

### Roslow Reports 51 Markets

EXPANSION of The Pulse Inc.'s radio audience surveys into at least 51 markets during 1951 was announced last week by Dr. Sydney Roslow, director of Pulse. Detroit and Atlanta are the most recent major markets to be added. Other additions are New Orleans and Minneapolis-St. Paul.

More than 20 TelePulse surveys are to be included in coverage for the year.

## CANADA FIGHT

### Copyright Battle Looms

CANADIAN radio stations, government-owned as well as independently-owned, are getting ready for a new music copyright battle.

Contracts with Composers, Authors Publishers Assn. of Canada (CAPAC), the Canadian counterpart of ASCAP, are running out at the end of this year. Preliminary skirmishes in the copyright battle show that CAPAC will ask for almost triple its present fees from independents and double fees from government-owned stations.

Negotiations are to start soon for a new contract between CAPAC and Canadian Assn. of Broadcasters and Canadian Broadcasting Corp. CAPAC has intimated that it will ask the Canadian Copyright Appeal Board for an annual fee of 20 cent per licensed radio receiver from the CAB stations, and it is understood about 14 cents per license set from CBC. Presently CAPAC receives seven cents per license receiver from both CAB station and CBC stations. This formula was established by the Canadian Copyright Appeal Board some year ago, and CAPAC fees have increased annually as receiver licenses have increased. Currently all Canadian stations are paying CAPAC \$304,842, half of which is paid by CAB stations and half by CBC stations.

Canadian stations now pay about 2 cents per licensed receiver to BMI Canada Ltd., which has worked hard to build and encourage Canadian music writing.

### Headliner Awards

ELMER DAVIS, ABC commentator, and WFIL-TV Philadelphia both winners of 17th Annual National Headliners Club award [BROADCASTING • TELECASTING April 30], will formally receive their honors June 1. The radio and TV presentations, along with 16 others in newspaper, magazine and newsreel fields, will be conferred at the Headliners Award Luncheon in Atlantic City's Claridge Hotel.

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

**KGW** carries the weight  
in the Oregon Market  
**DAY or NIGHT**



**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

| DAYTIME   |         |
|-----------|---------|
| KGW       | 350,030 |
| Station B | 337,330 |
| Station C | 295,470 |
| Station D | 192,630 |
| NIGHTTIME |         |
| KGW       | 367,370 |
| Station B | 350,820 |
| Station C | 307,970 |
| Station D | 205,440 |

**KGW PORTLAND, OREGON**  
on the efficient 620 frequency  
AFFILIATED WITH NBC  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



# programs promotion premiums



## WEATHER SHOW

**WHLI-AM-FM** Hempstead, Long Island, N. Y., beginning May 31 7:55 p.m., will renew *The Week-end Motorist*, its summer public service feature giving late information about area for residents and vacationists. Included will be highway conditions for Long Island, West State New York and New England, presented in cooperation with the Automobile Club of New York, as well as weekly weather outlook for those areas; traffic conditions on Long Island highways and parkways, in cooperation with state, parkway and local police; and special notices for mariners from Coast Guard stations.

## BEN-GURION SPEECH

**WISB** Chicago offering other foreign-language stations in country a quarter-hour show featuring exclusive address by David Ben-Gurion, prime minister of Republic of Israel. Mr. Ben-Gurion, in Chicago for three days, gave interview to Yiddish exclusively to station and Julius Miller, who has conducted wish shows on WISB since 1930. He is father of Bob Miller, general manager and part owner. Quarter-hour transcribed show was broadcast as a public service feature, and can be obtained from Mr. Miller by foreign-language stations at no cost. The prime minister discussed the future of Israel from economic and political standpoints, with the message directed to wish-speaking people.

## KNX PITCH

**KNX** Los Angeles continues on with its all out summer sales drive pointing towards vacationists in California [BROADCASTING • TELECASTING, May 21]. *KNX's Trade Talk* reports that the summer sales drive is paying off with five-minute across the board sale. Station slogan "No let up in summer advertising . . . no let down in summer sales."

## YOUTH AND NARCOTICS

**WCKY Cincinnati**, *Cincinnati Youth and Narcotics*, May 20, documentary program prepared by station's public relations department, summarized city's narcotics and youth problem. Various civic groups contributed to program.



"KISS Me Kate!" is what Don Bell, disc jockey at **KRNT** Des Moines, calls out as Kate Mauch prepares to hang a large smackaroo on him. Mrs. Mauch was the winner of recent "Kiss Me, Kate!" contest held by **KRNT**. Mr. Bell and the "Kiss-O-Meter," devised by Ralph Reynolds, station engineer, were the sole judges in the contest, with Mr. Bell acting as the go-between. The promotion was part of elaborate arrangements announcing the arrival in Des Moines of the musical show "Kiss Me, Kate!" Contest was opened to all women whose name was Kate. To protect the finalist and insure the safety of all, local police officials were called in to handcuff and blindfold Mr. Bell.

## CIGARETTES TO VETS

**WFOX** Milwaukee, 8:25 a.m. Mon. through Sat., keeps in touch with veterans of both World Wars. Station sends musical tribute to different veteran each day, plays his favorite record, and through co-operation of Milwaukee's VFW post sends carton of his favorite cigarettes.

## AWARD BROCHURE

**KSTP** Minneapolis sending trade and advertisers bright brochure pointing out national awards they have received. On cover is blushing face with microphone body saying "Aw Shucks . . ." Inside gives data of two "first" awards station received. Small gold colored replicas are pasted under the heading "KSTP top O' Heap with two firsts. . ."

## STATION BOOKLET

**WJJJ** Montgomery, Ala., sending trade and advertisers booklet based on all phases of station operation. Piece has pictures of station studios, personnel and equipment. It also has all types of programs carried by **WJJJ** along with many pictures of coverage. Last part of book is devoted to "How to protect yourself in case of atomic attack on Montgomery."

## STATION'S SIGHT SAVERS

**WIBW** Topeka sending trade blue-covered promotion piece with outline of eye-glasses on cover and wording "For clearer vision . . ." Inside continues cover phrase with ". . . on the road to greater Kansas sales, hire **WIBW**." Tying in cover lines with content, station has attached package of silicone-treated Sight Savers along with card which prospective time-buyer may fill out requesting more packs of Sight Savers as well as current and future availabilities on station. Remainder of piece describes market and station, concluding with facts about premium promotions.

## WIDE COVERAGE

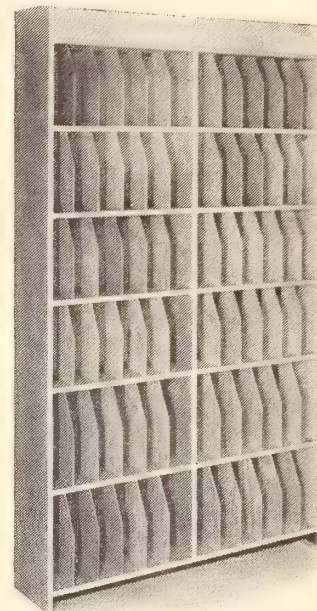
**KLZ** Denver, through The Katz Agency, N. Y., has released a six-page, two-color booklet pointing up that **KLZ** delivers more customers than ever before. Using Census, BMB and Hooper sources, the folder shows that Denver today has more people, more radios, more sets-in-use, more **KLZ** listeners than ever. BMB maps and data on station's seven-state coverage, day and night, together with description of its technical facilities and merchandising and promotion service, are included.

## COVERS TRAIN WRECK

**FIRST** on-the-scene TV films to be telecast in New York of both the Pennsylvania Railroad wreck at Bryn Mawr and the \$500,000 pier fire at Philadelphia were those of **WPIX** (TV) New York, the station claimed last week. Footage of both disasters was "shot" from a plane by Ray Zeisse, **WPIX's** Telepix cameraman, and shown at 2:30 p.m., May 18. Films, for which baseball telecast was interrupted, included tie-up with **WFIL-TV** Philadelphia, the latter exchanging its film of ground scenes for those of **WPIX** taken from the air.

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

# OVER 300 STATIONS USE THE CARDINAL RECORD STORAGE RACK . . .



## ● DIVIDERS . . .

cut at an angle to facilitate reading labels on envelopes

## ● HEAVILY CONSTRUCTED . . .

will not sag, an ideal, modern way to store records

## ● PRICED FAR BELOW

the average custom-built units

### RECORD RACKS

Model GS 1236 36"x12" deep \$74.50  
Model GS 1248 48"x12" deep \$84.50

### TRANSCRIPTION RACKS

Model GS 1636 36"x16" deep \$79.50  
Model GS 1648 48"x16" deep \$89.50  
All units are 84" high

We also custom-build special units to order at prices your station can afford.

Write or wire . . .

## CARDINAL CORP.

P. O. Box 887

Alliance, Ohio

Phone: Louisville, Ohio 2411

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

BROADCASTING • Telecasting

May 28, 1951 • Page 85



## May 17 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

KJCF Festus, Mo.—License to cover CP new AM station.

WANT Richmond, Va.—Same.

#### License Renewal

License renewal applications filed by following AM stations: KTOH Lihue, Hawaii; WKAY Glasgow, Ky.; KBOW Butte, Mont.; WATO Oak Ridge, Tenn.

#### Modification of CP

WNBC-FM New York—Mod. CP changes in existing station for extension of completion date.

## May 18 Decisions . . .

### ACTION ON MOTIONS

By Comr. George E. Sterling

Clarksville Bestg. Co., Clarksville, Tex.—Granted dismissal of application.

Texo Bestg. Co., Clarksville, Tex.—On Commission's own motion, removed application from hearing docket.

FCC General Counsel—Granted extension to May 15 to file opposition to petition for review of Hearing Examiner's ruling of April 27 in proceeding on applications of Central Ohio Bestg. Co., Galion, Ohio, and that of The Court House Bestg. Co., Washington Court House, Ohio. Action May 11.

By Examiner Fanny N. Litvin

KVGB Great Bend, Kan.—Granted petition in proceeding upon application of Pratt Bestg. Co., Pratt, Kan., requesting (1) time for filing suggested corrections to transcript of record be extended from May 11 to May 18 and (2) time for filing proposed findings of fact and conclusions, now due May 15, be extended to May 25.

WHDH Boston; KOA Denver; WKKW Albany, N. Y., and FCC General Counsel—Granted joint petition of all parties and Commission counsel to reopen record for sole purpose of accepting as part thereof, stipulation and two exhibits attached thereto, numbered S1 and S2, and that thereupon record be closed; further ordered action shall not affect now scheduled date of June 13 on which proposed findings of fact and conclusions are due.

KUNO Corpus Christi, Tex.—Granted continuance of hearing from May 17,

# FCC actions



MAY 17 THROUGH MAY 24

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

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

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

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

to Aug. 15 in Washington, D. C.

By Examiner James D. Cunningham

KYA San Francisco—Granted further hearing on its application and that of KVSM San Mateo, Calif., presently scheduled for May 16 be continued to July 17 in Washington, D. C.

By Examiner Basil P. Cooper

WFTC Kinston, N. C.—Granted motion to amend application to specify new transmitter site, increase power from 1 kw D to 5 kw D, to specify new estimated cost figures and plan of financing, and to show transfer of 5 sh of stock.

Radio Reading, Reading, Pa.—Granted motion to amend application to show maximum expected operating values of proposed directional antenna.

By Examiner H. B. Hutchison

Sanford A. Schafitz, Farrell, Pa.—Granted petition to amend application by striking words "190 ft." and "series" where they occur in answers to question 3, Section V-A thereof, and to substitute in lieu thereof words "to be determined."

Gulf Beaches Bestg. Co., St. Petersburg Beach, Fla.—Granted in part petition to amend application to specify use of 1310 kc in lieu of 1300 kc and for removal of application, as amended, from hearing docket; dismissed petition insofar as it requests application, as amended, be granted.

Aurora Besters, Inc., Ketchikan, Alaska—Granted petition to amend pertinent answers in certain parts of application to show certain changes in officers and directors of applicant corporation and changes in ownership of capital stock; application, as amended, removed from hearing docket.

By Examiner Leo Resnick

Gila Bestg. Co., Winslow, Ariz.—Granted petition to amend application by reducing nighttime power proposed to 500 w and changing directional antenna patterns to be used day and night and for removal of application, as amended, from hearing docket.

## May 18 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

KDKD Clinton, Mo.—License to cover CP new AM station on 1280 kc.

#### Modification of CP

WSAY Rochester, N. Y.—Mod. CP increase power etc. for extension of completion date.

WARM Scranton, Pa.—Mod. CP change frequency etc. for extension of completion date.

AM—1450 kc

Wilmington Bestg. Service, Wilmington, N. C.—CP new AM station on 1400 kc, 250 w, unl. AMENDED to change from 1400 kc to 1450 kc.

AM—920 kc

WTND Orangeburg, S. C.—CP change from 1270 kc to 920 kc.

FM—Ch. 251

WFNC-FM Fayetteville, N. C.—CP to change ERP from 12 kw to 14 kw, ant. from 465 ft. to 292 ft., trans. site, and changes in ant. system.

#### License for CP

KSL-FM Salt Lake City, Utah—License to cover CP new FM station.

#### Modification of CP

WNXT Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

#### License for CP

KDFC San Francisco—License to cover CP new FM station.

WROY-FM Carmi, Ill.—License to cover CP new FM station.

KSTP-FM St. Paul—License to cover CP new FM station.

#### License Renewal

KLON Long Beach, Calif.—Application for renewal of license.

#### License for CP

KRON-TV San Francisco—License to cover CP new TV station.

WOI-TV Ames, Iowa—License to cover CP new TV station and to specify studio location as Service Bldg., Iowa State College Campus, Ames, Iowa.

### TENDERED FOR FILING

#### Modification of CP

WGAJ Valdosta, Ga.—Mod. CP to change trans. location and change type trans.

AM—1000 kc

KTOK Oklahoma City—CP increase N power from 1 kw to 5 kw and changes in DA.

#### Modification of License

WEIR Weirton, W. Va.—Mod. license, pursuant to Section 3.30 of Rules to permit WEIR to serve both Weirton, W. Va., and Steubenville, Ohio.

### APPLICATION DISMISSED

AM—990 kc

Sireno E. Bowers Jr., Netairie, La.—DISMISSED application for CP new AM station on 990 kc 250 w D. (Continued on WJMR relinquishing 990 kc.)

### APPLICATION RETURNED

AM—1400 kc

Duplin Bestg. Co., Wallace, N. C.—RETURNED application for CP new AM station on 1400 kc 250 w unl. (Continued upon WGBR relinquishing 1400 kc.)

## May 21 Applications . . .

### ACCEPTED FOR FILING

AM—740 kc

WVCH Chester, Pa.—CP increase power from 250 w to 1 kw and install new trans.

#### Modification of CP

WFAA Dallas—Mod. CP change DA etc. for extension of completion date.

WBAP Fort Worth—CP change DA etc. for extension of completion date.

AM—1250 kc

KTW Seattle—SSA to operate simultaneously with KWSC from 7:30 p.m. to 8:30 p.m., DST Thursday evenings, during summer months. AMENDED to change authority to operate 7:30 p.m. to 8:30 p.m., DST, Thursday evenings from May through August.

#### Modification of CP

KGMO-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

KCHR Charleston, Mo.—Mod. C new Class A FM station to change from 101.7 mc to 100.1 mc, ERP from 290 w to 450 w, ant. from 90 ft. to 66.5 ft., type trans. ant., and special trans. and studio sites.

WARD-FM Johnstown, Pa.—Mod. C new FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Mod. CP new FM station for extension of completion date.

### TENDERED FOR FILING

AM—1580 kc

WATM Atmore, Ala.—CP increase power from 250 w D to 1 kw D and change type trans.

## May 22 Decisions . . .

### BY THE SECRETARY

AM—1400 kc

WBAT Marion, Ind.—Granted license change frequency etc. 1400 kc 250 w unl.

WTKM Hartford, Wis.—Granted mod. CP to make change in trans. and ground system. Cond.

Granted license for following remote pickup stations: KSB678 Lake Best Co., Inc., Gary, Ind.; KA-5127 Puerto Rico Advertising Co., Mayaguez, P. R.; KA-8653 Sherman Bestg. Corp., Sherman, Tex.; KA-7603 All-Oklahton Bestg. Co., Tulsa, Okla.

WBT-FM Charlotte, N. C.—Granted license FM station; 99.9 mc; Ch. 20 56 kw, 1050 ft.

WISC-FM Madison, Wis.—Granted license FM station; 98.1 mc; Ch. 25 1 kw; 105 ft.

KA-7314—Billy Averitte Laurie, Jacksonville, Tex.—Granted mod. license change frequencies to 26.13 mcs.

KA-7616—South Central Ky. Best Co., Campbellsville, Ky.—Granted request to cancel CP new remote pickup station.

KM2XAZ—Pacific Video Pioneer, Mobile, Ala., Signal Hill, Calif.—Granted CP change trans. location to Mobile area of Mt. Wilson, Calif.

WGN Chicago—Granted CP inst. aux. ant. for emergency purposes only.

Following were granted mod. CPs for extension of completion dates shown: WBSC Bennettsville, S. C., 8-20-51, conditions; WHLI Hempstead, N. Y., to 7-14-51; KRES St. Joseph, Mo., to 8-21-51, conditions.

KXO El Centro, Calif.—Granted cense covering changes in vertical ant.

WILK Wilkes-Barre, Pa.—Grant license change, frequency etc. 970 1 kw N 5 kw-D, DA-2, unl.

WWSW Pittsburgh—Granted license install new trans. at present main trans. for aux.

KSEL Lubbock, Tex.—Granted cense install new trans.

KGGF Coffeyville, Kan.—Granted cense install old main trans. as aux. at present main trans.

WNLC New London, Conn.—Grant license install new trans.

WWA-201, WWA-200 American Colonial Bestg. Corp., Arecibo, P. R.—Granted mod. license to change frequency to 153.29 mc, and to 152.87.

Following were granted mod. C for extension of completion dates shown: WTOC-FM Savannah, Ga., 9-18-51, condition; WJZ-FM New York to 12-16-51; WJSW-FM Altoona, Pa. to 9-9-51; WNBC New York, to 12-2-51, cond.

WDAE-FM Tampa, Fla.—Granted cense FM station 100.7 mc; Ch. 20 65 kw; 390 ft.

KSCJ-FM Sioux City, Iowa—Grant license FM station 94.9 mc; Ch. 20 11.6 kw; 175 ft.

WHMA-FM Anniston, Ala.—Grant license FM station 100.5 mc; Ch. 20 3.6 kw; 140 ft.

WRRN Warren, Pa.—Granted licer

FOR FINEST TAPE RECORDING

# KGNC

Amarillo, Tex.

USES

## Magne recorder

—FIRST CHOICE OF ENGINEERS!

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

**FITS EVERY PURPOSE—EVERY PURSE!**

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

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

**CONSOLE OR CONSOLETTES**  
Operation available by combining units in rich Magne-recorder cabinets.

for new catalog — write

# Magne record, INC.

360 N. Michigan Ave., Chicago 1, Ill.

# 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 18 years"  
For immediate service phone  
JACKSON 5302  
P. O. Box 7037 Kansas City, Mo.



# CONSULTING RADIO ENGINEERS

## JANSKY & BAILEY

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

## McNARY & WRATHALL RADIO ENGINEERS

906 National Press Building  
Washington 4, D. C. District 1205  
Aptos, California Aptos 5532  
Member AFCE\*

A 43-year background  
—Established 1926—

## PAUL GODLEY CO.

Upper Montclair, N. J.  
Montclair 3-3000  
Laboratories Great Notch, N. J.

## GEORGE C. DAVIS

501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCE\*

## Commercial Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.

INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.

## A. D. RING & CO.

26 Years' Experience in Radio  
Engineering

MUNSEY BLDG. REPUBLIC 2347  
WASHINGTON 4, D. C.  
Member AFCE\*

There is no substitute for experience

## GLENN D. GILLET

AND ASSOCIATES

982 NATL. PRESS BLDG. NA. 3373  
WASHINGTON, D. C.  
Member AFCE\*

## GAUTNEY & RAY

CONSULTING RADIO ENGINEERS

1052 Warner Bldg.  
Washington 4, D. C.  
National 7757

## Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
Member AFCE\*

## McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCE\*

## RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.  
Washington, D. C. REpublic 3984  
Member AFCE\*

## WELDON & CARR

WASHINGTON, D. C.  
1605 Connecticut Ave.

Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
Member AFCE\*

## E. C. PAGE

CONSULTING RADIO  
ENGINEERS

BOND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCE\*

## MILLARD M. GARRISON

1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2261

Member AFCE\*

## KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000  
WASHINGTON 6, D. C.

Member AFCE\*

## A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS

HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108

## WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N. W. REpublic 3883  
WASHINGTON, D. C.

## JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151  
WASHINGTON, D. C.

Member AFCE\*

## GUY C. HUTCHESON

1100 W. ABRAM ST. AR 4-8721  
ARLINGTON, TEXAS

## SILLIMAN & BARCLAY

1011 New Hampshire Ave.  
Republic 6646  
Washington, D. C.

## LYNNE C. SMEBY

"Registered Professional Engineer"

20 13th St., N. W. EX. 8073  
Washington 5, D. C.

## GEORGE P. ADAIR

Consulting Radio Engineers  
Quarter Century Professional Experience  
Radio-Television-  
Electronics-Communications  
1833 M St., N. W., Wash. 6, D. C.  
Executive 1230—Executive 5851  
(Nights-holidays, Lockwood 5-1819)  
Member AFCE\*

## 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.

11 years TV Eng. Experience  
Construction & Operation  
Supervision  
9918 E. Camino Real DO 7-6335  
ARCADIA, CALIF.  
(A Los Angeles suburb)



Member AFCE\*

## May 22 Applications . . .

### ACCEPTED FOR FILING

AM—710 kc

West Side Radio, Tracy, Calif.—CP  
new AM station 710 kc, 1 kw D.  
AMENDED to change from 1 kw to 250  
w change type trans. and install DA  
and change trans. and studio locations.

AM—860 kc

KIKI Honolulu, Hawaii—License for  
CP new AM station.

AM—1450 kc

WLCK Campbellsville, Ky.—License  
for CP new AM station.

AM—1340 kc

City Bestg. Corp., Nashua, N. H.—  
CP new AM station 1340 kc 250 w unl.  
(Contingent on WEIM relinquishing

1340 kc.) AMENDED to make changes  
in officers, directors and stockholders.

AM—1280 kc

WANS Anderson, S. C.—License for  
CP to change hours operation and in-  
stall DA-N AMENDED to change name  
from John J. Powell tr/as Carolina  
Bestrs. to Carolina Bestrs.

FM—Change Power

WHKY-FM Hickory, N. C.—CP to  
decrease ERP to 48 kw and change  
type trans.

Modification of CP

WLIN-FM Merrill, Wis.—Mod. CP  
new FM station extension of comple-  
tion date.

License Renewal

WSHS (FM) Floral Park, N. Y.—Ap-  
plication renewal of license.

### APPLICATION RETURNED

Williamson County Bestg. Co., Frank-  
lin, Tenn.—RETURNED application for  
CP new AM station 950 kc 1 kw, D.

## May 22 Decisions . . .

### ACTION ON MOTIONS

By Comr. George E. Sterling

KROY Sacramento, Calif.—Granted  
continuance of hearing on its applica-

tion from June 7 to Sept. 7 in Wash-  
ington, D. C.

KSTV Stephenville, Tex.—Granted  
dismissal without prejudice of applica-  
tion.

WSNY Schenectady, N. Y.—Granted  
extension of time from May 17 to May  
28 to file reply to General Counsel's  
exceptions to Initial Decision on applica-  
tion for renewal of license and transfer  
of control.

Norman B. Lassetter, Laredo, Tex.—  
Granted dismissal of application.

Uvalde Bestrs, Laredo, Tex.—Granted  
leave to amend application to change  
name of applicant to Laredo Broad-  
casters; to submit new partnership  
agreement including N. B. Lassetter as  
50% partner; and to provide informa-  
tion relating to new partner, and for  
removal of application from hearing  
docket.

In re Application of Burbank Bestrs.  
Inc. (Assignor) and Leslie S. Bowden  
(Assignee)—Dismissed application for  
assignment of license KWIK since by  
final decision released Jan. 25. Commis-  
sion affirmed its order of Dec. 14, 1949,  
revoking station's license thereby ren-  
dering application moot.

Floral City Bestg. Co., Monroe, Mich.

(Continued on page 91)

vering changes in existing FM stan-  
in; 92.3 mc; Ch. 222; 2.2 kw; 140 ft.  
KSOX Harlingen, Tex.—Granted mod.  
change type trans. Cond.

KMYR Denver—Granted license in-  
all new vertical ant. and change  
ns. and studio locations.

KYUM Yuma, Ariz.—Granted license  
ange frequency, etc. 560 kc 1 kw  
-N unl.

KSC-55 Sarkes Tarzian Inc., Bloom-  
ington, Ind.—Granted CP new TV in-  
-city relay station.

WHKY Hickory, N. C.—Granted CP  
install new trans. at present main  
ns. on 1290 kc 1 kw, DA-N as aux.

WROS Scottsboro, Ala.—Granted  
mod. CP for approval of ant. and  
ns. and main studio locations.



# 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

Opportunity to manage fulltime, network 1000 watt station in midwest town of 40,000 population. Good salary plus percentage. Apply Box 825J, BROADCASTING.

Wanted, aggressive CM. Opportunities unlimited. Rich community. 1000 w fulltime midwest affiliate. Integrity, experience important. Act quickly. Box 866J, BROADCASTING.

### Salesman

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.

Opportunity for top salesman with proven ability with established station in one of the south's best radio markets. Commission basis provides opportunity up to \$1000 per month. Additional long range future. Only established salesman with proven ability and excellent personal and business background will be considered. Send photo, personal and business references actual sales record, etc. Confidential. Box 803J, BROADCASTING.

Southeastern regional network desires full or parttime representation, commission basis, in following cities: New York, Detroit, Chicago. Write full details to Box 806J, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 835J, BROADCASTING.

### Announcers

Announcer-salesman western network station in good secondary market, permanent. Send disc and letter with snapshot to Box 737J, BROADCASTING.

Immediate opening experienced combination man. Opportunity expanding organization. Better than average pay. Box 749J, BROADCASTING.

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications, and audition to Box 778J, BROADCASTING.

(There's a home in Wyoming) for a combo announcer-engineer with first class ticket, network affiliate, will consider inexperienced man willing to learn. Send disc, photo and particulars to Box 790J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt midwest station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 793J, BROADCASTING.

Wanted—announcer, first phone license. Prefer morning man. Good opportunity to help build station. Send audition, complete details, references in first letter. Starting salary \$70.00 per week. Answer Box 845J, BROADCASTING.

Program director and staff announcer wanted: Wanted: above average, experienced staff announcer and possibly program director for an independent station in St. Louis, Mo. Must have definite ideas and willing to work. Salary paid on basis of your ability to perform. Box 850J, BROADCASTING.

Czech announcer that can sell Czech merchants in wide market. Air mail full details. Box 884J, BROADCASTING.

## Help Wanted (Cont'd)

Announcer with first phone. Some selling. Need car. Base pay \$225 month plus 10% commission on established accounts. Start June 15. KCID, Caldwell, Idaho.

Announcer wanted, immediate opening; excellent salary for experienced, versatility, dependability quality. Rush disc photo, letter, KFXJ, Grand Junction, Colo.

Announcer with first class license wanted by KMVI, Wailuku, Hawaii. Send full details first letter.

Wanted—Experienced announcer with first class ticket. 250 watt Mutual station. Start \$60. Excellent working conditions. Vacation with pay. No split shift. Give complete story first letter with photo. Earl Dougherty, KXEO, Mexico, Mo.

Two fully experienced all-round announcers with some sales ability preferred, 25 to 30 years old, good starting salary and permanent to qualified men. Personal audition and interview only. Openings June 1. WDEC, Escanaba, Michigan.

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

Announcer-engineer. Good working conditions. Opportunity of promotion to chief engineer. Send disc, qualification and salary requirements. WMLT, Dublin, Ga.

Wanted: Announcer with first class ticket, mostly night work. Contact WMOG, Brunswick, Georgia.

Announcer-copywriter wanted by two network stations in competitive market. Send audition, resume and photo to WMOX, Meridian, Mississippi.

Wanted—Combination man with radio schooling, or six months experience. WWGS Tifton, Georgia.

Topnotch combo man for station in Wisconsin's vacationland, Door County. Wonderful opportunity for versatile performer. Send disc to Gerald A. Bartell, Empire Building, Milwaukee 3.

## Technical

Immediate opening for first phone engineer. 250 watt network station. Experience not necessary. Box 824J, BROADCASTING.

Studio control engineer for Washington, D. C. network station. Necessary apply in person. Write Box 833J, BROADCASTING for appointment.

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. \$50.00 for forty hours. Box 855J, BROADCASTING.

Wanted—Engineer; prefer engineer-announcer. Experience not essential but desirable. 250 watt midwest network affiliate. Box 860J, BROADCASTING.

Opening for first phone engineer, good pay and working conditions. Box 862J, BROADCASTING.

Local Virginia network station needs first class operator immediately. No announcing. Complete details first letter. Box 875J, BROADCASTING.

Immediate opening for combination man with first class ticket. New building, congenial organization. Virginia ABC local station. Send full information first letter. Box 878J, BROADCASTING.

## Help Wanted (Cont'd)

Engineers with first class tickets needed now. KTSW, Mutual in Emporia, Kansas. Fifty dollars weekly to start. More if you can announce.

Need phone first, prefer combo, experience not necessary, network station wants permanent personnel, \$50.00 for 42 hour week. Write Ross E. Case, KWAT, Watertown, South Dakota.

Engineer. First class license. One month's relief work from June 10 to July 10. Good salary. KWNO, Winona, Minnesota.

Combination engineer-announcer who can handle play-by-play sports. Excellent opportunity with good pay. Write or wire Bill Smith, WBIW, Bedford, Indiana.

Immediate opening radio broadcast engineer. WERM, Marion, N. C. Phone 7221.

Three months vacation relief employment for engineer, first class ticket, possibility of permanent job. Good pay, excellent working conditions. Contact Bill Atkinson, Chief Engineer, WGBA, Columbus, Georgia.

Wanted, 3 combination men with experience all types of programs. 2 inexperienced engineers. 2 experienced announcers. No drifters need apply. Send all details, salary expected and reference to Nathan Frank, Radio Station WHNC, Henderson, N. C.

Looking for engineer with control board experience, \$55.00 for 40 hours. WICY, Malone, N. Y.

Immediate opening. Control room operator with first class license. Some experience, if possible. Contact A. J. Bauer, WINK, Box 1072, CBS affiliate.

Wanted: Engineer-announcer, \$75.00 per week. WIRB, Enterprise, Alabama.

First class engineer. 8 weeks summer relief starting June 17 in Vacationland. Operate controls. Write John Quill, Chief Engineer, WJOY, Burlington, Vermont.

Wanted—engineer, AM and FM transmitters. Write Tom Phillips, Chief Engineer, Radio Station WKPT, Kingsport, Tennessee.

Need first phone transmitter operator. No experience required. Write or wire Fred L. Hart, Radio Station WLPM, Suffolk, Va.

Immediate opening, first phone engineer. Starting wage \$220.00 a month and other advantages. Pioneer educational station. WSUI-KSUI, Iowa City, Iowa.

Engineer wanted, 1st class license, experience not necessary. WTSB, Lumberton, N. C.

Combination announcer and engineer wanted for 250 watt Mutual station. In college town of 8,000, good opportunity for right person, prefer southern man. Salary based on capability. Good town, good living conditions. No drifters. Call or write R. H. Thompson, WWNS, Statesboro, Georgia.

## Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. 678J, BROADCASTING.

Immediate opening for commercial copywriter and local news editor. Woman or man. G. I. training available for veteran. Air mail experience, personal qualifications, and references to KFRD, Rosenberg, Texas.

Wanted: Commercial continuity writer. Handle volume of work. WOPA, Oak Park, Illinois.

## Situations Wanted

### Managerial

Station manager, 250, 1000 watts. Competence and success proven by experience. Thorough knowledge of radio from application to profitable operation. Budget and sales minded. Box 707J, BROADCASTING.

Experienced advertising sales manager former engineer first phone license, 2 single, car, seeking station manager ship or road selling. Box 734J, BROADCASTING.

Fully experienced, starved combo manager looking for managers job southwest midwest. Presently employed comboman for metropolitan directional. Anything considered. Box 752J, BROADCASTING.

Fifteen years in radio. Manager three stations. Program director; sports special events and news. Out of radio one year in allied field. Efficient manager small station on small payroll. Nothing considered except in desouth, southeast, southwest. Higher trade recommendations. Now employed, available two weeks to a month. Straight salary or salary bonus proposition. Box 779J, BROADCASTING.

Station manager. 20 years radio experience. Increased station ratings at gross to prove management ability. Top references and national agency station and network contacts. Interested management position AM station with TV future. Can invest \$3,000. Available immediately. College graduate, family, prefer middle Atlantic or midwest areas. Box 810J, BROADCASTING.

21 years in radio. Presently assistant manager successful southern independent. Ready to step into general manager's position. Formerly program director three stations. Familiar phases station operation. Present employer will recommend as will former employers. Family man, forty years old. Desires position general manager station in rural area. Box 832J, BROADCASTING.

Disposing interest small market station. Available manager, assistant manager, small market only. Capable, experienced, realistic approach small market problems. Married, civic minded. Box 849J, BROADCASTING.

General manager. Will make change for right deal. Ten years experience commercial manager and general manager. Prefer midwest, southwest, northwest. Guaranteed results. Box 858J, BROADCASTING.

More profit, more listeners. Manager program director available. Presently working together but could separate. Experienced metropolitan and rural stations. Also building from CP. Budget proof and employed. Might have more personnel if needed, including engineer, promotion, traffic, continuity. Box 863J, BROADCASTING.

### Salesmen

Representative available on commission basis for radio-television products Midwest. Box 805J, BROADCASTING.

Primarily interested in investment opportunity with sales or sales-announcer leading to sales-manager. Family. 31. Experienced, excellent background. Box 830J, BROADCASTING.

Salesman. Experienced. Prefers to write own copy. Now employed. Wishes to relocate in medium market Florida or southwest. 26. Family. Draft exempt. References available. Box 836J, BROADCASTING.

Young, 11 years in show business, college educated, steady, is desirous selling position in radio, TV or agency. Draft exempt. Box 882J, BROADCASTING.

### Announcers

Sportscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw current dropping sports programming. Check tapes baseball, football, basketball. Box 577J, BROADCASTING.

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

Experienced announcer, single, veteran, 25. Two years experience all phases. All replies answered promptly. Telegram check available. Box 666J, BROADCASTING.



## Situations Wanted (Cont'd)

ome 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.

nnouncer, 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.

nnouncer, experienced all phases, college grad., veteran, 23, single, operate control board. Disc and photo. Box 733J, BROADCASTING.

nnouncer, recent Radio City graduate. All aspects radio. Prefer west or northwest. Box 780J, BROADCASTING.

ttle announcing. First class license. Desire to concentrate on solid announcing experience. Box 827J, BROADCASTING.

nnouncer-newscaster. Ambitious announcer with excellent voice. Can operate control board and turntable. Single. Draft exempt. Honest, reliable. Best references. Box 822J, BROADCASTING.

nnouncer, experienced, want staff position on fulltime station. Best of references. Did music and music shows. Will start at your station's starting salary. Go anywhere. Night man desired. Box 823J, BROADCASTING.

nnouncer. Little experience. Desires further opportunity. Knows programming and production. Box 828J, BROADCASTING.

ortscaster, 6 years experience. Experienced in baseball, basketball and football play-by-play. Excellent references. Draft deferred, married. Want position in Texas. \$85.00 a week. Box 830J, BROADCASTING.

perienced all phases announcing, writing, production and promotion. College graduate. Box 834J, BROADCASTING.

orning man, 8 years experience. Highest ratings, commercially successful. Presently employed, family man. Not "run of the mill"—unusual features. Strong family appeal. \$7500 minimum, personal interview only. Box 837J, BROADCASTING.

anted: Vacation fill-in opportunity crack combo-man. 3 years experience in announcing, newscasting, engineering. Easy to work with. Single, have car. Available June 25, through September 15. Network station west of Mississippi preferred. Send information to Box 842J, BROADCASTING.

ight years experience as announcer-program director-manager of aggressive independents in metropolitan market immediately available. Young, single, veteran, college grad prefers New England, New York, Atlantic seaboard as programming, production or administrative assistant in major radio TV station. Box 843J, BROADCASTING.

perienced staff announcer. College graduate. Capable. Conscientious. Radio major. Operates console. Veteran. Young. Prefer east or south. Box 851J, BROADCASTING.

perienced announcer with first phone, college degree in radio. Seek staff job with block of accounts to service on commission. Box 857J, BROADCASTING.

fly bird, 5 years, deep voice, draft exempt. Available now. Box 865J, BROADCASTING.

nnouncer-program director, 10 years experience, desires position in Connecticut, either capacity. Box 867J, BROADCASTING.

nnouncer, 4 years experience. All DJ duties. Friendly, informal DJ. Intelligent news. Currently employed. Box 869J, BROADCASTING.

ammer replacement announcer. 3 1/2 years experience. College graduate. Tape, disc. Box 871J, BROADCASTING.

nnouncer 3 1/2 years experience. College graduate. Control board. Tape or disc. Box 872J, BROADCASTING.

## Situations Wanted (Cont'd)

Sportscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 873J, BROADCASTING.

Announcer: Veteran, married, specialty news, five years experience. Presently employed. Minimum \$75 weekly. Box 874J, BROADCASTING.

Announcer-copywriter, now employed. 4 years experience in general staff, sports and news. Single, 26, draft exempt. Will travel but prefer midwest. Not afraid of work. Looking for an organization where I can advance and stay put. Contact Ron Milton, 2510 Afton Pl., Lansing, Michigan.

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

Announcer, professional quality, personable voice, versatile. Strong on commercials and news. Knowledge of board. Experienced. Age 29, married, vet, exempt. Rai Tasco, 103-06 Twenty-Ninth Avenue, East Elmhurst, N. Y.

Experience as announcer, music librarian, copywriter. Employed presently music librarian metropolitan station. Three years college, radio-TV programming, producing American University, Washington, D. C. Married, vet, draft exempt. 29. More experience desired as announcer. Immediately available. Prefer midwest. References, details, etc., disc on request. \$40 minimum. Bill Weitzel, 3033 16th St., N. W., Apt. 407, Washington 9, D. C.

Sportscaster, play-by-play. All sports. Five years experience. Also newscasting and special events. Single. Draft exempt. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Illinois. Phone: Buckingham 1-0565.

## Technical

Engineer, first phone, broadcast studio, microwave and network television experience. Permanent position. Box 735J, BROADCASTING.

Engineer, 1st phone, ten years experience to 10 kw, 3 as chief 250 w, age 32, married, 2 children. Prefer eastern states. Give full details and best salary offer first letter. Box 838J, BROADCASTING.

First class phone, age 26, single, draft exempt, D.M.S.R.A. graduate, now employed, desires change, available two weeks. Box 839J, BROADCASTING.

Engineer: 12 years experience, married. Transmitter 5 kw AM-FM directional, remotes studio. Desires chief or supervisory position. Make offer. Box 847J, BROADCASTING.

Engineer, 3 years experience at 1000 watt regional. Transmitter, studio, remotes. Some staff announcing, if necessary. Have car. Prefer N. E. Box 856J, BROADCASTING.

1st class phone. 3 years television service experience. Consider any locale. Draft exempt. Box 870J, BROADCASTING.

Chief engineer: 10 years experience AM-FM. Best quality always costs more. \$4800 per year gets this experience and knowhow to run technical part of your station smoothly and cheaply. Available June 15. Box 885J, BROADCASTING.

First phone technician: Interested in progressive radio or TV station. Box 313, Clifton, N. J. Prescott 8-2633.

Money you've got! Experience I've got! Lets trade! Chief engineer? Construction, directional. Announcing. You name it, I'll do a better than average. How much is ten years experience in a young man worth to you? P. O. Box 512, McCook, Nebraska.

Good voice quality. First phone. Limited engineering experience. Announcing nine months. Some continuity. Strong on commercials. Emphasis on announcing. Age thirty, good draft status (G. I. Pension), married. Wire or write 201-6th Avenue, Apartment Three, Havre, Montana. Minimum salary \$75.00 week.

Midwest station. Married vet, 24, car, first phone, 1 1/2 years transmitter experience, 1 kw-d.a., 2 years radio repair, 1 year radio school, just discharged from U. S. N. R. Immediately available. Bruce A. Vincent, 4014 Russell Ave., North, Minneapolis 12, Minnesota. CH 6134 phone.

## Situations Wanted (Cont'd)

### Production-Programming, others

Program director or announcer-entertainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director including air work at smaller station, preferably in midwest or southwest. Write Box 787J, BROADCASTING.

Newsman, college background. Draft proof, reliable capable, successful. 3 years news director 1000 watt station. Legman, rewrite, newscasting. No continuity or commercial announcing. Box 831J, BROADCASTING.

Buy now and save! Experienced continuity director-program-writer-originator-announcer-engineer (one man) wants to settle down in New England, New Jersey, or New York. Presently employed 1000 watt independent. Twenty-eight, married, draft exempt. For samples, tape, write Box 840J, BROADCASTING.

Presently employed as program director. Also have been promotion director, chief announcer independent and network stations. Desire advancement to progressive station. Married veteran will travel. Will consider positions in any of above departments. Box 841J, BROADCASTING.

Whoa! Looking for an attractive personality who wants to learn radio from the bottom rung of the ladder? A guy who'll do things your way? (Draft 4-A). Disc and photo. Box 846J, BROADCASTING.

Want two for the price of one? Copywriter, women's commentator will swap hard work for job with opportunities. Box 848J, BROADCASTING.

PD. Experienced 250 to 5 kw. Excellent record, references. Want successful, progressive station. Box 859J, BROADCASTING.

Program director, experienced, ambitious, aggressive, 26, married, veteran, \$350 per month. Box 861J, BROADCASTING.

Newsman-original, personable, authoritative newscasting style. Five years all phases radio news: rewriting, legwork, editing, broadcasting, plus five years previous newspaper experience. Degree. Family. Consider only first rate news conscious station. Top references include present employer. Box 868J, BROADCASTING.

Writer-producer: Prefer east or midwest with AM-TV operation. Presently employed PD 1000 W western affiliate. \$400 month minimum. Available one month notice. Audition, work samples, references on request. Box 879J, BROADCASTING.

Ten years experience, highest bidder, prefer program director, metropolitan, Carolinas. Box 883J, BROADCASTING.

## For Sale

### Stations

Texas 250 watt, independent; town 10,000. No competition. Would sell control to aggressive individual to manager. Will take \$7,500 cash to handle. Box 732J, BROADCASTING.

For sale. Oklahoma 250 watt daytime station \$20,000 cash. \$5,000 escrow, balance when transfer is approved. Box 820J, BROADCASTING.

For sale: 500 watt affiliate daytime station. Now under absentee ownership. Principals only. Box 844J, BROADCASTING.

### Equipment etc.

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

For sale: Two Magnecord PT6-A recording mechanisms, Magnecord PT6-R amplifier, PT6-HT throwover panel, equipment used approximately two years. Interested in purchase used General Electric limiting amplifier or will consider trade. Box 750J, BROADCASTING.

For sale—Complete set of Pike & Fischer Radio Regulations, current to April 1, 1951. Original cost \$360, plus current subscription of \$150. Best offer. Write 821J, BROADCASTING.

(Continued on next page)

## FRESH ANTENNA FIXINGS!

BRAND NEW, RAYTHEON tuning units for 250 or 1,000 watt installations, immediate shipment, \$310.00, FOB Louisville.

Lighting chokes, completely housed, brand new, \$145.00 each. Unhoused, \$60.00 each.

Remote metering antenna kits, less meter, brand new, \$27.00 each,

## AND NEW AUDIO, TOO!

All Raytheon new stock, immediate shipment from Louisville, at 1949 prices.

RR-30, 3 Channel Remote \$350.00

RR-10, Single Channel Remote \$121.00

RZ-10, 4 Channel Pre-amp \$365.00

RM-10, 10 Watt Monitor Amp \$190.00

RPL-10, Line Amplifier \$210.00

Blank panels, jack strips, studio lights, Cannon plugs, patch cords WE microphone accessories, Jensen baffles. Write for list.

## GOOD VALUES

Brand New Minutape Portable Tape Recorder (Only 12 lbs.) \$300.00

Brush Broadcast Model, Used \$90.00

Ampex 400 Tape Recorder,

Overhauled at Factory \$850.00

Complete RCA 74-B Deluxe Recorders

WE WANT TO BUY FROM SOMEBODY

Progar or GE limiter amplifiers

Any AM frequency monitors

FM transmitters

Speech input consoles

Microphones

Any standard make broadcast equipment

## ELECTRONIC SERVICE CORPORATION

431 West Jefferson Street  
LOUISVILLE, KENTUCKY

Steve Cisler Clay 4811  
(WKYW)



### For Sale (Cont'd)

New and used radio towers. Immediate shipment. Also limited quantity new #10 bare copper ground wire. Available for immediate delivery 175 foot insulated self-supporting Truscon tower. Box 826J, BROADCASTING.

GE BT 1B 250 watt FM transmitter and monitor. Priced for quick sale at \$2850.00. Box 852J, BROADCASTING.

For sale: Collins 731-A 1/4 kw FM transmitter. General Radio 1170-A FM frequency modulation monitor. Both excellent condition. Box 854J, BROADCASTING.

Truscon H-30 2950 foot tower GE 2-bay FM antenna. 1 kw GE FM transmitter, limiter, Magne-corders. 1, 2 and 4 channel Collins-WE remote amplifiers, model G-2 Rek-O-Kut transcription cabinets with W. E. arms, equalizers. Preamps. Best offer takes any or all. Location northern Illinois. Box 881J, BROADCASTING.

GE console model BC-1-A, external power supply and light relays. Rek-O-Kut recorder and turntable. Fourteen hundred phono records, completely indexed. Stored in Missouri. Bob Stoner, c/o KLYN, Amarillo, Texas.

Raytheon RL-10 limiting amplifier. Purchased 1946, no longer used on FM, excellent condition. \$250, F. O. B. KOWH, Omaha, Nebraska.

For sale: 92A Presto recording amplifier. Used very little. Make offer. Radio Station WMVG, Milledgeville, Georgia.

New uniform cross-section, guyed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write, United States Tower Co., 219 Union Trust Bldg., Petersburg, Va., Phone 3347.

154' Fisher tower, erected in Havre, Mont. \$1,000 as is. C. V. Zaser, Zillah, Wash.

### Wanted to Buy

#### Stations

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.

Experienced engineer, manager has cash for 250 watt station. Prefer southwest area. Full details first letter. Information treated confidentially. Box 742J, BROADCASTING.

#### Equipment etc.

Desire to purchase 1000 watt transmitter AM frequency monitor, modulation monitor, limiter amplifier, console, several mikes, several remote amplifiers, mike stand, 4 small guyed towers with A 3 lighting 150 feet or less in height. Box 757J, BROADCASTING.

### Wanted to Buy (Cont'd)

Andrew or Clark phase monitor; 1300 feet 1/8" coax; 2-190 ft. towers. Box 853J, BROADCASTING.

Wanted immediately, lowest price on eight bay side mounting FM antenna and 700 feet inch and five eighths Andrew or Communication Products coax. Wire collect Gene Hill, Gen. Manager, WORZ, Orlando, Florida.

### Miscellaneous

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

### Help Wanted

#### Salesmen

## SALESMAN WANTED

Mature, experienced radio time salesman wanted for Chicago office of leading station rep. Solid radio background and proven history of results essential. Agency and merchandising experience desirable. Rush complete information to

BOX 876J, BROADCASTING

### Situations Wanted

#### Announcers

## PERSONALITY AVAILABLE

Now sold solid in Major Market. Easy ala-Godfrey style with plenty wit. Excellent references, agency and accounts. Stable family man with long background all phases. Will consider large and medium markets.

BOX 877J, BROADCASTING

### For Sale

#### Stations

## NETWORK AFFILIATE FOR SALE

Only station in Eastern market of 125,000—city population 40,000. Requires minimum \$30,000 cash. Staff complete, equipment topnotch. If you want a station to operate, or a good investment, here it is. Write Box 864J, BROADCASTING.

### Employment Service

## EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

## LEONARD-FRANK

### New Package Firm Opens

FORMATION of a radio packaging firm by Bill Leonard of WCBS New York's *This Is New York* and *The New York Story*, and Len Frank, Carnegie Hall Recording Corp. president, was announced last week. To be known as Leonard-Frank Programs Inc., the firm will have offices at 881 Seventh Ave., New York.

First project will be a 15-minute, six-a-week series, *In Town Today*, featuring name-guest interviews by Mr. Leonard. Some shows already have been recorded. Series is designed to be a low-cost radio program for sale to stations throughout the country, the announcement said.

## EDUCATORS MEET

### Radio Session Aug. 2-3

PLANS and operations of low-power educational stations will take up part of the agenda at the Fifth Annual Conference on Radio in Education, scheduled on the campus of Indiana U. Aug. 2-3.

Also of top interest will be production of quality programs using school talent. George C. Johnson, director of educational programs and chairman of the conference,

## Feature of Week

(Continued from page 14)

ola TV sets were "startling. Economy Auto Supply, at Laurens, S. C., 120 miles from the nearest TV station, sold six sets in two days, more than the firm had sold in the previous two months.

F. Earle Shearer, of the appliance firm's Charlotte branch, said a dealer in Spartanburg "has had more floor traffic from this program" than from any other program.

In Gainesville, Ga., a town of 20,000 compared to Greenville's 100,000, WDUN signed a number of local merchants to try G. I. Bonus on a co-op basis, tied into local recruiting quarters. Promotion stunts similar to those in Greenville were tried. Within two hours Army and Navy recruiters had acquired four recruits, according to John W. Jacobs Jr., WDUN general manager.

G. I. Bonus offers \$125 in War Bonds—a total of \$7,500 each week—to any G. I. or ex. G. I. listener who can match serial numbers with those used on the broadcasts. The Post Office Dept. indicated there was no trade of lottery law violation since listeners didn't have to buy anything or mail anything. Members of the family of a G. I. away from home can collect.

Mr. Harris was connected for some months with the social security numbers giveaway program developed by Azrael Adv. Agency, Baltimore. He left the firm to organize Barksdale Co.

said the meeting was open to teachers, school administrators and high school radio students.

Clinic and workshop sessions will be held on setting up the low-power educational radio station, radio production standards, getting radio started in the school, staffing and programming the low-power FM educational radio station, studio equipment and uses, continuity writing, use of the tape recorder, writing a variety show and the documentation and radio pronunciation. Details can be obtained from Mr. Johnson, WFIU Indiana U., Bloomington.

## Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

### Appraisals • Negotiations • Financing

## 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

## STATION WANTED

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

BOX 775J, BROADCASTING



## STATION CHANGES

Recommended By CBC Board

TWO CANADIAN stations were recommended for power increases or change of frequencies; a number of share transfers were approved, and FM stations enabled to reduce operating hours, at the May 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Montreal.

CHUB Nanaimo will operate with 1 kw on 1570 kc instead of 1480 kc. CKLB Oshawa will be able to increase power from 100 w to 250 w on 1240 kc, and a new transmitter site has been suggested.

CFCA-FM Kitchener and CJSH-FM Hamilton, Canada's only exclusively FM stations, are not doing as well financially as expected, and the CBC board has recommended they cut their hours of operation from 10 to six hours daily. CFPL-FM London has been given permission to program separately from CFPL for 2 1/2 hours nightly except Tuesday when only 1 1/2 hours is permitted.

CJSO Sorel has been approved for installation of an emergency 50 w transmitter, and CHFA Edmonton to broadcast personal messages during night and early morning hours to areas in northern Alberta beyond telegraphic or telephone communication.

Pye Canada Ltd., Ajax, Ont., is given an experimental TV transmitter license on Channel 11 with power of 5 w to test TV receivers made at its plant.

GIL San Fernando, joins Southern California Broadcasters Assn., Hollywood, as 58th member.

## FCC Actions

Decisions Cont.:

(Continued from page 87)

Granted dismissal without prejudice application.

Lubbock County Bestg. Co., Lubbock, Tex.—Granted request Commission accept late its notice of intention to appear and participate in oral argument on its application.

By Examiner J. D. Bond  
Circle Bestg. Corp., Hollywood, Fla.—Granted continuance of hearing from May 23 to July 25 in Washington, D. C., application.

By Examiner H. B. Hutchison  
Charles H. Chamberlain, Bellefontaine, Ohio—Granted continuance of hearing on application; hearing now scheduled for May 25 in Washington, D. C., continued until further order.

## May 23 Applications . . .

ACCEPTED FOR FILING

AM—610 kc

WMGR Bainbridge, Ga.—CP change from 1490 kc 250 w unl. to 610 kc 500 D.

License Renewal

Applications for license renewal filed following: WTOR Torrington, Conn.; DAN Danville, Ill.; KBUR Burlington, Iowa; WINR Binghamton, N. Y.

TENDERED FOR FILING

AM—1440 kc

KDNT Denton, Tex.—CP change from 50 kc 250 w unl. to 1440 kc 1 kw-D 50 w-N DA-N unl.

AM—710 kc

KFBC Cheyenne, Wyo.—Resubmitted application for mod. CP change proposed trans. site.

# fcc roundup

New Grants, Transfers, Changes, Applications



## Box Score

Summary of Authorizations, Stations on the Air, Applications

SUMMARY THROUGH MAY 24

| Class       | On Air | Licensed | CPs | Cond'l Grants | Pending | Appls. Hearing | In |
|-------------|--------|----------|-----|---------------|---------|----------------|----|
| AM Stations | 2273   | 2239     | 136 |               | 266     | 141            |    |
| FM Stations | 651    | 533      | 135 | 1*            | 8       | 4              |    |
| TV Stations | 107    | 74       | 35  |               | 404     | 171            |    |

\* On the air.

## Docket Actions . . .

### INITIAL DECISION

Ottawa, Ill.—Carl H. Meyer. Announced initial decision of Hearing Examiner Leo Resnick to grant new AM station on 1430 kc with 500 w daytime; condition. See story this issue. Initial decision May 22.

### OPINION AND ORDER

(FCC Correction)

KSGM St. Genevieve, Mo.—In order of May 9 [FCC Roundup, May 14] facilities were incorrectly identified as 5 kw day, 1 kw night, directional day and night. Facilities are 500 w full-time, directional. Frequency is 980 kc. FCC correction May 23.

## Non-Docket Actions . . .

### AM GRANTS

KOAT Albuquerque—Granted change from 1450 kc to 1240 kc, operating 250 w fulltime. Granted May 24.

WJCM Sebring, Fla.—Granted increase in power from 100 w to 250 w, operating on 1340 kc fulltime. Granted May 24.

WNDI Montevallo, Ala.—Shelby County Bestg. Co. Granted reinstatement of permit for new station on 730 kc, 250 w daytime; conditions. Granted May 24.

KXRN Renton and KTW Seattle, Wash.—Granted KXRN change from 1220 kc, 250 w daytime, to 1230 kc, 250 w fulltime, except during hours when KTW Seattle is operating; modified KTW license to share time with KWSC Pullman, Wash. To be effective June 18 unless KTW files objection. Decision May 24.

### FM GRANTS

WIOD-FM Miami—Granted change in ERP from 53 kw to 15.5 kw and change ant. from 315 ft. to 285 ft. Granted May 24.

WEWO-FM Laurinburg, N. C.—Granted change in ERP from 8.8 kw to 9.2 kw, ant. from 430 ft. to 215 ft. Granted May 24.

WAYS-FM Charlotte, N. C.—Granted change in ERP from 7.7 kw to 2 kw and ant. from 415 ft. to 140 ft.

### TRANSFER GRANTS

KWSW Roswell, N. M.—Granted relinquishment of negative control by Maurice F. and Paul B. McEvoy to Paul B. McEvoy, W. W. Merritt and John A. McEvoy. Firm purchases 8 1/4 sh from M. F. McEvoy for \$8,500, which is held as treasury stock. Granted May 24.

KPBM Carlsbad, N. M.—Granted assignment of license from Paul B. and Maurice F. McEvoy d/b as McEvoy Bros. to Coronado Bestg. Co., composed of Maurice McEvoy (52.4%), his wife, Hazel (14.3%); and Darrell Swazey (33.3%) commercial manager, who pays \$7,000 for his interest. Granted May 24.

KTAT Frederick, Okla.—Granted assignment of license from J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Oswalt d/b as Frederick Bestg. Co. to new partnership of same name and individuals except Mr. Oswalt who sells his 25% interest to other partners for \$6,450. Granted May 24.

WMGR Bainbridge, Ga.—Granted assignment of license from Thomas R. Hansen, John A. Dowdy and Charles W. Dowdy to new partnership of same name and persons with addition of Winnie S. Vaughn who acquires 25% interest for \$4,000. Granted May 24.

WAKE Greenville, S. C.—Granted transfer of control from Charles B. and Joe H. Britt through sale for \$17,500 of their 50% interest to Vardry B. and John A. Ramseur, each 25% owner. Granted May 24.

WBHB Fitzgerald, Ga.—Granted transfer of control from Arthur Carpenter Jr. for \$50,000 to Otto Griner, manager and part owner Ocilla Oil and Fertilizer Co. Granted May 24.

KSBW Salinas, Calif.—Granted transfer of control from Dr. Harry Morgan and W. M. Oates to John C. Cohan, A. M. Cohen and Albert Seligman through sale of 66 2/3% interest for \$55,000. John Cohan is KSBW salesman. A. M. Cohen is owner Also Fireworks and Specialty Co. Mr. Seligman is part owner-manager Seligman's Dept. Store, Dinuba, Calif. Granted May 24.

## New Applications . . .

### AM APPLICATION

Woonsocket, R. I.—Friendly Bestg. Co. 820 kc, 1 kw daytime. Estimated cost \$12,305, first year operating cost \$21,271, first year revenue \$25,000. Principals in Friendly Bestg. Co.: Raymond A. Mailloux, manager J. C. Mailloux & Sons Co., furniture store, general manager and 47.5% owner; Jack C. Salera, announcer at WWOV Woonsocket, program director and 47.5% owner; and Roger A. Nault, law student, executive secretary and 5% owner. Friendly Bestg. was incorrectly identified as Woonsocket Bestg. Co. in FCC Roundup, May 21. Filed May 15.

### TRANSFER REQUESTS

WZOB Fort Payne, Ala.—Assignment of license from Glen V. Gravitt, Col. J. C. Vessels and H. V. Roberts d/b as Fort Payne on The Air to Mr. Gravitt as individual. No money involved. Filed May 17.

KFJB Marshalltown, Iowa—Involuntary transfer of control from D. W. Norris, deceased, to Leo E. Anderson, John W. Norris, Paul G. Norris, Edward C. Booth and John Sewall Brown, executors of estate. Filed May 17.

WCAZ Carthage, Ill.—Transfer of control from Chicago Title and Trust Co., executor of estate of Robert E. Compton, deceased, to Nola N. Compton. Filed May 11.

KPET Lamesa, Tex.—RESUBMITTED bid for assignment of license from Lamesa Bestg. Co. to new partnership of same name. W. J. Beckham, auto dealer, acquires 12% interest for \$10,000 from R. O. Parker, who becomes 51% owner. R. A. Woodson retains 37% interest. May 11.

## TALENT RULING

Individual Contracts Okay

RADIO-TV station management can continue individual service contracts with talent despite the prevailing 10% formula of the Wage Stabilization Board, under a ruling by the Salary Stabilization Board. The ruling was sought by Richard P. Doherty, NARTB employe-employer relations director and a member of WSB.

A similar ruling was given the motion picture industry some weeks ago. In effect, the ruling permits renewal of individual talent contracts or options by stations, networks, sponsors and producing agencies.

The ruling is a temporary interpretation pending investigation of the whole talent question by the salary board.

## 'FAIR TRADE'

Price Bickering Starts

FIRST evidences of the competitive scramble stemming from the Supreme Court's decision which invalidated "non-signer" clauses of 45 state fair trade acts erupted in New York last week (see story, page 30).

A Manhattan RCA Victor distributor, Bruno-New York Inc., served notice that it would sue the Mayfair Outfitting Co. if it proceeded with plans to auction RCA TV sets below fair trade minimum prices in Brooklyn. Latter firm, which reportedly never signed fair trade price agreements, had planned to auction \$2.5 million worth of TV sets and other appliances reportedly purchased from overstocked dealers.

In Chicago, Louis Goldblatt, executive vice president of Goldblatt Bros. department store, said his firm will hold the line on appliances but felt manufacturers should adopt controls. "I hope they don't bungle their controls as badly as the TV manufacturers. If they turn their backs and welcome cutbacks as the TV men did, they deserve the same fate," he added.

NEW HIGH for any quarterly report issued by Television-Electronics Fund Inc., Chicago, was reached April 30 when net assets totaled \$12.97 per share or \$6,480,209, President Chester D. Tripp reported.

## 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.



## ABC-Paramount Board

(Continued from page 36)

inated the business life of Abraham H. Blank, of Des Moines. Born in 1879 in Galatz, Romania, he rose to the presidency of Tri-States Theatre Corp. and Central States Theatre Corp., both of Des Moines, as well as director of Tulsa Hotel Co., Walnut St. Corp., Triple A Properties and Tri-State Meredith Broadcasting Co.

### JOHN A. COLEMAN

Starting as a floor page at the New York Stock Exchange in 1916, John A. Coleman rose high in the financial and business world and became a member of the exchange in 1923. He has served as chairman of the board of governors and as a governor, besides having diversified financial connections. He was born Dec. 24, 1901. A prominent Catholic layman, he has occupied prominent posts in the Church and Catholic institutions.

### CHARLES T. FISHER Jr.

Prominent Detroit banker, Charles T. Fisher Jr. was born Feb. 14, 1907. He is president and a director of the National Bank of Detroit as well as a director of Detroit Edison Co., Briggs Mfg. Co. and American Airlines. Mr. Fisher also is well known in Catholic lay circles.

### E. CHESTER GERSTEN

Messenger boy role at National Bank of Commerce of New York in 1909 led within a decade to an

executive post for E. Chester Gersten. He was born July 3, 1889, and went to the bank at the age of 20. Eventually he became vice president of the bank and then president of Public National Bank & Trust Co. He is a past president of the New York State Bankers Assn.

### WILLIAM T. KILBORN

The steel industry in the Pittsburgh area holds the attention of William T. Kilborn. He was born in 1897 in Portland, Me., but most of his business life has been spent around Pittsburgh. He has been with Flannery Bolt Co., in nearby Bridgeville, since 1934 and now is president-director. He also is president-director of Fort Pitt Mfg. Co.; director and member of the executive committee, Pittsburgh & West Virginia Railway; director and chairman of the executive committee, Pressed Steel Car Co.

### HERBERT J. SCHWARTZ

One of the nation's mercantile leaders, Herbert J. Schwartz also has banking interests. He was born in 1887 in New Orleans and is board chairman of Maison-Blanche store (WSMB) as well as an official of Hibernia National Bank. He is president-director of City Stores Co., Wilmington, Del., and City Stores Mercantile Co., New York; director of Lit Bros. and Hearn department stores, among others; chairman of executive committee and director of B. Lowenstein & Bro., Memphis, and Loveman, Joseph & Loeb, Birmingham.



**WILLIAM A. SEAMAN** (seated), vice president, Liggett Drug Co., sets a contract for Liggett-Rexall to start its fifth year on WCOP Boston. Approving the deal are (l to r) A. N. Armstrong Jr., WCOP commercial manager; William J. Stack, advertising and merchandising manager, Northern Div., Liggett Drug Co.; Nelson Bragg, m.c. on Liggett-Rexall Bragg About Boston show; Jack Chase, WCOP-Liggett news editor.

## GILLIN MEMORIAL

Over \$7,000 Contributed

MORE than \$7,000 has already been received for the Johnny Gillin Memorial, representing contributions from 75 stations, two networks and four individuals, Carl Haverlin, treasurer of the memorial committee, reported last week.

The memorial to Mr. Gillin, president of WOW Omaha and one of the broadcast industry's best known and best loved figures, will be a donation to Creighton U. of Omaha, his alma mater, earmarked for research in cardiac-vascular disease, which caused his death at 45 last year. The memorial committee, with Paul W. Morency, WTIC Hartford, as chairman, has set a goal of \$75,000 for the fund, which it hopes to present to the university's School of Medicine not later than July 18, anniversary of Mr. Gillin's death.

## NPA Names Holbrook

APPOINTMENT of Harry J. Holbrook, Borg-Warner Corp., Chicago, as director of the Consumer Durable Goods Div. of National Production Authority, was announced by the government last Monday. He is on leave from his post as head of the firm's Electric Range and Water Heater Div. Mr. Holbrook also is vice chairman of the Electric Range Section of the National Electric Mfrs. Assn. and served with the War Production Board during World War II.

## Nebraska Elections

BOB GAMBLE, KFOR Lincoln, Neb., news director, was elected president of the Nebraska Associated Press Radio Assn. and Walter Kavanagh, KOWH Omaha, its vice president at a meeting in Lincoln, Neb., May 18, it was announced last week. E. E. Makiesky, Omaha AP correspondent, was named secretary.

## GIVEAWAY SHOWS

Wis. Votes to Legalize

THE Wisconsin Senate voted late Thursday afternoon in favor of a bill legalizing radio and television giveaways, smoothing the way for final adoption and signature of the governor early this week. Wisconsin will then be the first state to legalize giveaways, originating both within and outside the state.

Only one dissenting vote was tabbed in the Senate. The bill was re-referred to the assembly which passed it unanimously three weeks ago, for approval of what was described as a "minor" amendment which defined technically the element of consideration. Consideration is one of the three basic elements (with prize and chance) in the state's definition of a lottery.

## HENRY BUBA CO.

New Consultant Firm Open

UNIFIED programming-financial management consultant services for radio and television broadcasters are offered by a new firm, the Henry Buba Co., 51 E. 42nd St. New York, Murray Hill 2-0949 company-organizers, Henry H. Buba and Arthur F. Moore, announced.

The firm will provide dovetailing financial and programming advice. Mr. Buba was senior auditor for R. S. Rankin & Co., CPA's; a partner of Kruger & Conover, auditor and consultants; and controller budget manager and statistician for C. E. Hooper Inc. for five years. Mr. Moore has been associated with Kenyon & Eckhardt, Young & Rubicam, and CBS-TV.

## WCAU AM Sales Rise

JOHN S. deRUSSY, general sales director, WCAU Philadelphia stations, reported last week that "WCAU radio sales have very definitely continued on the increase. Mr. deRussy pointed to four big contracts signed within the past few weeks. "Probably the most significant thing about this new business," he said, "is that the advertisers, for the most part, have never before used radio advertising or have used it only slightly. Yet they are now signing long-term contracts for across-the-board spot or shows." The four big contracts were announced as being with the J. B. Van Scriber Co., through Co. & Tanz Adv. Agency; Adair Scheidt Brewing Co., through War Wheelock Co.; Latrobe Brewin Co., through Wiltman & Callahan agency, and Tide Water Oil Co. through Lennen & Mitchell Inc.

Mr. H. V. Swenson  
Cramer-Crasselt Co.  
Milwaukee, Wis.

Dear H. V.:

Got purty good ev'dence that folks 'round Charleston, West Virginny,

KNOWS  
more peepul  
lissen ter  
WCHS than  
any other station! Coupla  
weeks ago the school patrol  
boys an' gals left fer Wash-  
ton, D. C. Them whut  
wuz arunnin' th' trip 'ranged  
fer ter call WCHS three  
times on the trip over sozen  
we cud tell ever'one that  
ever'thin' wuz o.k. How's that  
fer a 'spreshun uv confidence  
that folks ud be lissenin'?

Yessir, H. V., peepul 'round here knows that efen yuh wants ter reach th' public, yuh gotta use WCHS! Thet's sumptin' fer folks like you fellers ter keep in mind!

Yrs.  
Algy

WCHS  
Charleston, W. Va.

## MAIL RATE

2nd-Class Hike Proposed

SUBSTANTIAL increase in the second-class mail rate was proposed by the House Postoffice Committee last week. The committee voted 17-6 to up rates in the category, which includes mailings of newspapers and magazines, some 60% over a three-year period.

President Truman's proposal was an increase of double the present rates over a period of three years. Representatives of newspapers and magazines had told the committee in extensive hearings that they would find it difficult to meet any increase in rates above a total of 30%. The committee is taking up the postal bill (HR 2982) in sections and was expecting to clear the legislation by last Friday.

## Anna E. McCosker

ANNA E. MCCOSKER, 75, sister of Alfred J. McCosker, former chairman of the board of Mutual Broadcasting System and WOR New York, died suddenly last Thursday at her home in New York. She was the founder and former president of the Elvira Theatre Club.

CKSM Shawinigan Falls, Que., went on air last month with 1 kw on 1220 kc. Station is owned by D. R. Wilson, publisher of Shawinigan Standard. Jean Legault is general manager, Allan Rogerson national sales manager.



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.



## Radio Still Best

(Continued from page 26)

media values—the “best combination of impact, audience and economy.”

At the first of NBC's five regional radio station promotion managers' meetings, some 34 representatives of NBC eastern radio affiliates heard Charles C. Barry, NBC vice president in charge of radio programs, label radio “still the best and quickest means of reaching the American public.”

Referring to the effects of television, Mr. Barry assured the group that “the only thing we can do to hurt ourselves at this stage of the game is to quit—to become fearful.” Radio, he said, employs “the greatest magic-eye of all time—the eye of your imagination.”

The radio program chief, one of several NBC executives who appeared before the all-day clinic in New York on Monday, assured his listeners that network radio men think about television, but we are not afraid of it.”

“There's no doubt about it,” he said. “We're going to have to share the living room from now on. Anyone who says we're not is wrong. But anyone who thinks they're going to turn the radio set off entirely is equally wrong.”

### Retains Faith

Mr. Barry said NBC has as much faith as ever in radio as “a medium which reaches more people for less dollars than any other in the U. S. and it will continue to do so for years to come,” he added.

In the same vein, John K. Herbert, vice president in charge of sales of the NBC radio network, described radio as “still the most effective seller of mass audiences of any of the five major media staples — newspapers, magazines, supplements, radio and television.” But it has become necessary “to make our sales in a factual way,” and to “present the story of network radio in an arithmetical sense,” he asserted.

“We must prove statistically that the audience we are delivering is lower in cost than the audience delivered by television, or by the supplements, or the magazines,” he said. “Hence, if that's what we've

got to do, we must be more sure of our audience than we were before.”

Mr. Herbert called upon each NBC affiliate, as a “true partner” of NBC, to “do its level best in all its forms of promotion to constantly increase its audience advantage. For the total of these station audiences—the advantage each of you has over your nearest competition—is NBC's sales story,” he explained.

“We must join forces to build larger audiences, to maintain identities, to deliver success stories, so we can go to the clients and say, ‘Network radio is here to stay. Network radio sells more goods to more people at a lower price than any other media type available to you.’”

Mr. Herbert told the promotion men that “what you do with your station, and its relationship with the community in which you live, is the all-important factor in the success of NBC. . . . As you promote your station, promote its character in local programs, so will you develop an audience in relation to your station that is your audience, the station's audience. It is the sum total of your station audiences that comprises NBC's listener strength.”

Similar clinics were held in Chicago on Wednesday (see story page 24) and Atlanta on Thursday, and are slated for Dallas today (Monday) and Los Angeles on Wednesday.

## William Henry Childs

WILLIAM HENRY CHILDS, 70, known as Billy Childs when he was a member of the Sinclair Minstrels radio group, died May 22 in West Palm Beach, Fla., after a long illness. He had lived in West Palm Beach since 1944 when he retired as superintendent of a Commonwealth Edison Co. substation. The minstrel group was heard regularly over WENR Chicago for 10 years, starting in 1927. Prior to that, he had played radio roles over KYW, then in Chicago. The minstrel team disbanded in 1937. Thereafter, Mr. Childs, who also was known as “Big Bill,” confined radio work to guest appearances.

## TEST SERIES

### Radio Shown Superior

FIRST results of a month-long series of Los Angeles tests designed to show the relative effectiveness of radio and newspapers indicate that radio has superior pulling power, according to KFI and KHJ Los Angeles. The two stations retained Advertising Research Bureau Inc., Seattle, to make the tests.

At Bullocks and Harris & Franks department stores, early returns show that radio led newspapers in bringing customers into the stores to buy tested merchandise.

The Los Angeles tests are running through May, with KHJ and KFI pitted against local newspapers. ARBI has conducted over 120 point-of-sale retailer tests [BROADCASTING • TELECASTING, May 14, 7].

The Los Angeles stores being surveyed besides Bullocks and Harris & Franks, are Barker Bros., Eastern-Columbia, Sears, Roebuck & Co. and Owl-Rexall Drug Co. Items tested include women's dresses and coats, cups and saucers, men's suits, refrigerators, patio chairs, scissors and jungle gyms.

Under the ARBI technique the retailer advertises the same item simultaneously on radio and in newspapers, spending identical sums in each medium. Customers are interviewed at point-of-sale over a three-day period. They are asked what influenced their purchase of the test merchandise.

Joseph B. Ward is ARBI managing director.

## CORPORATE TAX

### Committee Votes Increase

GREATER tax load for corporations was indicated last week, as the House Ways & Means Committee voted for an increase in the regular corporate rate plus an upping of the excess profits levy.

Republicans on the committee put up a strong protest but Democratic party line balloting pushed through the recommendation. Under the projected House committee tax plan, the corporate tax ceiling would be increased from 62% to 90% of income. The so-called ceiling takes in the total amount that can be collected from an individual firm in the form of normal tax, surtax and excess profits tax. The committee already has recommended an increase in the excise levy on radio-TV sets at the manufacturing level from the current 10% to 15% (see AT DEADLINE).

## 'Lone Ranger' Renewed

GENERAL MILLS, Minneapolis (Cheerios), renews *The Lone Ranger*, Monday, Wednesday, Friday, 7:30-8 p.m., over ABC for 52 weeks, effective June 1. The agency is Dancer-Fitzgerald-Sample, New York.

Think  
FIRST  
of  
“CANADA'S  
FIRST  
STATION”

In the big Montreal area—one of the best markets in Canada—CFCF gives you maximum coverage and the friendly listenership of increasing numbers who prefer “the Station of the Stars.”

Many distinguished advertisers agree “It's easier to sell through CFCF.”

U.S. Representative: Weed & Co.



\*  
**more** LISTENERS IN  
THE LEBANON  
VALLEY MARKET  
THAN ANY OTHER  
STATION

| Station | Morn. | Afternoon | Evening | Average |
|---------|-------|-----------|---------|---------|
| WLBR    | 10.8  | 9.2       | 8.5     | 9.4     |
| B       | 4.8   | 4.3       | 5.2     | 4.7     |
| C       | .5    | .9        | 2.6     | 1.4     |
| D       | 1.0   | .7        | 1.6     | 1.0     |

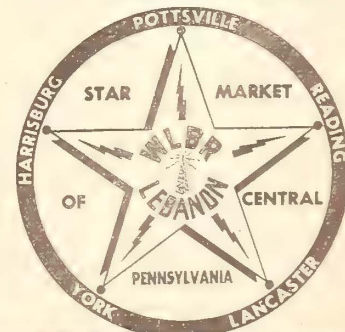
\* Robert S. Conlan Survey

**WLBR** AM  
FM

LEBANON, PA. • 1000 WATTS •  
1270 KC

The STAR MARKET of Central  
Pennsylvania

REACHES THIS RICH 300 MILLION  
DOLLAR MARKET IN SIX COUNTIES



JULIAN F. SKINNELL—Operations Mgr.  
Represented by RAMBEAU

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

Another BMI “Pin Up” Hit—Published by BMI

**JEZEBEL**

On Records: Frankie Laine—Col. 39367; Alexander Brothers—Mer. 5620; Allen Greene—Mer. 5622; Freddie Darian—Vita 1002; Golden Gate Quartet—Col. 37835; Silver Echo Quartet—Manor 8019; Four Bluejackets—Mer. 8031.

On Transcriptions: Bob Chester—Standard; Larry Fotine—World.

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





## ...at deadline

### NETWORK RATE CUTS DRAW NORTH CAROLINA PROTESTS

RECENT network rate cuts and implications were deplored by North Carolina Assn. of Broadcasters in resolution adopted Friday at Nags Head (early story page 29). NCAB affirmed "faith in radio as an unparalleled public service and as an advertising medium without equal."

National Production Administration was urged to include radio and TV construction on list of building permitted without NPA permit. Association urged Dept. of Commerce to include broadcasting in list of essential activities. Other resolutions reaffirmed support of NARTB; asked FCC for further relaxation of first-class operator requirements; endorsed BMI; approved state civil defense program under E. Z. Jones, WBBB Burlington; pledged support of BMI talent project.

Attendance at meeting exceeded 80 delegates and wives. Named to serve on nominating committee with Chairman Harold Essex, WSJS Winston-Salem, were Nathan Cooper, WMNC Morgantown, and William S. Page, WFTC Kinston. Committee named to work with U. of North Carolina in utilizing its communications center. Members are Cecil Hoskins, WWNC Asheville, chairman; Pat Patterson, WRRF Washington, and Larry Walker, WBT Charlotte.

Carl Haverlin, BMI president, discussed BMI's search for composing talent. Earl Wynn, director of U. of North Carolina, and John Young, his assistant, discussed role of university in state radio picture.

### NARTB, NPA MEET TUESDAY

MANLY FLEISCHMANN, National Production Authority administrator, tentatively agreed to meet Tuesday with NARTB President Justin Miller to discuss radio-TV station building regulation (M-4). Mr. Fleischmann set tentative day and time (2 p.m., Commerce Dept. Bldg.) in view of pressing commitments before Congressional committees on defense production legislation. Judge Miller will be accompanied by Ralph Hardy, government relations director; Vince Wasilewski, legal department; Robert K. Richards, public affairs director, and perhaps Thad Brown, NARTB TV counsel.

### FORT INDUSTRY PLANS

FORT INDUSTRY Co., which has withdrawn from Consolidated Television Broadcasters Inc., making new plans to enter TV film business, George B. Storer, president, said Friday. Consolidated, cooperatively-owned production syndicate, was formed less than two months ago [BROADCASTING • TELECASTING, April 23] with Fort Industry backing. Mr. Storer said Fort withdrawal was "due to certain developments not known" when company formed.

### GENERAL MILLS STORIES

GENERAL MILLS (Kix) to sponsor *Edward Arnold—Storyteller*, Mon. through Fri., 10:25-10:30 a.m., on ABC starting June 4. Agency is Tatham-Laird, Chicago.

### AFA TV PROGRAM ANNOUNCED BY THOMAS

PLANS for session on "Television, Today and Tomorrow" at 47th convention of Advertising Federation of America, St. Louis, June 10-13, being released today (Monday) by Eugene S. Thomas, WOR-TV New York general manager and convention program chairman. TV session is June 13.

Speakers and subjects include Don L. Kearney, assistant sales manager for TV, The Katz Agency, on "TV Film Commercials;" John A. Thomas, television account service head, BBDO, on "TV as an Advertising Medium;" Don McClure, radio-TV production head, McCann-Erickson, on "Film Production and TV;" George S. Burbach, general manager, KSD-TV St. Louis, on "The TV Station;" Louis Westheimer, president, Westheimer & Block, St. Louis, on "TV and the Retailer;" Newman McEvoy, vice president and media director, Cunningham & Walsh, on "TV and Other Media;" Louis A. Hausman, CBS sales promotion and advertising vice president, on "TV and Your Budget." Three speakers yet to be announced will discuss "TV's Technical Future," "TV Programming," and "TV and the Public."

### HEAVY DEMAND NOTED FOR NARTB INAUGURAL

RESERVATION for NARTB inaugural dinner June 5, with proceeds going to Johnny Gillin Memorial Fund, were at 300 mark Friday, exceeding expectations, according to Robert K. Richards, NARTB public affairs director who is handling dinner arrangements for association (see board story page 30).

Check covering sum realized from \$20-a-plate dinner will be presented to Mrs. John J. Gillin, widow of WOW executive, by Paul W. Morency, WTIC Hartford, chairman of fund committee. Chairman of dinner committee is Frank M. Russell, NBC Washington vice president.

### MILLER SENDS COMMENTS

NARTB President Justin Miller sent 14-page statement Friday to House Interstate & Foreign Commerce Committee, elaborating on testimony given at April 30 hearing on McFarland Bill (S 658) [BROADCASTING • TELECASTING, May 7]. Judge Miller accepted committee request asking him to prove points raised in cross-examination. He agreed with FCC Comr. Robert Jones on clause prohibiting consultations between Commissioners and staff.

### NBC WANTS ABC SPACE

NBC reportedly has served notice on ABC to vacate, by next April, space in New York, Hollywood, Chicago and San Francisco which ABC has been leasing from NBC—on "temporary" basis—since split-up of old Red (NBC) and Blue (ABC) networks eight years ago. Notice pre-dates ABC-United Paramount Theatres merger plan.

### DE WITT TO 'OPEN HOUSE'

GEORGE DE WITT, comic, signed by NBC as m.c. and star of Monday and Wednesday *Broadway Open House* on TV, effective May 28.

## Closed Circuit

(Continued from page 4)

p.m., as summer replacement for Victor Borge show. Kellogg claims theme of *Space Patrol*, sponsored by directly competitive firm, is too similar to that of its program.

BLASTS at proposed NARBA treaty (see story page 56) in *Julius Klein Newsletter* as well as National Grange publication, expected to be answered by FCC Comr. Rosel Hyde, head of U. S. NARBA delegation.

NARTB board to be asked to take lead in developing uniform standards for TV sound tracks, slides, etc. Standardization would serve as specific for one of video's worst headaches. Similar uniformity in broadcast recording was universally adopted and received wide foreign recognition.

SHORTLY to be announced will be resignation of George Wallace, NBC manager of Advertising & Promotion Dept. for radio, to become promotion manager of *Reader's Digest* international editions. His successor shortly will be named.

WHEN HEARINGS are held before FCC on ABC-United Paramount merger, star legal battery is indicated. Of counsel for ABC on this transaction has been Paul Porter, former FCC chairman. For United Paramount, Duke M. Patrick has been Washington counsel.

### AT&T PLANS TO EXPAND UPPER NEW YORK RELAY

EXPANSION of AT&T microwave radio relay facilities in upper New York State requested in application filed with FCC, AT&T Long Lines Dept. announced Friday. Anticipated network television requirements plus growing demand for long-distance telephone circuits was given as reason. Two television channels between Albany and Buffalo will be added, in addition to long-distance telephone facilities.

Present microwave facilities in area are used only for television. Two-channel system now connects Schenectady, Utica and Syracuse to Albany, with single-channel leg serving Binghamton. Network TV programs reach Rochester over radio relay hookup from Buffalo, which connects with network by coaxial cable running from Cleveland via Erie, Pa.

### ILLINOIS PASSES TV BILL

ILLINOIS House of Representatives Thursday voted 110 to 7 in favor of bill putting more U. of Illinois sports on public television. Rep. Richard Stengel of Rock Island, sponsor, proposed that bill bar any state tax-supported educational institution from selling rights for sports events to theatres while games are in progress unless there are no restrictions on public telecasting. Bill now goes to Senate.

### BENTON HEARING

ONE-DAY hearing to be held by special Senate Interstate Commerce subcommittee May 31 (Thursday) on Benton Resolution (S Res 127). Chairman Ernest W. McFarland (D-Ariz.) announced Friday. Chief witness will be Sen. William B. Benton (D-Conn.), sponsor of resolution to review entire proposed TV allocation plan [BROADCASTING • TELECASTING, April 16 et seq.].

### EDGEWORTH EYES 'GAL'

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco) through Warwick & Legler, considering placing *Lonesome Gal* in about 15 markets near military installations.

BROADCASTING • Telecasting



# 26.5% **SALES INCREASE!**

---

...that's the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW's merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion.

A check on sales of the 47 drug products advertised on WLW and WLW-Television showed an increase of 26.5%.

... this is just another "Merchandising Service" of

**WLW**

The Nation's Most Merchandise-able Station

... and **WLW-Television**

*Crosley Broadcasting Corporation*

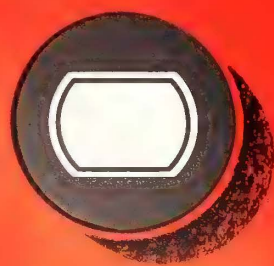




# *W.C.C.D.*

RADIO AND TELEVISION STATION REPRESENTATIVES

## A N D C O M P A N Y



NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD