

# TELECASTING

A Service of BROADCASTING Newsweekly

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what, no hopalong?

A hiatus for Hoppy? Not on your life, podner—summer's bigger 'n a ten-gallon Stetson on NBC Television!

To corral *this* summer's tremendous audience (forty million viewers of NBC programs a week), a whole posse of advertisers already have signed for campaigns on NBC-TV... with more joining up every day.

And we doubt if big-time television will ever be as attractively priced as it is under NBC's summer incentive plan.


Come on in, podner—it's just hoss-sense!

NBC summer television

POP. 40,000,000



WBAP-TV  
HO105



SUMMER  
VIEWS



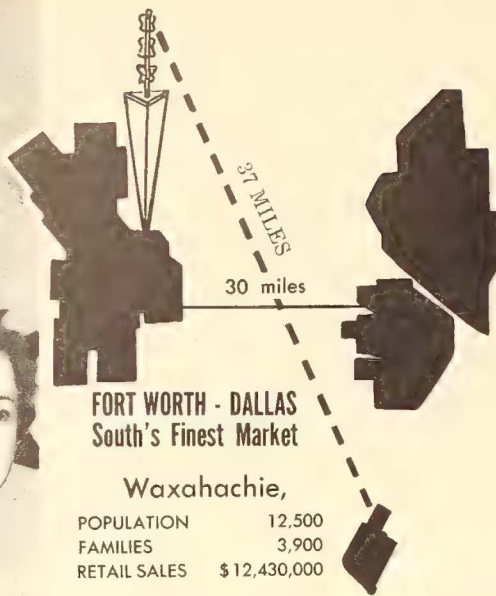
WITH  
TOP



TV  
SHOWS



NBC  
ABC  
LIVE



# COVERAGE COVERAGE COVERAGE

REACHES *ALL* OF THE *BEST*  
MARKET IN THE SOUTH!

WBAP-TV's Consistent, Clear, Good Picture  
Delivers the Great Ft. Worth-Dallas Market

From Waxahachie, Texas—37 air line miles from the WBAP-TV transmitter—comes this letter from Mr. Eldon Berry of 601 Dunn Street. "We seldom change the dial on our television set," Mr. Berry writes. "It stays on WBAP-TV's Channel 5 most of the time. Not only because my wife and I and our two youngsters, Pat and Pam, enjoy the programs so much, but because WBAP-TV can always be depended on for consistently clear pictures." Mr. Berry, an automobile dealer in Waxahachie, goes on to say: "We have noticed something else too—since we've had our television set, its influence on our buying habits has been tremendous. The many fine brands of merchandise we see on television just seem to pop in mind when we're shopping."

With a \*Hooper of 63.5 for the afternoon shows, and with evening programs featuring top NBC and ABC stars, is it any wonder the Berry family and thousands of other prosperous families prefer WBAP-TV?



WBAP-TV goes into the home of the Eldon Berry family in Waxahachie, Texas, 37 miles out. More fine potential buyers in the prosperous Ft. Worth-Dallas Market.

Sixteen wealthy counties in the Fort Worth-Dallas area are COVERED by WBAP-TV. The South's No. 1 market! The leader over Houston and New Orleans in that order! You can get it where the buying power is tops. Just contact the station direct or ask your Free & Peters man for complete coverage details.

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



DON'T BE SPOTTY  
WITH YOUR SPOTS  
... REACH

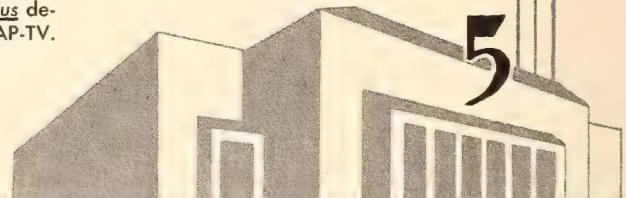
**ALL ALL ALL**

*The Fabulously Rich  
Fort Worth-Dallas  
Market*



Waxahachie, another city in the series of great market *plus* delivered by WBAP-TV.

## WBAP-TV CHANNEL



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

FREE & PETERS INC.  
Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.



# FCC REPLY DELAYED

By LARRY CHRISTOPHER

NO COMMENT had issued from FCC by late Thursday on Sen. Edwin C. Johnson's (D-Col.) letter of Monday to Chairman Wayne Coy questioning legality of fixed allocations by rule-making, but the Commission is expected to discuss the matter today (June 11) and reply promptly.

The letter from the chairman of the Senate Interstate and Foreign Commerce Committee, which originates radio legislation, indicated that while Sen. Johnson continues to be vitally interested in promptly lifting the TV freeze, he also has become very concerned with the legal dispute over the fixed TV allocation plan, opposed by the Federal Communications Bar Assn.

"I am not a lawyer and do not propose to pass upon the merits of the legal principles involved in the contentions of the Bar Assn.," Sen. Johnson wrote, "but, I would be less than frank if I did not indicate that I am impressed by the force and logic of their arguments."

Sen. Johnson asked FCC to give immediate consideration to the legal issue as urged by FCBA in order to save needless waste of time and energy and to prevent further delay in lifting of the freeze.

FCBA fortnight ago renewed its request for oral argument prior to commencement of the hearing on city-by-city allocation proposals, set July 9, but FCC indicated earlier it would not hear the issue until after completion of the city-by-city hearing, which may run two to nine months according to current estimates.

### Color, Freeze Issues

Aside from Sen. Johnson's letter, the Commission has two other important matters on its TV agenda this week. These are further consideration of its proposal for a partial lifting of the TV freeze and the renewed activity in the color television field, initiated by the report of the Ad Hoc Committee of the National Television System Committee [BROADCASTING • TELECASTING, June 4] (also see color story this page).

It presently appears FCC may modify its early proposal and decline opening of the UHF band to new station grants in certain areas because the UHF allocation is so intermixed with VHF. But the Commission is expected to proceed as soon as possible to granting new VHF outlets in the U. S. terri-

tories and to granting of improved facilities to certain existing VHF outlets in the U. S. [BROADCASTING • TELECASTING, May 28].

Meanwhile, replies began to trickle into FCC last week in opposition to initial comments filed earlier on the new TV allocation plan. But the bulk of the replies are expected to be filed today, June 11, the final deadline.

Other new developments:

● Requests for substitution of UHF channels for VHF channels are contained in amendments filed to pending TV applications of WHK Cleveland, WIBX Utica, N. Y., WSBA York, Pa., and Home News Pub. Co., New Brunswick, N. J.

● Color TV will be aired by WHK's proposed outlet, "as soon as standards for color television have been approved finally, and equipment is available."

● Initial application for new station in UHF was filed by WEXL Royal Oak, Mich.

United Broadcasting Co., WHK

licensee, amended its pending bid for VHF Channel 7 to request in lieu thereof UHF Channel 19 with effective radiated power of 96 kw visual, 48 kw aural. FCC's revised allocation proposal would put Channel 19 in that city.

The proposed UHF station would cost \$567,678 to build, WHK stated, and \$270,000 to operate the first year. Initial revenue of \$100,000 was estimated. RCA 5-kw equipment is planned to be used, with antenna gain of 24.

### Coverage Estimates

WHK estimated the UHF outlet's Grade A contour would cover 615 sq. mi. and a population of 1,423,885; Grade B contour, 2,630 sq. mi. and 2,141,288 population.

WSBA, whose pending bid seeks VHF Channel 8, requests UHF Channel 43 with ERP of 70 kw visual, 35 kw aural. RCA 5 kw transmitter also is contemplated. Grade A contour is estimated to include 1,740 sq. mi. and population

of 502,332; Grade B, 4,210 sq. mi., 770,482 population. Construction cost of the WSBA UHF outlet is estimated at \$244,500, with monthly operating cost set at \$9,500 and revenue \$5,000. FCC's new TV plan allocates Channels 43 and 49 to York.

Channel 3 bid of WIBX was revised to request UHF Channel 19, with ERP of 88.7 kw visual, 44.35 kw aural. General Electric transmitter and antenna (20 gain) are proposed to be employed. WIBX estimated its Grade A service area would include population of 290,526 and its Grade B service area population of 379,079. Antenna height above average terrain would be 680 ft. The Utica-Rome proposal includes Channel 19.

Home News Pub. Co., which has experimented in UHF locally, amends its Channel 8 application to request UHF Channel 47. RCA equipment is planned, with ERP

(Continued on page 74)

# COLOR CONTROVERSY GE Reveals Test Plan

SPARKS continued to fly last week in the color controversy as General Electric Co. Thursday revealed its plan to begin "as soon as possible" experimental color broadcasting with the system offered by the Ad Hoc Committee of the National Television System Committee.

On the other hand, CBS made further preparation for commencement of commercial colorcasting June 25, viewing the "composite" system of the NTSC committee [BROADCASTING • TELECASTING, June 4] as an attempt to stall acceptance of the Columbia system.

GE's Thursday statement by Dr. W. R. G. Baker, vice president and general manager, who also is serving as chairman of NTSC, was made to a meeting of television engineering consultants in Washington. The experimental telecasts will be made from the company's Electronics Laboratory at Electronics Park, Syracuse, he said, and will consist of still pictures at first. Development and construction of additional studio equipment will permit live color programs at a later date, it was added.

"We are modifying our laboratory and studio equipment," Dr. Baker stated, "which we have been

using to test other systems to permit transmission on a standard television broadcast channel."

Still colorcasts will be received on present receivers in black and white in the Syracuse area, he stated, saying that GE will construct a limited number of test sets to receive the broadcasts in color.

Other manufacturers last week also indicated plans for field-testing the composite system "within a relatively short time."

### 'Composite' System

The "composite" system was described as being based on RCA's compatible color technique but incorporating suggestions advanced by various other companies. The "improvements," a spokesman said, have all been laboratory tested and some have been field tested. What remains, he said, is to get agreement on "some of the numbers to be used, such as the exact frequency of the color sub-carrier," and similar details.

CBS, however, branded the composite system "a desperate attempt to offer another paper system" as a barrier to acceptance of the Columbia method. CBS Vice President Adrian Murphy said it was either the rival RCA system in an-

other guise, or that it meant RCA has "ditched" its method.

Columbia, he reported, is planning to initiate commercial colorcasts on Monday, June 25; will start with about five hours of color programming a week on WCBS-TV New York and increase gradually, and hopes to have both advertisers and a network of color stations lined up from the beginning.

RCA, which is one of the companies represented on the engineering group at work on the composite system, meanwhile said the Ad Hoc Committee's report, filed with FCC a short time ago, "reaffirms that compatibility is the essential basis of any sound color TV system."

Striking out anew at the CBS system's lack of compatibility, the RCA statement said "no system which is unable to get along with the existing black-and-white service will serve the public interest."

It said the color committee's recommendations for compatibility, high definition, and use of a sub-carrier to add color to the black-and-white signal are all met by RCA's system.

Charles J. Hirsch, chief engineer of the research division of Hazel (Continued on page 78)





# Telefile: WHAM-TV

## Rochester's Pioneer Outlet Marks Its Second Year

**"B**EING 'first' with television in Rochester seemed to us a perfectly logical development," William Fay, vice president of Stromberg-Carlson, the parent firm, and general manager of WHAM-TV Rochester, N. Y., says.

"We have the oldest AM station in Rochester and we were first with FM. Why not pioneer in TV also?"

As a television pioneer, WHAM-TV today celebrates its second anniversary, also as a leader in the industry.

Since the WHAM-TV call letters focused on Rochester's teletests—the station's debut was June 11, 1949—the outlet has mounted an enviable record in a field where rising costs compete with the good-service credo. Nine months after its opening, the station was operating at a profit and continues to do so.

Mr. Fay, looking back on two years of operational growth and development, reflects: "The next TV station to appear in Rochester will miss most of our early headaches, but it'll miss most of the fun we had, too. Being in a one-station market is a mixed blessing, as everybody knows. Yet, I wouldn't trade the satisfaction of launching TV here, despite the worries of finance, programming and staff reorganization."

All three of these facets in WHAM-TV's operation are being handled in the most direct and,

incidentally, most effective way.

For example, Robert C. Tait, president of Stromberg-Carlson Co., jolted stockholders a year ago when he announced the black side of the ledger, as previously mentioned.

Another illustration is staffing. WHAM-TV, the video companion of WHAM-AM-FM, drew from its radio experienced executives for a double combination of youth and experience.

### Experienced Young Men Guide WHAM-TV

As Mr. Fay puts it: "Where we're fortunate is in having very experienced department heads who are old-timers in broadcasting and yet still young in years."

Charles Siverson, program director, is 43 and a veteran of 21 years at WHAM; John W. Kennedy Jr., sales manager and administrative assistant to Mr. Fay, is 47, with 25 years experience; Kenneth Gardner, director of engineering, is 44 and now in his 25th year at WHAM; George Driscoll, 41, and Alfred Balling, 49, transmitter supervisor, have each compiled 22 years service at the station. Mr. Driscoll is the only member to have shifted entirely into television as supervisor of TV studio engineering, but the others maintain dual responsibilities in both AM and TV, except for the sales department which is split.

In this department, Arthur W. Kelly is assistant sales manager for AM and Truman Brizee, assistant sales manager for TV.

Both radio and television promotion are headed by Armin Bender; announcing and sports staffs by Bob Turner; the news bureau by David E. Kessler. Gene Zacher, WHAM music director, is an assistant TV producer and aide to Mr. Siverson. Syl Novelli, WHAM producer, also is director of the TV sales service. John Crosby, formerly manager of RCA Exhibition Hall, is executive producer.

In programming, Mr. Fay at the outset decided to operate seven days a week, using local live originations and network service. To achieve this, the station had to acquire costly studio equipment

and also invest in a mobile TV unit.

Acquisition of network service also called for capital outlay because when the station went on the air, the AT&T connection terminated at Buffalo, 70 air miles away. This problem was solved by construction of an air relay booster mid-way between Buffalo and Rochester, taking programs direct from WBEN-TV Buffalo's transmitter. The arrangement continued six months until AT&T put up its own microwave relay between the two cities and tied Rochester in to the coaxial cable from Cleveland and Erie.

WBEN-TV's help in those early days kindles a spark of gratitude in Mr. Fay, who points out that not only was his station able to obtain certain network programs but also a number of sponsored WBEN-TV originations "which brought us both programming and badly needed

**EXECUTIVE brain trust of WHAM-TV, in addition to Mr. Fay, includes (top to bottom): John W. Kennedy Jr., general sales manager; John Crosby, executive producer; Kenneth Gardner, director of engineering; George S. Driscoll, supervisor of studio engineering; Charles W. Siverson, program director**

revenue. All along the line, the help from WBEN-TV placed us greatly in their debt."

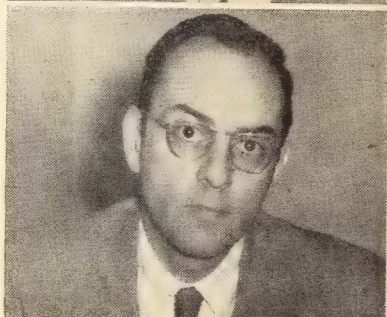
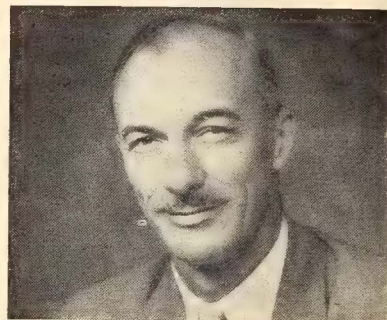
WHAM-TV's program schedule has increased from an average 36½ hours per week during the first month's operation to 78½ hours per week at present. It programs 11 a.m. to midnight, Saturday and Sunday, and 1:30 p.m. to midnight, Monday through Friday. It is affiliated with all four networks.

### Programming Stresses Educational Productions

In assuming its responsibilities as a leading television station, WHAM-TV has been developing toward a more "aggressive" policy. An essential part of this policy is emphasis on educational, public service productions.

Several months ago, the station cleared all commercial commitments

(Continued on page 80)



Mr. FAY



# LOUIS - SAVOLD FIGHT

## Theatres Outbid TV

THEATRE television shook an ungloved commercial fist in the face of broadcast TV last week by outbidding the broadcast interests for exclusive rights to the Joe Louis-Lee Savold heavyweight boxing bout while planning to carry a series of other matches to be staged this summer.

The box-office results of the Louis-Savold fight, to be held Wednesday night with at least a six-city theatre network already lined up to receive the telecasts by coaxial cable, will give broadcasters their best chance thus far to measure theatre television as a potential commercial rival.

The deal for exclusive rights was swung by a group of theatre companies including United Paramount (now in process of merger with ABC), Fabian, Loew's, and RKO after the managers of the two fighters turned down the best offers of prospective broadcast sponsors.

Though terms of the contract were not disclosed, it was known the managers had insisted upon \$100,000 for broadcast rights and reportedly had turned down an offer of "\$60,000 or \$65,000." The theatre group was believed to have approximated the \$100,000 demand,

perhaps with a box office percentage factor involved.

Nathan L. Halpern, representing the motion picture group, said a series of major outdoor fights would be theatre-telecast this summer, but there were no indications that contracts had yet been signed for any but the Louis-Savold bout. That contract is with the International Boxing Club, which arranged the fight, but in all such cases the approval of the fighters must be obtained.

IBC, meanwhile, cracked down on the telecasting of outdoor fights in New York, with the results that Pabst Sales Inc., which has been carrying IBC fights on CBS-TV on Wednesday nights, was planning in the future to substitute films of previous bouts whenever live matches were not available in other cities.

Seven theatres in six cities had been scheduled by late last Thursday to carry the Louis-Savold match, and spokesmen for the theatre group were hopeful that clearances could be obtained for the addition, at least for subsequent fights, of four other cities which have theatre TV installations.

Both theatre and International

Boxing Club officials looked hopefully upon theatre television as a means of offsetting the loss of box office which has attended many recent telecast fights. As a further safeguard, theatres in the area of New York, where the bout will be staged, will not carry the Louis-Savold contest.

James D. Morris, president of IBC, took the view that "the potentials of theatre television are large for major sports attractions, while holding forth the assurance of maintaining the sports structure itself."

### Test Interest High

He said IBC "is looking forward with keen interest to the testing of theatre television in the Louis-Savold and other major fights," which he said "will mark the historical first network of theatre television."

Representatives of the theatre group estimated that various theatres have placed orders which will assure upwards of 100 TV-equipped theatres by next year.

Those already scheduled to carry the Louis-Savold fight—with seating capacities reportedly ranging from 1,600 to around 4,000 each—are:

The RKO Keith's in Washington, Loew's Century in Baltimore, the Palace in Albany, the RKO Palace in Cleveland, Balaban & Katz' Tivoli and State Lake in Chicago, and the

Shea Fulton in Pittsburgh. Other cities with theatre-TV installations, they said, include Minneapolis, Boston, Detroit, and Binghamton.

Whether the theatres would hike their prices for fight-night tickets appeared a moot question late last week. The FCC, which still classified theatre TV as an experimental operation but has called hearings looking toward a possible commercialization, reported that the theatres' prices were their own affair.

## UHF TUNER SHOWN

By Standard Coil

STANDARD COIL PRODUCTS Co., Chicago, said to be the supplier of nearly 40% of the front antennas in home TV sets, demonstrated its system of UHF conversion last week at Bridgeport, Conn. VHF tuning coil channel segments can be replaced with UHF segments in the home in about 10 minutes, it was estimated, at a cost of about \$10 per strip.

Edwin Thias, Standard Coil vice president in charge of engineering, demonstrated the device and its ease of installation. Comparison tests were made with other make converters on standard brand receivers. UHF signals from RCA-NBC's KC2XAK Bridgeport were used.

About 60 receiver manufacturers are using the Standard Coil tuner. FCC was represented at the showing by E. W. Chapin, chief of the Commission's Laurel, Md., laboratory.

## TOA PLAN HIT

TV Threat Seen

PROPOSAL by Theatre Owners of America to telecast major events would take away from television the entertainment that is today the backbone of television programming and monopolize it for theatres only, Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, wrote last week in a letter to Frank Stanton, CBS president.

Theatres need no FCC grants to provide this service, he said, adding that Zenith has carried on a lone crusade "for the building and preservation of our television industry through Phonevision." He pointed out that 90% of American theatres in metropolitan areas are within two miles of a telephone exchange and can get lines for \$80 per month per mile.

With no box offices, broadcasters and advertisers can be outbid by theatres in seeking rights for major national events, he said.

An official of Skiatron Electronics & Television Corp., which has developed the "Subscriber-Vision" system of home box-office TV, was reported in agreement with Comdr. McDonald.

Skiatron President Arthur Levy also said that Brig. Gen. Telford Taylor, special counsel for Skiatron, had been conferring with FCC officials on the possibility of setting up a public test of Subscriber-Vision in New York, similar to Zenith's tests in Chicago.

Mr. Levy said Tom Hamilton, of the NCAA TV Committee, had assured him at least one metropolitan area football game would be made available to Subscriber-Vision if FCC approves the tests.

# THEATRE GROSS

## Balaban Weighs TV Effect

"THE '\$64' dollar question in the public mind about our industry today is the effect of television on motion pictures," Barney Balaban, Paramount Pictures Corp. president, reported to the annual stockholders' meeting June 5, after setting forth estimated earnings for the first quarter of 1951.

Earnings for the quarter ending March 31, after taxes, were estimated to be \$1,411,000, not including Paramount's net interest in "combined undistributed earnings for the quarter of partially owned non-consolidated companies, principally Allen B. DuMont Labs," he said.

Comparable earnings for 1950 were estimated at \$1,441,000, not including \$597,000 of such undistributed earnings of partially-owned subsidiaries, according to the statement.

Referring to television, Mr. Balaban said that "at our last annual meeting, I told you that television was bound to exert a far-reaching influence on our business, even though comparative studies up to that time had failed to indicate any direct relationship between the rise of television and the decline in our business.

"It is now clear," he continued, "that television has had its unmistakable effect upon our grosses, particularly in those areas of high television concentration such as New York, Chicago, Detroit and Los Angeles. It has been a definite

factor in the decline—but only a contributing factor. I have no doubt that the changing economy of our country from wartime to peacetime was the principal factor.

"There is a third element," he went on, "which we, in this business, know to have been of considerable influence. As a result of regulation arising from anti-trust litigation, traditional releasing schedules have been disrupted. This has upset the habits of movie goers and seriously affected box office receipts.

### Greater Effects Seen

"With the further expansion of television," Mr. Balaban said, "we can expect its increasing influence on our business." Citing Paramount's long recognition of the possibility of "beneficial inter-relationship" between film industry and television, he pointed out that the company's original investment in DuMont Labs now gives it a "substantial and profitable stake in the television field."

The "showmanship and know-how" applied by Paramount in films could be equally effective in TV, he continued. "Our television

broadcasting station KTLA in Los Angeles, has fully demonstrated the successful application of these principles to television broadcasting," Mr. Balaban said.

Referring to Paramount's acquisition of a 50% interest in Chromatic Television Labs Inc. [BROADCASTING • TELECASTING, June 4], Mr. Balaban said he was "happy to report that marked progress has been made since my last statement to you on the subject."

He also noted that in the past week Paramount had bought a 50% interest in International Telemeter Corp., "which . . . holds patents on what we believe to be a promising device for subscription television. Our investment in this company was prompted by the belief that there is a potential market for subscription television. . . . We believe that it (Telemeter's box-office device) holds possibilities for allowing the sports stadium, the motion picture theatre, the university and the broadcasting station to bring into the home culture and entertainment which would not otherwise be available. . . .

"Our Canadian subsidiary, Famous Players, has applied for telecasting licenses in Canada and intends to pursue every opportunity to take part in the development of television in that country," he said.



# *how to buy television . . .*

This is strictly on the level. It's strictly a matter of rate-card quotations.  
It's strictly for *Spot program* advertisers.

In television, *Spot program* advertisers enjoy special rate advantages.  
They pay a lower rate—for the same time . . . on the same stations.

How much lower? As much as 19% lower than the rate for the inter-connected group of one of the major networks. Or, if you'd like to look at it the other way, network rates for that group of stations are 23% higher than the *Spot* advertising rates.

What's more, as a *Spot program* advertiser, you're a more profitable customer to the station. Despite the lower rates, stations net more from a time period sold for a *Spot program* than for a network program.

## **THE KATZ AGENCY,**

NEW YORK • CHICAGO • DETROIT • LOS ANGELES



***at savings up to 19%!***

They clear time more readily . . . cooperate wholeheartedly.

And to top it off, you have a completely free choice of markets as a *Spot program* advertiser. You're not confronted with any minimum station requirements. There are no "must" stations you have to use. With a *Spot program* campaign, you build your own coverage pattern to match your specific marketing problem.

That's why we say that if you're planning any television advertising, you should get the full *Spot program* story. You can get that story from any Katz representative. Ask him for the facts and figures. Ask him for "case histories." You'll see for yourself that in television . . .

***you can do better with Spot. Much better.***

**INC.** *Station Representatives*

SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY



Everyone Picks



Channel 6  
COLUMBUS, OHIO



THE SPORTS PICTURE, with BILL BROWN features authoritative reports and comments never missed by sports-minded Central Ohioans. Nightly interviews, with plenty of visual punch, rate this quarter hour as tops. Mail response from over 50 communities PLUS the rich Columbus market means AUDIENCE, and AUDIENCE means SALES. 5:45 PM Monday through Friday.



TEA TIME with BETTY PARKER suits Central Ohio homemakers to a "T". This informally, powerful half-hour is entertaining, informative, yet a snappy show. A new and different approach to a sure-fire woman's audience. 2:15 PM, Mon. Wed. Fri.



IN SELLING  
POWER

in the Rich Central  
Ohio District

Edward Lamb, President  
Headley-Reed, National Reps.  
ABC-DuMONT Networks

## KFI-TV SALE General Tire & Rubber Co. Buys for \$2.5 Million

SALE of KFI-TV Los Angeles to General Tire & Rubber Co. for \$2,500,000 was consummated last Friday, subject to FCC approval. Final agreement was reached after weeklong conferences between Earle C. Anthony, head of the licensee Earle C. Anthony Inc.; Thomas F. O'Neil, General Tire & Rubber, vice president and director; Louis G. Caldwell, of the law firm of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pierson, Pierson & Ball (for purchaser):

Negotiations were for the non-network TV property only and Mr. Anthony will retain KFI, which he pioneered in 1922. KFI—50 kw clear channel outlet on 640 kc—is NBC affiliate for Los Angeles.

Personnel plans were not divulged. George A. Whitney is general manager of both the radio and television stations.

The transaction for the three-year-old KFI-TV on Channel 9 is regarded as a springboard on which Mutual Broadcasting System can enter the national television network field. General Tire & Rubber Co. owns the Yankee Network

which, in turn, controls a major portion of Mutual stock. A run-down of TV station licensees and applicants shows these holdings of MBS' stockholders:

General Teleradio Inc. (Bamberger) owns WOR-TV New York. The Chicago Tribune through WGN Inc., has WGN-TV Chicago.

Yankee Network operates and owns WNAC-TV Boston; has applied for TV in Bridgeport, Conn., and Springfield, Mass.

Don Lee Broadcasting System, acquired last year by General Tire & Rubber, has Channel 2 reserved in San Francisco. Reservation was made in view of the then-undetermined status of Don Lee stations' renewals. However, when Don Lee renewals were finally granted, the TV freeze was in effect.

WIP Philadelphia, owned by the

Gimbel family, holder of MBS stock, also is seeking television facilities in that city.

Among difficulties that have beset KFI-TV has been the labor problem. The outlet currently is struck by Television Authority, which has negotiated contracts with six other area stations.

Mutual's desire to get into the national TV field along the line of the MBS radio network plan has been expressed. In the spring of 1950, President Frank White announced, following a board meeting, that MBS key TV stations would be available to its network advertisers wishing to telecast programs [BROADCASTING • TELECASTING, April 24, 1950].

This gave rise to reports that MBS was looking to ultimate TV network operations when more television stations were available. That sentiment also was attributed to J. R. Poppele, Mutual board member and WOR vice president and chief engineer, during the course of the FCC's hearing on intercity television facilities in the late spring of 1950.

## UAW-CIO BID

Seeks UHF Channel in Detroit

PLANS of the United Auto Workers-CIO to seek a UHF channel in the Detroit area were announced last week by President Walter P. Reuther, who said that in the meantime UAW-CIO will sponsor a weekly documentary on WWJ-TV there beginning June 19.

The union plans to extend its work in television into other areas but is initiating it in Detroit, which has the greatest concentration of UAW-CIO members, Mr. Reuther said.

The UAW International Executive Board, which approved the plans for a TV application, also voted to recommend that the UAW-CIO Broadcasting Corp. of Ohio, which the union controls, suspend operation of its WCUO-FM Cleveland.

Much of WCUO-FM's coverage area is also served by the union's WDET-FM Detroit, Mr. Reuther said, with the result that the International Executive Board concluded that concentration on TV would be more effective. WDET-FM will continue in operation, he said.

UAW-CIO, through a broadcasting subsidiary, has long sought an AM station in the Detroit area. The channel to be sought in the TV application was not identified. UAW spokesmen said the TV operation would be non-profit and the union was prepared to carry the station on a non-commercial basis if necessary.

The documentary to be sponsored on WWJ-TV, Mr. Reuther said, will be a 15-minute Tuesday feature, and will be produced by Guy Nunn, UAW commentator. The contract, for 52 weeks, was signed through Luckoff, Wayburn & Frankel, Detroit.

## 'COLORVISION' SETS

Air King Announces Full Production Plans

NEW Air King "Colorvision" TV receiver, which switches from standard black-and-white to CBS color reception with the turning of a knob, will command the company's entire production facilities "within a few months," D. H. Cogan, Air King Products president, said at the set's first demonstration, held in Brooklyn last week.

Deliveries in "late summer or early fall" are scheduled for a \$499 deluxe console and a \$399 open-faced console model, both with effective 12½-inch screens, with lower-priced versions to come later, it was announced.

The cost of additional components to add color to black-and-white receivers will "dwindle to the vanishing point" with mass production, Mr. Cogan said. "Perhaps \$1.50 in extra materials are used," he asserted.

### Tri-Color Tube

CBS is in the process of acquiring Hytron Radio & Electronics Corp., of which Air King is a subsidiary. When the merger is effected, the receiver will be known as "CBS Columbia Colorvision," it was announced.

A tri-color tube is under development by the parent company, Hytron Radio & Electronics Corp., Mr. Cogan continued. "Whenever a practical, economical tri-color tube is able to be produced in mass quantity, it can be used very simply in receivers for the CBS system. The only doubt is how long it will take to get the tube

into mass production.

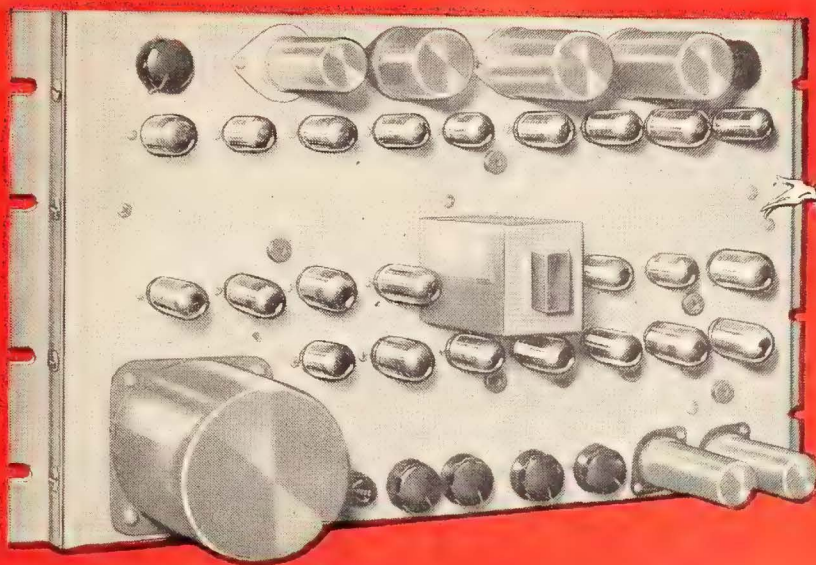
"We do not have nearly enough information," he emphasized, "to predict how long it will take to get into quantity production on a practical, economical tri-color tube that will have not only high definition and color fidelity but also satisfactory stability, tube life and ruggedness to withstand normal shopping and home conditions. There are many questions to be answered.

The new receiver is 36½ inches high, 32 inches across and 22-11/16 inches deep. It contains 27 tubes, including rectifiers and a 10-inch picture tube, which replaces the 12½-inch tube and permits a smaller cabinet and color disc. The picture is magnified to an effective 12½-inch screen size.

According to I. Melmen, Air King engineer in charge of color TV research and development, the only components required in addition to those of black-and-white receivers are three vacuum tubes. "It is essentially trouble-free and the present retailers and servicemen would not have any more difficulty servicing this receiver than any present monochrome receiver," he said.

Mr. Melmen said that under development also are "color converters . . . which will be adaptable and can be used with the majority of monochrome receivers on the market today. If any of the television manufacturers have included color sockets in their sets our converter can be plugged in any one of these and will receive color signals."





## STABILIZING AMPLIFIER

**For a better picture—now you can minimize jitter, roll, tearing, humbars!**

**Y**OUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances.

New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

**Your G-E broadcast representative . . .**

### Performance chart—you check the difference!

CHARACTERISTIC	G-E TV-16-B	MANUFACTURER A	MANUFACTURER B
Fidelity response	Uniform to 7 mc	Uniform to 7 mc	Uniform to 5.5 mc
Output level adjustment	Yes	No	No
Feedback Output Stage	Yes	No	No
Direct Monitoring of Output Signals	Yes	No	No
Local Blanking Input (with sync lock)	Yes	No	No
Video "Clip-Fade"	Yes, remote control	No	No
White Clipper	Yes	No	No
Bridging Input Level Control	Yes	No	No

. . . is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write *General Electric Company, Section 261-11, Electronics Park, Syracuse, N. Y.*

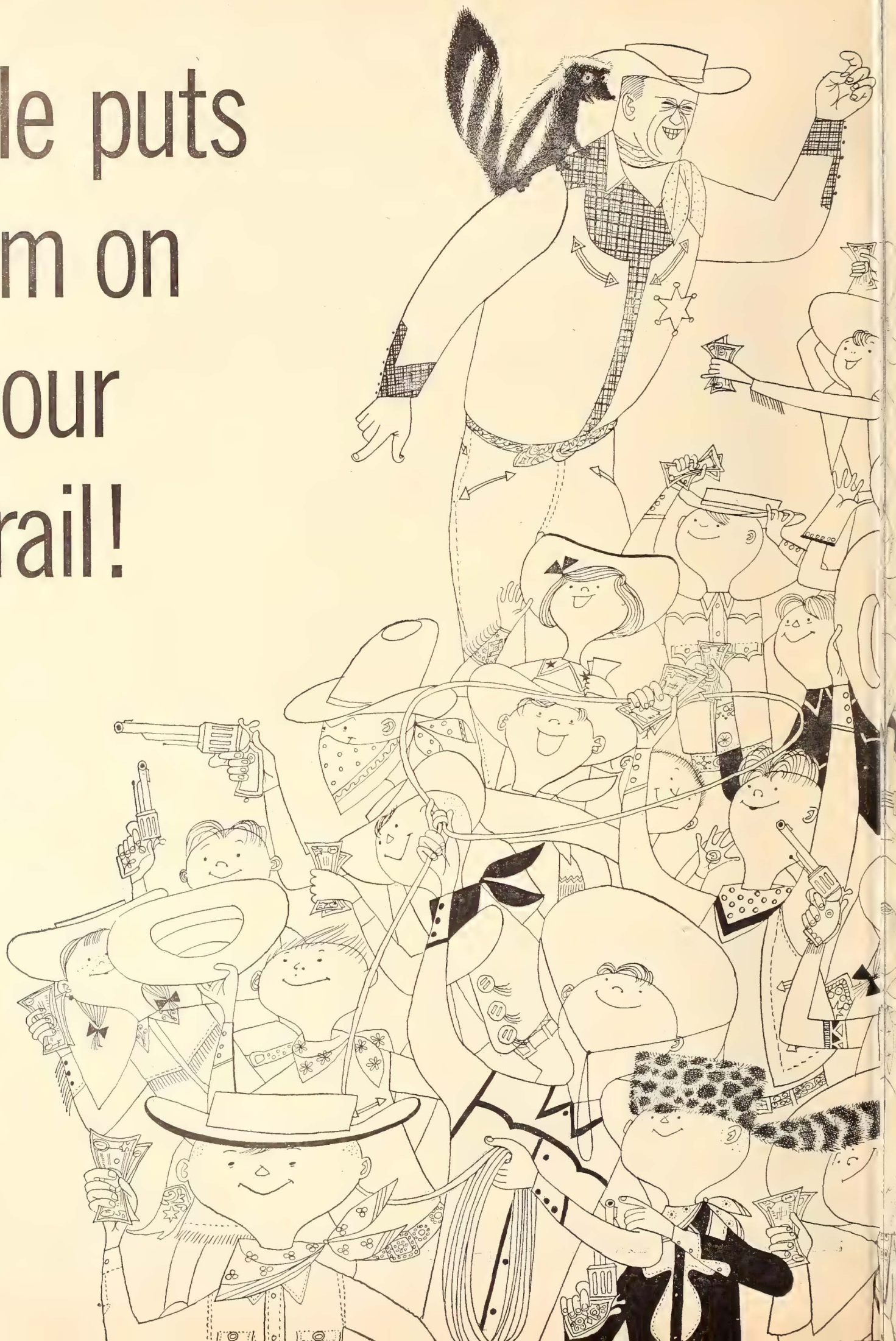


*You can put your confidence in—*

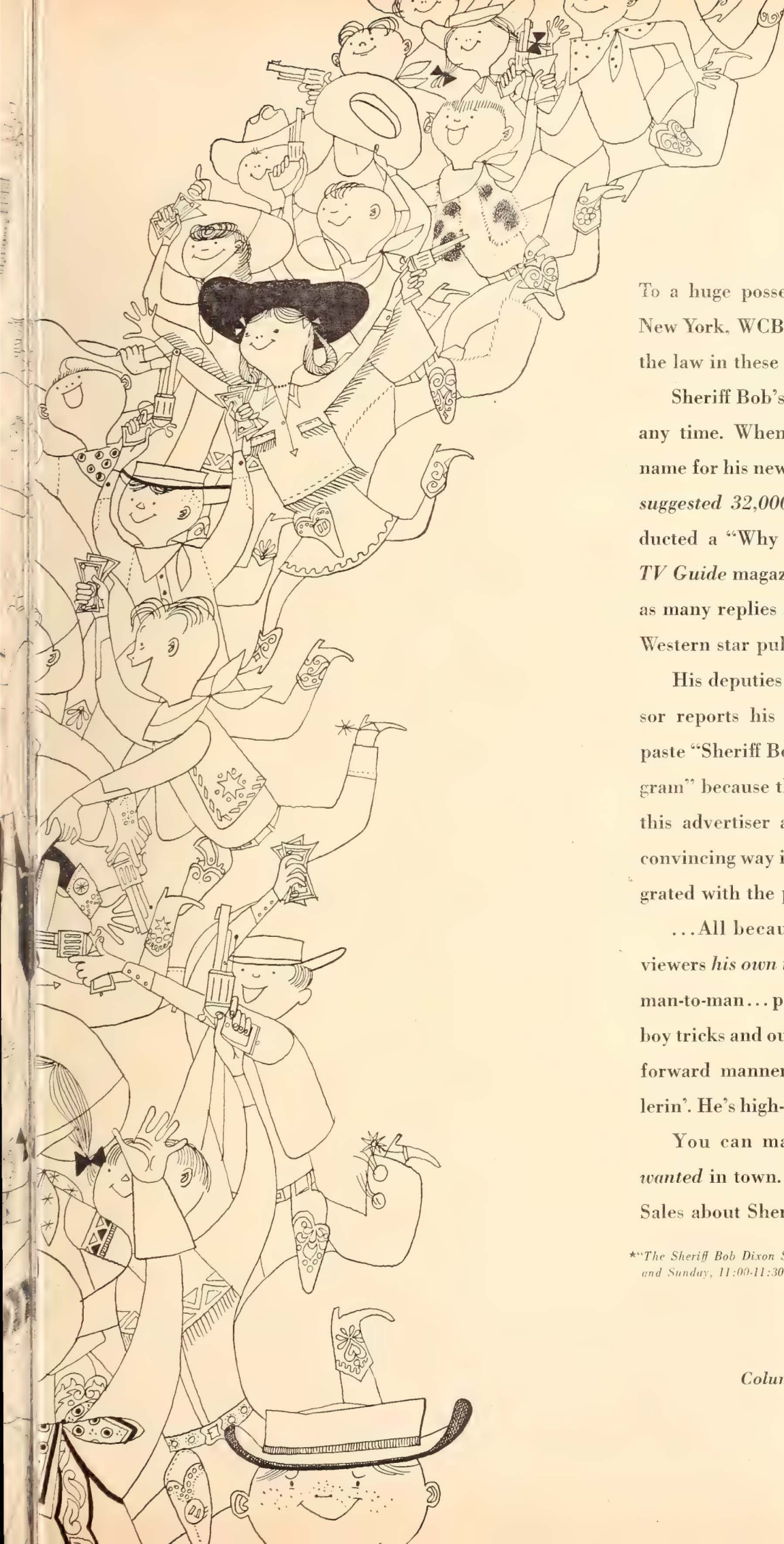
**GENERAL  ELECTRIC**



He puts  
'em on  
your  
trail!







To a huge posse of television youngsters in New York, WCBS-TV's Sheriff Bob Dixon\* is the law in these parts. What he says *goes*.

Sheriff Bob's deputies are ready for action any time. When he mentioned he wanted a name for his new pet skunk, for instance, *they suggested 32,000 names!* And when he conducted a "Why I Like the West" contest in *TV Guide* magazine, they gave him *four times* as many replies as a long-established *network* Western star pulled in a similar contest.

His deputies bring in *sales*, too. One sponsor reports his customers ask for the tooth paste "Sheriff Bob Dixon mentions on his program" because their children demand it. And this advertiser attributes his success to "the convincing way in which commercials are integrated with the program."

...All because Sheriff Bob handles his viewers *his own unique way*. He talks to them, man-to-man... passes on Western stories, cowboy tricks and outdoor tips in an easy, straightforward manner. With no shootin' and hol-lerin'. He's high-caliber, *but not high pressure*.

You can make *your product the most wanted* in town. Just ask WCBS-TV or Radio Sales about Sheriff Bob Dixon today.

\*"The Sheriff Bob Dixon Show," Monday through Friday, 5:15-6:00 p.m., and Sunday, 11:00-11:30 a.m.

**WCBS-TV** Channel 2

Columbia Owned • New York

Represented by Radio Sales



## FCC Reply Delayed

(Continued from page 65)

of 14.4 kw visual, 7.4 kw aural. Channel 47 has been allocated there in FCC's new plan.

Royal Oak Broadcasting Co., licensee of WEXL, filed a new station application for UHF Channel 62, proposed by FCC to be allocated to nearby Detroit. Station requests ERP of 73 kw visual, 36.5 kw aural, with antenna height above average terrain 444 ft.

Estimated cost of the UHF outlet was given as \$194,000, with first year operating cost cited as \$96,000. Potential revenue was given as "unknown." The outlet's Grade A service area would include a population of 2,542,598, FCC was told, with Grade B including population of 2,552,773.

Several new VHF applications also have been filed (See FCC ROUNDUP, page 96).

Among those to file replies early to initial comments on the Commission's new plan, announced in late March [BROADCASTING • TELECASTING, March 26 et seq.], WKAT Miami Beach reiterated its contention that a VHF channel can be added there without violating FCC standards. WKAT asks addition of Channel 9, which conflicts with request for Channel 9 at Fort Lauderdale by WFTL there.

Also in the Miami area, but from an educational interest, the Dade County Board of Public Instruction,

comes opposition to the proposal of Fort Industry Co.'s WGBS Miami that the reservation on Channel 2 be lifted so the facility may be commercially available.

The school board said it earlier by formal means had "vigorously and officially declared intent to use Channel 2 for educational television in the very near future." FCC was told a survey has been made "and an application for a license to construct and operate a television broadcasting station over Channel 2 . . . is now in the process of being prepared and will be submitted in the immediate future for approval."

At a special meeting of the board on May 23 the group "unanimously directed the inclusion in the budget of sufficient funds to adequately finance the proposed work for television. . . .

Cowles' KRNT Des Moines opposed proposal of KSTT Davenport to move Channel 2 from Iowa City to Atalissa and switch Channel 11 from Des Moines to Iowa City. KRNT argued Atalissa would receive more Grade A services than Des Moines without the added channel, but has smaller population.

### Toledo Blade Co. Files

Toledo Blade Co., Toledo, filed opposition to proposal of Wayne U. and Detroit Board of Education that Channel 11 be removed from Toledo to Detroit and reserved for educational use. The newspaper firm said "such a proposal is an ill-considered assault on the principles of fair allocation and good public service."

U. of Kansas at Lawrence filed opposition to plan of Kansas City stations KMBC, KCMO and WHB whereby Channel 11, now reserved at Lawrence, would be assigned commercially to Kansas City and UHF Channel 64 reserved as substitution.

The school said it "objects strenuously" to UHF substitution on grounds the UHF is still experimental and there is no set circulation. The U. of Kansas further argued:

The Board of Regents . . . has authorized the University to apply for a license to operate a noncommercial educational television station. Engineering surveys have been prepared and the University is now ready to file application with the FCC for Channel 11. It is the intention of the University to begin television broadcasting as soon as practicable.

KHMO Hannibal, Mo., filed opposition to proposal of KOKX Keokuk, Iowa, to add Channel 10 at Keokuk by switching Channel 7 from Hannibal to Quincy, Ill., and removing Quincy's Channel 10 to Keokuk.

East Texas Television Co., TV applicant at Longview, contended its suggested modification is not as radical and better than that offered by KFRO there. East Texas would remove Channel 9 from Lufkin to Longview, substituting Channel 10, while KFRO would add Channel 12 to Longview, assign Channel 10 to Shreveport in lieu of Channel 12, allocate Channel 5

to Eldorado, Ark., in lieu of Channel 10, and change either UHF Channels 32 and 38 now assigned Longview to either Gilmer or Tatum, Tex.

Sherman Television Co., Sherman, Tex., also opposed KFRO plan, explaining only Channel 12 will work there without affecting other city allocations. Sherman Television asked instead that Channel 9 be removed from Lufkin and assigned to Longview. Channel 10 would be substituted at Lufkin.

McAllen Television Co., McAllen, Tex., opposed plan of KRGV Weslaco. KRGV would delete Channel 2 from Monterey, Mexico, and assign it to Weslaco and Saitillo, Mexico, while removing Channels 4 and 5 from Brownsville, Tex., to Weslaco-Harlingen. McAllen Television, asking for Channel 5 there, commented:

It would appear that . . . KRGV . . . desires to have at least two and probably three VHF channels for Weslaco. It is pointed out that Weslaco is a small town in Hidalgo County, Tex., and according to the 1950 Texas Almanac, published by the Dallas Morning News, Dallas, Tex., for the past 50 years, is a city of 9,000 people. It is submitted that the removal of two and possibly three VHF channels into Weslaco would monopolize all of the VHF channels in the lower Rio Grande Valley in this small island town.

Text of Sen. Johnson's letter to FCC Chairman Coy follows:

While I have indicated my anxiety to the Commission on many occasions that the television "freeze" be lifted at the earliest moment possible, I have realized the difficulties inherent in the technical job of allocating channels which this would require. To lift the "freeze" without the absolute assurance of a nationwide, competitive use of channels would be most unfortunate. The Commission's efforts to accomplish a satisfactory allocation of television channels reflects great credit on its good intentions.

However, the Federal Communications Bar Association has again challenged the legality of the procedure followed by the Commission. I am not a lawyer and do not propose to pass upon the merits of the legal principles involved in the contentions of the Bar Association; but, I would be less than frank if I did not indicate that I am impressed by the force and logic of their arguments. The legal points raised by them appear to be of such grave public interest that I, as Chairman of the Committee on Interstate and Foreign Commerce believe it is my duty under the Congressional Reorganization Act to express my views with respect to it.

The Bar Association contends that the proposed rule is based upon an invalid legal assumption; the Bar contends that the Communications Act does not authorize the Commission to adopt a system of block allocations on a geographical basis. Consequently, months of effort by the Commission, its staff, licensees, applicants, consulting engineers and lawyers may be spent for no useful purpose if the Bar Association's position is subsequently sustained by the courts.

My position throughout with respect to speeding nationwide utilization of television makes it clear that I would not be a party to any move that would continue the "freeze" for one additional day. Nevertheless, it must be obvious that if the Commission now postpones disposition of the Bar Association's objections until after hearings have been completed, only to find then that the Bar's objections are held valid, there would be even greater delay in lifting the "freeze" and the public would be severely penalized. It is clear that the Commission, under its proposed plan, will be unable to grant licenses to all who apply despite the fact that many will be fit, willing and able to operate television stations in communities where such licenses should be granted in the public interest. Under such circumstances, the Commission would appear to be inviting long drawn out litigation and unconscionable delay simply because it failed to follow the law implicitly.

As an illustration, I shall now apply

## upcoming



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

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

June 11: Deadline for replies to initial comments FCC Revised TV Allocation Plan.

June 12-16: National Assn. of Radio Farm Directors Spring membership meeting, St. Louis and Fayetteville, Ark.

June 15: Hearing on Radio-TV coverage of Congress, Senate Executive Expenditures Committee, Senate Office Bldg., Washington.

June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.

the "plan" to a specific situation. The Denver area, having a metropolitan population of 600,000, will have nine applications on file for VHF channels. The Commission has assigned for commercial use in Denver only three channels—2, 4 and 7. I cannot understand under what authority the Commission may dictate that the six disappointed applicants, and there will be six very disappointed applicants, may not immediately apply for channels 13, 11 and 9. No statute authorizes the Commission to prejudice and restrict the Denver people to three VHF channels. As I see the Commission's proposal, it is arbitrary and cannot be justified by the public interest, the basic law or the engineering facts.

If the Commission would immediately consider the legality of its block allocation, and find that it is contrary to the provisions of the Communications Act, as charged by very learned and responsible lawyers, vital time would be saved and the funds and the energies of the government and the applicants would not be wasted. The Commission might discover, after careful deliberation, that it would be advisable to modify its plan now in such a way as to be consistent with what is alleged to be the statutory requirements. As an example, I am told that if the Commission's plan were merely adopted as a guide or starting point for the development of a fair, efficient and equitable distribution of television service, applicants would have an opportunity to be heard for any channel without the necessity of first going through a rule-making proceeding. Under such a procedure, the plan would not be vulnerable to adverse legal action.

It seems to me that only chaos can follow procedures which are legally doubtful. By persisting in adopting its present plan, the Commission invites all disappointed parties to take their cause to court thereby creating further unpredictable delay in lifting of the "freeze." The rights of an applicant are very specifically set forth in the law. The courts would be prone to protect those rights regardless of the Commission's desire to use a rule-making proceeding to assign channels in blocks.

Television must be made available as soon as possible to the general public in the areas long denied this art through no fault of the people in those areas. Any doubts as to the legality of the Commission's proposal should be settled immediately in order to further this objective. I want it clearly understood that this letter is written, neither to confuse the pending proceeding nor to delay its final disposition, but to speed post-haste the assignment of channels to the applicants fit, willing and able to operate stations in the public interest in the many communities not now being served.

The other day the Supreme Court suggested that the Federal Communications Commission is an expert body created by Congress to deal with technical problems. I subscribe to that concept completely but feel just as firmly that general policy matters remain as always they should—the responsibility of Congress. I plead with the Commission to give careful and immediate consideration to the contentions of the Federal Communications Bar Association in the interest of eliminating confusion all along the line.

here's the picture...



For the total week—day and night—the three WLW-Television stations have an average rating of 11.2 as compared to 8.4, the combined average of the leading competitive station in each of the three areas.\*

And each individual WLW-Television station has a higher rating for each time segment—morning, afternoon and evening—than its local competitor.

This overall superiority of 33% means that your advertising dollar buys nearly one third more sales impressions on WLW-Television.

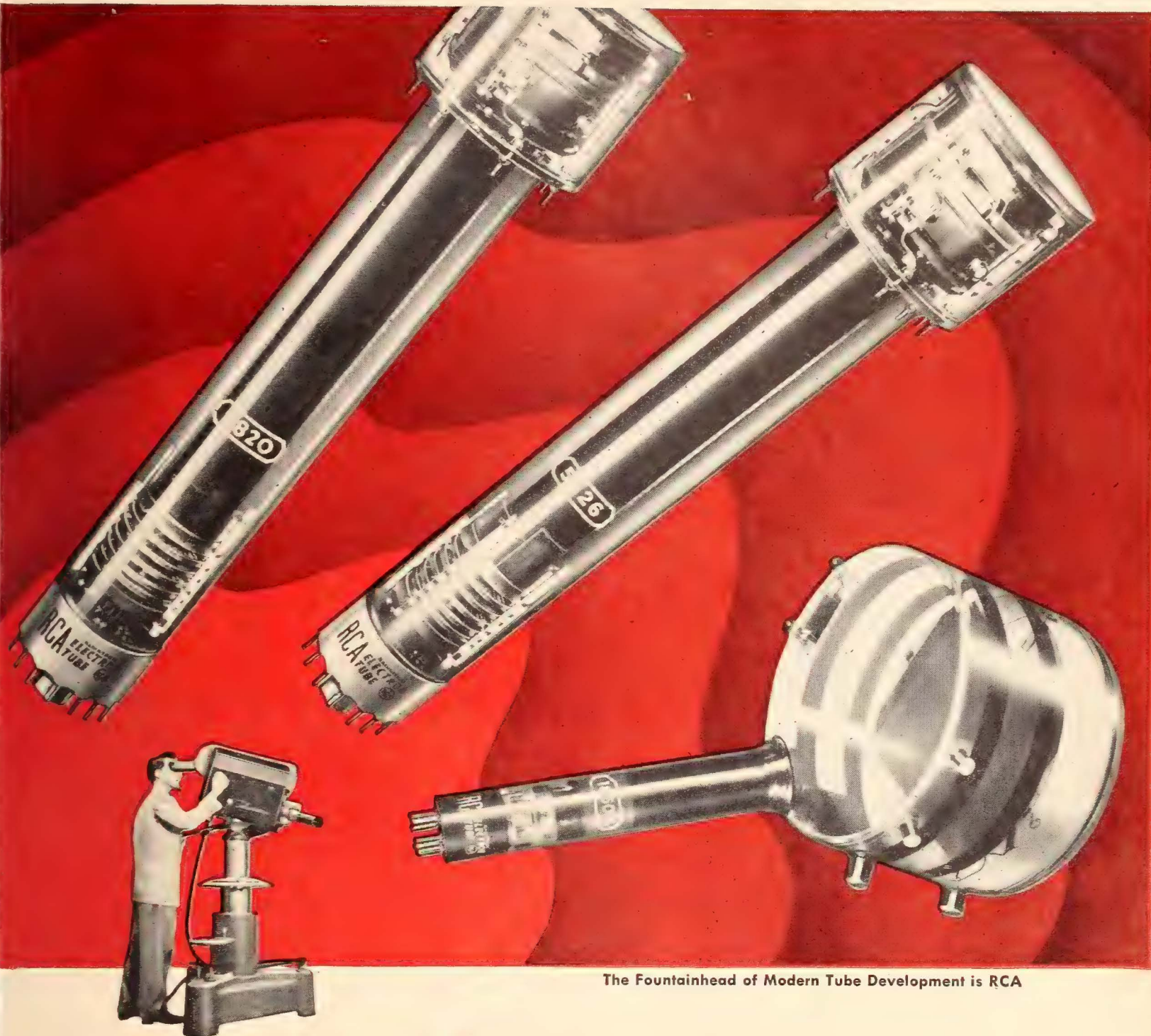
## WLW-TELEVISION

**WLW-T** CHANNEL 4 CINCINNATI  
**WLW-D** CHANNEL 5 DAYTON  
**WLW-C** CHANNEL 3 COLUMBUS

First in Ohio's largest TV market

\*Videodex April, 1951.





The Fountainhead of Modern Tube Development is RCA

## The "Eyes" of Modern Television

The extraordinary picture quality your television audience sees is due in great measure to RCA research and engineering in developing pickup tubes for specific TV broadcast services.

The three RCA pickup tubes you see here meet the requirements of modern TV stations. Each tube has features which make it particularly suitable for delivering superior pictures in its special field of service.

**For general-purpose use.** The RCA-5820 has exceptional sensitivity and ability to handle a wide range of brightness in the scene. It portrays colors in appropriate gradations of gray tones . . . has good resolution capabilities.

**For "live" work in the studio.** The RCA-5826 with its high sensitivity and improved signal-to-noise ratio is capable of producing excellent picture quality. It portrays colors in the same gray tones as RCA-5820 . . . can be used

with low studio light levels...has good resolution capabilities.

**For film pickup.** The RCA-1850-A has good sensitivity and resolution . . . can handle a wide range of light levels in the same scene. Its cost factor is low.

In addition to pickup tubes, RCA has a complete line of electron tubes for every type of broadcast service. The entire line is available through your local RCA Tube Distributor.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES

HARRISON, N. J.



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

## Yesterday . . . .

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

## Today . . . . there are

# 148,000

Sets in use  
in WFBM-TV's  
coverage area

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

Represented nationally by  
The Katz Agency Inc.

# WFBM-TV

Channel  
6



"First in Indiana"

## telestatus



MIAMI probably will be added to the cities receiving TV network programs via AT&T interconnecting facilities some time next year, it was learned last week. Bell System engineers are "studying" the problem of hooking Miami into its intercity TV network, a company spokesman said following receipt of an order for such facilities placed by ABC to provide service for WTVJ (TV) Miami.

Coaxial cable facilities already reach Miami, but the repeaters and other special equipment necessary to make the cable suitable for TV program transmission to date have been installed only as far south as Jacksonville.

Presumably one or more of the coaxial circuits to Miami, now used exclusively for telephone service, will be transferred to TV, providing the necessary apparatus is available and the circuits are not all needed for telephone service, AT&T explained. If the cable circuits are not available for video use, this service might be provided by construction of a radio relay connection between Jacksonville and Miami, but this was considered unlikely.

The present outlook, according to AT&T, is that it will take at least a year and probably longer to complete the task of hooking Miami into the TV network. A somewhat more optimistic view was taken by ABC, whose announcement that it had ordered the facilities said these

"are expected to be available early this fall."

Although ABC has placed an order for fulltime use of the TV circuit to Miami, which gives AT&T the impetus to begin working on the interconnection of that city into the TV transmission system, there is almost no chance that ABC will enjoy the exclusive use of this circuit when it is completed. As with all TV connective facilities where fewer than four circuits are available, time on this new link will be apportioned to as many TV networks as desire it.

## New Hofstra Study Set for Showing

RESULTS of the latest Hofstra Study, described by NBC as its "newest and most significant research study of television's unparalleled impact on people and products," will be revealed by the network in a special showing this (Monday) afternoon in New York.

The survey findings are slated to include showings of how TV advertising stimulated sales of products while non-TV advertised products suffered losses in sales; most efficient sales-producing techniques; relationship of TV sales effectiveness to its cost; characteristics of the TV audience; amount of time devoted to television and other media by audience.

NBC-TV Research Director Thomas E. Coffin, former chairman

## ABC Orders Cable To Miami

(Report 167)

of the psychology department of Hofstra College and originator of the Hofstra Studies of TV sales effectiveness, also is scheduled to review the new findings in an address before the TV-radio discussion group of the American Marketing Assn. in New York Thursday.

## NARTB BOOKLET

Looks at Educational TV

POSITION of NARTB in allocation of TV facilities for education is presented in a booklet titled "Textbooks and TV," published last week by the NARTB Public Affairs Dept. The booklet offers excerpts from testimony last Jan. 26 by Judge Justin Miller, NARTB board chairman, before the FCC.

First printing of 5,000 copies will be used for stations and others interested in the industry's position. The booklet was prepared by Robert K. Richards, NARTB public affairs director.

## Empire State Antenna

THE NEW permanent television antenna of WNBC (TV) New York atop the 215-foot, multiple-use antenna tower of the Empire State Bldg. was scheduled to begin operation today (Monday), according to an announcement by O. B. Hanson, vice president and chief engineer.

## Weekly Television Summary—JUNE 11, 1951, TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600	Louisville	WAVE-TV, WHAS-TV	89,500
Ames	WOI-TV	56,161	Memphis	WMCT	87,871
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	70,000
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	31,671
Bloomington	WTVJ	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, WCBs-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	79,948		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBO	920,470	Newark	WATV	67,309
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Norfolk	WTAR-TV	87,636
Cleveland	WEWS, WNBK, WXEL	470,487	Oklahoma City	WKY-TV	79,096
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	834,000
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,900
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068	Phoenix	KPHO-TV	260,000
Davenport	WOC-TV	56,384	Pittsburgh	WDTV	145,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	73,992
Dayton	WHIO-TV, WLWD	190,000	Richmond	WTVR	81,417
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135	Rochester	WHAM-TV	56,384
Erie	WICU	55,890	Rock Island	WHBF-TV	
Ft. Worth			Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Salt Lake City	KDYL-TV, KSL-TV	46,600
Grand Rapids			San Antonio	KEYL, WOAI-TV	46,066
Kalamazoo	WLAV-TV	115,600	San Diego	KFMB-TV	97,500
Greensboro	WFMY-TV	69,556	San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Houston	KPRC-TV	76,684	Schenectady		
Huntington			Albany-Troy	WRGB	155,100
Charleston	WSAZ-TV	46,100	Seattle	KING-TV	83,300
Indianapolis	WFBM-TV	148,000	St. Louis	KSD-TV	289,000
Jacksonville	WMBR-TV	32,000	Syracuse	WHEN, WSYR-TV	120,671
Johnstown	WJAC-TV	87,275	Toledo	WSPD-TV	125,000
Kalamazoo			Tulsa	KOTV	74,140
Grand Rapids	WKZO-TV	133,122	Utica-Rome	WKTU	43,500
Kansas City	WDAF-TV	118,523	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Lancaster	WGAL-TV	97,105	Wilmington	WDEL-TV	69,010
Lansing	WJIM-TV	49,000			
Los Angeles	KECA-TV, KFI-TV, KLCB-TV, KNBH				
	KTLL, KTLN, KTTV	877,421			

Total Markets on Air 63

Stations on Air 107

Estimated sets in Use 12,281,700

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.



In  
Maryland  
Most  
People  
Watch  
WMAR-TV

RUTHRAUFF & RYAN Inc. ADVERTISING  
7 WEST HAMILTON STREET . . BALTIMORE 1

*att-*  
*File top drawer*

Mr. E. K. Jett  
Television Station WMAR  
Sun Square  
Baltimore 3, Maryland

May 12, 1951

Dear Jack:

I like to write notes like this.

On behalf of the client and my agency,  
I wish you would express to all the members,  
individually and collectively, of your production  
and technical crews my appreciation and thanks  
for the truly excellent telecast of last Thurs-  
day's Oriole game.

It was big league in every respect.

The camera work, direction and over-  
all production equalled--if not surpassed--any  
baseball telecast I have ever seen.

Again, thanks and keep up the good  
work.

Cordially,

*T. Wells*

T. Wells

TW:SZ

**WMAR-TV**  
CHANNEL 2 ★ BALTIMORE, MD.

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



## BETWEEN COMMERCIALS

BY KAY MULVIHILL



"Watch and Win"—KPIX's telephone quiz game—is still drawing top mail response, which numbers about 12,000 monthly; and sponsor, Acme Breweries, reports that sales for their new Gold Label Beer are moving at a fast rate.

Starring Ben Alexander, voted outstanding TV personality by



Academy of Television Arts and Sciences, and his lovely wife, Lesley, "Watch and Win" is a unique telequiz, in which viewers write-in cards are selected by Ben and Lesley for telephone calls . . . questions . . . and prizes!

### BASEBALL

Biggest news to baseball fans is the fact that KPIX is now lensing the San Francisco Seals' Saturday afternoon home games. The diamond battles, which include a series of eight games, are under the direction of Sandy Spillman and Dave Kees, with Don Klein at mike side. KPIX's Saturday games are simulcast over KSFO!

### NARCOTIC SERIES

The three week series on narcotics, recently featured on KPIX's "KMA 438", has been loudly acclaimed as an outstanding service to the community.

Handled by Inspector John Kane and Lt. Alvin Nicolini, the programs, which were presented in co-operation with the San Francisco Police Department, covered the entire subject of narcotics as a police problem and an ever-increasing menace to society.

### ADD AIRINGS:

KSFO now features Robert Montgomery in "Freedom Is Our Business" for the S. F. School of Nursing three mornings a week. . . . The Ethyl Corporation in sponsoring "Sportscholar" on KPIX Wednesdays at 11:00 P.M. . . .

**KPIX** CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC **KSFO**

Represented by Wm. G. Rambeau Co.

**SAN FRANCISCO**

## Color Controversy

(Continued from page 65)

tine Electronics Corp., told BROADCASTING • TELECASTING that the composite system was developed "as a result of a suggestion made by Sen. Ed Johnson (D-Col.), who stated the industry should be capable of working out a satisfactory compatible color system."

Mr. Hirsch said the composite system is not a dot sequential system—the name given to RCA's—and that color is added to the black and white picture as "frequency interleave" components. The RCA system also adds color to black-and-white pictures, he added.

Black-and-white pictures, he explained, make inefficient use of available spectrum space, since the energy is "bunched" around the harmonics of the line frequencies, leaving the space between these harmonics devoid of energy. It is in these spaces that color information is inserted. Mr. Hirsch noted that "color information so added is practically invisible in the black-and-white picture but can be extracted in a color receiver to add color to the black-and-white picture."

Mr. Hirsch continued:

The system is capable of giving better color pictures having the full detail of present-day black-and-white pictures. It takes into consideration peculiarities of the eye and was designed to give no more information than the eye can absorb, and to reserve the information capacity so saved for useful purposes.

One of these characteristics is that the eye is far more sensitive to variations in brightness than to variations in color in fine detail. For example, any woman knows that when she matches two pieces of thread she has to compare the color of the full spools rather than single strands.

### Improvements Tested

He said all of these improvements have been tested thoroughly in the laboratories and that some have been field tested. Agreement on the frequency of the color subcarrier and similar remaining details "is expected within a relatively short time, after which the overall system will be thoroughly field-tested for verification, under actual use, of the laboratory experiments," he asserted. The field testing, he said, will be open to participation by "anyone in the industry."

FCC sources last week reiterated that the Commission would be willing to look at any system that incorporated marked technical improvements over techniques already shown, but would not venture any specific comment on the Ad Hoc Committee report.

The special NTSC committee was set up by Dr. Baker Nov. 20, 1950, to make an "up-to-date appraisal of the state of the art" of color TV. Committee comprised:

David B. Smith, Philco Corp. (chairman); Robert M. Bowie, Sylvania; Elmer W. Engstrom, RCA; Thomas T. Goldsmith Jr., Allen B. DuMont Labs; Ira J. Kaar, GE; and Arthur V. Loughren, Hazeltine.

Between Nov. 21 and Feb. 27, 1951, demonstrations and discussions were held at Hazeltine in

Little Neck, Long Island, RCA in Washington, DuMont Labs at Passaic, N. J., Philco in Philadelphia, GE at Electronics Park, Syracuse, and a final session again at Hazeltine.

The Ad Hoc Committee report offered its proposed standards [see text, AT DEADLINE, June 4] and said that "it is expected that numerical values for the standards can shortly be defined by the industry."

Committee noted that several organizations have substantial color work underway and stressed the need for bringing together the results of this work and the technical information acquired by the industry at large as a result of further testing.

In the meantime, CBS, whose soon-to-be-acquired subsidiary, Air King Products Corp., demonstrated its own CBS type color-monochrome receiver early in the week [story page 70], reported its TV network technical crews — "are literally straining at the leash to get their shows on the air in color."

CBS on Monday also demonstrated its system for some 75 fashion directors and other executives from 25 of the nation's larger retail stores, and reported they found it "magnificent."

The demonstration consisted of a showing of fall fashions, with reception on a CBS 17-inch color drum receiver, described by the network as giving "the largest direct-view color television ever shown."

Miss Rene Cowley, fashion director for Bullock's Downtown, Los Angeles, was quoted as predicting great store use of color TV. Miss Virginia Harris of Boston's Filene's store said color gives "the first real opportunity to promote fashion in television." Miss Helen Taylor, New York color consultant, considered color TV "potentially the greatest sales tool that ever has been invented," and foresaw 100% department store participation in this medium, CBS reported.

## Buy 'Jessie's Notebook'

CLOROX CHEMICAL Co., through Honig-Cooper Co.; Crosley Div. of Avco Mfg. Corp., through Benton & Bowles, and La Choy Foods Div. of Beatrice Foods Co., through Foote, Cone & Belding, all New York, to sponsor on a participating basis *Jessie's TV Notebook*, starring Jessie DeBoth, over ABC-TV, Tuesday, 12:30 p.m., starting June 19. The program will be a home-making-audience participation show.

## Larus on DuMont

LARUS & BROS. Co. (cigarettes, tobaccos), Richmond, to sponsor *The Plainclothesman* on the DuMont TV network Sunday, 9:30-10 p.m., starting June 24. The agency is Warwick & Legler, New York.

## COAST SHIFT

Tatum, Moore, Felix Move

DONN B. TATUM, vice president and general counsel, Don Lee Broadcasting System, Hollywood, last week was appointed ABC Western Division director of television and general manager of KECA-TV Los Angeles. He succeeds Richard A. Moore, who resigned to become general manager of KTTV (TV) Los Angeles. Also announced last week was the appointment of Earnest Felix, assistant treasurer of ABC's Western Division, as acting manager of that division.

In 1942, Mr. Tatum entered the radio and television industry as Pacific Coast counsel for RCA and its subsidiaries. In this position he also was counsel for the Blue Network, predecessor to ABC, for seven years. In February 1949, he joined the Don Lee Broadcasting System as vice president, general counsel and a member of that network's board of directors. His appointment, and that of Mr. Felix, become effective Friday.

Mr. Moore, who had been ABC Western Division director of television and general manager of KECA-TV, will take over the KTTV post July 2. Mr. Moore only last month was named acting general manager of ABC Western Division in charge of radio as well as TV [BROADCASTING • TELECASTING, May 21]. He was to assume those duties last Friday when Frank Samuels, resigned ABC Western Division vice president and general manager, left to join the William Morris Agency as West Coast head of radio and television. At KTTV, Mr. Moore succeeds Harrison Dunham, who resigned several months ago.

Mr. Felix joined ABC in September 1944, as auditor in Hollywood. On Jan. 1, 1948, he was named controller and personnel director of ABC's Western Division. Two years later he was elected assistant treasurer of that division.

## NBC CONSULTANT

Ginsberg Named for TV

APPOINTMENT of Henry Ginsberg, motion picture production expert, as general consultant for NBC was announced last week by President Joseph H. McConnell.

Vice president in charge of studio production and operations of Paramount Pictures for 11 years before his resignation a year ago, Mr. Ginsberg is slated to work closely with John West, vice president in charge of NBC's western operations.

He has been identified with the motion picture industry for 30 years, and served as vice president and general manager of the Hal Roach and David O. Selznick organizations before joining Paramount. He will continue his motion picture activities along with his consulting work in radio and TV for NBC, the network said.





Charles Vanda (l), new president of the Television Assn. of Philadelphia for 1951-52, is congratulated by Col. Edward A. Davies, former president of TAP. Mr. Vanda is vice president in charge of TV at WCAU Philadelphia. Col. Davies has just become Eastern Atlantic sales manager for the Princeton Film Center.

## TAP OFFICERS

### Vanda Heads Philly Assn.

EW officers of the Television Assn. of Philadelphia for 1951-52 have been elected. They are Charles Vanda, president; Frank Roberts, vice president; David Smith, treasurer; Ethyl Foster, corresponding secretary, and Poack, assistant secretary.

Members of the board include:

W. Wallace Orr, W. Orr Adv. Agency (3 year term); J. Cunningham Cox, J. Cox Agency (3 years); Martha Noble, Board of Education (3 years); Port Farr, President of National Appliance and TV dealers (2 years); Robert Jawer, WPTZ (2 years); Walter Erickson, Gray & Rogers Agency (years); Kenneth W. Stowman, FIL (1 year); Art Borowsky, TV (1 year); Ruth Weir Miller, WCAU (1 year); Col. Edward A. Davies, former president of TAP, chairman of the board; Edward Barker, W. Orr Agency, the legal counsel of the association.

## TYLER CONSULTANT

### For Educational Network

KEITH TYLER, Ohio State U. radio education director, was named last week as consultant to the U. S. State of New York in connection with its proposed statewide 11-station noncommercial educational television network [BROADCASTING • TELECASTING, June 4, p. 14].

Dr. Tyler was appointed to serve 30 days in studying various possibilities for the TV project, including plans for two- or three-station operations, use of time on commercial stations and networks, and closed-circuit on-campus telecasting. Spokesmen said Dr. Tyler's findings will be presented to the U. S. in connection with university applications for approval of the work plan, which contemplates a \$3.5 million outlay for construction of the 11 stations.

## 'ONE WORLD' AWARD

### Advertisers Are Candidates

A "ONE WORLD Television Advertisers' Award," in addition to the One World Awards in press, radio, motion pictures and international statesmanship established in 1944, will be distributed this year, Jacques Farrand, executive secretary of the One World Award Committee, has announced. The awards consist of a trip around the world to promote international understanding.

Explaining that "television has fully demonstrated its enormous power to arouse many millions of Americans to an acute consciousness of national and international issues," Mr. Farrand said the free enterprise system places "a unique responsibility for good or evil" upon the advertisers in their selection of what is telecast. "Their courage and civic-mindedness," he continued, "may help make of television a medium which does not only channel sales but also sells democracy and understanding." As a consequence, he went on, the committee had established the award to encourage advertisers to "back programs of lasting value to the U. S. and to the world."

## COFFIN RESIGNS

### To Head KLAC-TV Research

JOE COFFIN, partner and co-founder of Coffin, Cooper & Clay Inc., Los Angeles television research firm and distributor of the West Coast "Tele-Que" rating service, has resigned to organize and head the research department of KLAC-TV Hollywood, effective July 1.

The department is being set up not only for use of its own sales executives, sponsors and agencies with whom KLAC-TV does business, but for the TV industry as a whole, Don Feddersen, station vice president and general manager, said.

"Tele-Que" will continue to be operated by Roger Cooper and Henry (Hank) Clay, with no change in the firm name contemplated at this time.

## RCA Demonstration

PRINCIPLES of RCA color TV transmission and picture tube and microwave relay developments were slated for demonstration to top military communication leaders by the RCA Service Co. last Friday at the Statler Hotel in Washington. Special emphasis was earmarked for the application of microwave relay equipment to military needs. Other displays included RCA's Time Interval Counter for charting speed of moving objects and military services offered by RCA Service Co., including training of field engineers for installing and servicing of electronic equipment. Demonstration was scheduled from 5 to 8 p.m.

# "Night and Day" WOW-TV Leads!

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

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

Let us PROVE to you that WOW-TV has the LARGEST audience nearly 2/3 of the time — *Both Day and Night!*

• Yes... ask us to PROVE it. This is no "guesswork" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV set-owners. This is the FIRST survey ever made in this market giving information so complete.

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

You can't judge the Omaha area TV market (now OVER 75,000 sets) without this vital information — these FACTS. Write, wire or telephone to WOW-TV.

# WOW-TV

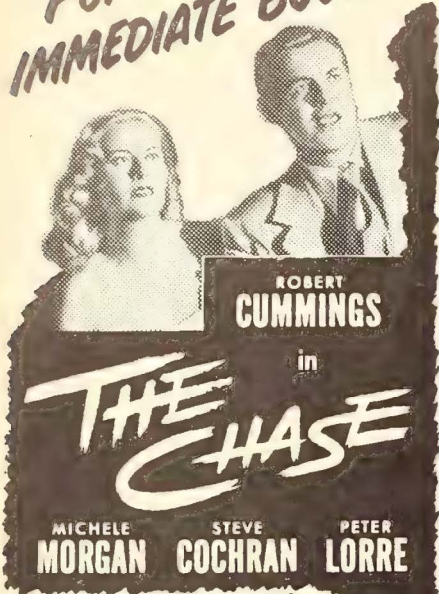
CHANNEL 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400  
**OMAHA, NEBRASKA**  
Frank P. Fogarty - General Manager    John Blair TV - Representatives



## Film Report . . .

**For T.V.-  
IMMEDIATE BOOKING**



**For Your Summer  
Feature Programming  
Use Major Company Product**



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



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

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

**SOUND CARTOONS**  
38 FLIP THE FROGS  
13 WILLIE WHOPPERS

Write for catalog of Features,  
Westerns, Serials, Cartoons.  
**Commonwealth**  
Film and Television, Inc.  
723 Seventh Avenue, New York 19, N.Y.

TELE-PICTURES Inc., Hollywood, film distribution firm, has sold (on a two-year leasing basis) 26 theatrical feature films of Robert L. Lippert Productions to KTLA (TV) Hollywood and CBS-TV New York, with permission to telecast each motion picture eight times. KTLA reportedly is paying \$69,000 for the package, while cost to CBS-TV is \$70,000. Similar two-year deal is being worked out with WGN-TV Chicago, with price of film package \$67,500. All films involved in the three deals were made between 1946 and 1949, for theatrical release.

STERLING TELEVISION Co., New York, is beginning distribution of 30 films produced for the Indian government, Sterling President Saul J. Turell announced last week. Through arrangement with Dr. M. Moulik, director of information, Government of India, Sterling holds exclusive TV distribution rights on variety of films including Indian customs, culture, dances, in addition to several films concerning India's domestic and international problems.

SUPERMAN Inc., Hollywood, subsidiary of National Comics Publications, which owns rights to comic strip "Superman," will produce series of half-hour shows based on Superman radio series. Initial series of 26 films goes into production in mid-June. Firm has headquarters at RKO Pathe Studios, Culver City. Bernard Lubber, TV producer, and Robert Maxwell have joined firm. Flamingo Films, New York, will distribute the series.

NEW system and techniques on acetate disc which improve quality and sharply reduce costs for sound recording of TV films has been developed by sound department staff of Samuel Goldwyn Studios, Hollywood. Currently being used on Premiere Theatre, series of 30-minute TV films being produced by Williams Productions, it reduces sound costs by around 25%, according to Gordon Sawyer, film studio sound head and Rene Williams, president of production firm.

MARSHALL-HESTER Productions, New York, announces official endorsement by the American Museum of Natural History of its Treasure House of Adventure TV series. Endorsement includes rights to museum's facilities and use of its materials, including an extensive film library. Series will depict experiences involved in expeditions sponsored by museum, and in securing exhibits for its numerous collections. Prominent scientists and explorers will appear as guests. Completed films are expected to be released this fall.



Truman Brizee  
Asst. Sales Mgr.  
for TV



David E. Keesler  
News  
Director



Bob Turner  
Sports  
Director



Armin N. Bender  
Promotion-Publicity  
Director

### Telefile

(Continued from page 66)

from its Thursday 10:30-11 p.m. period to reserve it exclusively for special public service presentations. Among recent productions was *You and the Atom Bomb*, a series of three programs, and two TV forums on current subjects; all in cooperation with the U. of Rochester.

Another series is being produced in cooperation with the Rochester Board of Education to acquaint parents with the modern techniques of the public school. First two programs of the series were entitled "Reading Is Fun" and "Art for Everybody." A similar series is underway in cooperation with the Monroe County Medical Society and other local groups.

### Congressmen Featured In Program

Featuring New York State Congressmen in interviews and talks filmed for the station in Washington and flown to Rochester ready for showing is *Let's Look at Congress*.

Effort has been extended to obtain the maximum of live sports-casts. Events telecast include trotting races from Hamburg, N. Y., and local wrestling and softball games. Arrangements were completed last week with the Rochester Red Wings (International League) for televising 10 to 15 of their home games this summer.

By the fall, the station hopes to be adding morning programming. It is already experimenting with one-camera shows in the hope of finding ways to cut production costs and bring more live programs within the reach of potential sponsors who are eager to get into early program hours.

First live dramatic production attempted was *The Terrible Meek*, produced last Easter with a cast

from the Genesee Valley Players, a western New York professional group. Program Director Charles Siverson obtained first TV rights for this widely-known radio play.

A successful and locally sponsored origination is the station's version of *Cinderella Weekend* with Ross Weller as the master of ceremonies. Other local favorites Bob Turner's Wednesday night sports show; *Ask the Kids*, with Ralph Collier the m. c.; *Speak Up* discussion forum that has been aired continuously since September 1949.

Strong feature of the station operation, according to WHAM TV, is the film department, managed by David Manning, a professional photographer. Mr. Manning and his two assistants have complete laboratory and studio facilities for screening and servicing film and for making still motion pictures, and copy art.

The AM-FM-TV Stromberg-Carlson operations are housed in modern, \$1 million Radio City opened three years ago. The building has six studios, the largest with a floor space 44' x 48', seating 376 studio visitors. But already need for more operating space apparent.

WHAM-TV operates on Channel 6 (72-88 mc) with 16.7 kw visual and 8.65 kw aural power. Under the proposed FCC revised allocation

### EXPERIENCED SALESMAN AVAILABLE

**For TV Sales to  
Agencies, Stations**

This man is not out of a job. He simply wants to move on to the kind of top-level opportunity that matches his capabilities.

He is currently selling TV film and services.

Has well established contacts with radio and television stations east of Kansas City.

Highest references from agencies and advertisers in New York market where he has sold spot radio and television for over eight years.

Available on two weeks notice to sell for a topflight company that can use his know-how in selling intangibles.

**BOX 12K,  
BROADCASTING • TELECASTING**

### TELEFILM, INC.

COMPLETE FILM PRODUCTION  
FOR  
TV SPOTS-PROGRAMS

All Production Steps  
In One Organization

6039 Hollywood Blvd., Hollywood 28, Calif.  
HOLLYWOOD 9-7205



plan, the station would move to Channel 5 (76-82 mc).

Its RCA transmitter is located on Pinnacle Hill, a mile and a half by direct line of sight from Rochester Radio City. Antenna height is 497 ft. above average terrain, which the station says permits a strong signal over all parts of metropolitan Rochester and outlying areas.

How well this signal has been received both as a commercial and public service operation in the homes of Rochesterians is attested by the estimated count of television receivers. When WHAM-TV made its debut, there were some 1,200 sets in the area. As of May 1, the Electrical Assn. estimated 81,417 sets or approximately 37% saturation of a potential 217,000 homes in the coverage area.

## SEEBACH NAMED

### By ATS Nominating Group

JULES SEEBACH, program vice president of WOR-AM-FM-TV New York, has been chosen as candidate for president of the American Television Society for the 1951-52 season by the ATS nominating committee, normally tantamount to election. Other officially proposed officers for the coming year are:

Warren Caro, executive secretary, Theatre Guild, vice president; Claude Barrere, program representative, secretary; Arch Braunfeld, accountant, treasurer.

For the board of directors the committee proposed: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive president, The Katz Agency; George Shupert, vice president, Paramount TV Productions; Chris J. Witting, general manager, DuMont TV Network; Jay Bonafield, executive vice president, RKO Radio Pathe; John Fox, president, Special Purpose Films; N. C. Rorabaugh, president, N. C. Rorabaugh Co.; Caroline Burke, NBC-TV producer; Sig Mickelson, director of public affairs, CBS.

Election will be held June 15 with induction of the new officers and board members at a luncheon meeting June 18.

## ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS  
of  
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD  
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

## DAGMAR SUIT

### NBC-TV Star Is Sued

FORMAL SUIT for damages against Dagmar (Jennie Lewis), of NBC-TV's *Broadway Open House*, begun in Chicago by Dagmar Blair, a burlesque queen, cannot be completed until the TV Dagmar visits Chicago and can be presented with a court summons. This is expected to be within the next few weeks, when she is scheduled to make a personal appearance at the Chicago Theatre.

Miss Blair brought suit in Chicago Superior Court for \$50,000. The owner of the Rialto Theatre, Harold Minsky, also is suing for an additional \$25,000. Miss Blair charges the television star has no right to the name, as she was not born with it and was given it by Jerry Lester, *Broadway Open House* comedian, whom Miss Blair described as a "friend." Dagmar Blair says she was born with Dagmar as her given name, and that both her mother and grandmother used it when appearing in vaudeville.

She charges Miss Lewis was given the name Dagmar by Jerry Lester because of her "slight resemblance" to the burlesque dancer. The latter, however, charges the "dynamic medium of television" raised Jennie Lewis to stardom overnight and has caused the dancer "great confusion, embarrassment and loss of bookings." Mr. Minsky, who employed Dagmar the dancer in Chicago recently, is suing on the claim that attendance is affected adversely by public confusion.

Miss Blair, described as a standard show business attraction, has appeared in night clubs, vaudeville and burlesque throughout the country. She claims the name Dagmar on a marquee "keeps the customers away" because they think she is the TV personality, "who is not as pretty or talented."

## SDG OFFICERS

### De Lacy Heads TV Council

PHILLIPE DE LACY, KTTV (TV) Los Angeles director, was elected national president of the Television Council of the Screen Directors Guild of America at its annual meeting in Hollywood.

George Cahan, KECA-TV Los Angeles director, was made first vice president, with Robert S. Finkel, KECA-TV director, elected second vice president. Elected secretary was George Giroux, assistant director, KTTV (TV) Los Angeles, with Arthur Thompson, KECA-TV assistant director, named treasurer. Messrs. De Lacy and Cahan automatically become members of SDG's national board of directors, representing TV.

Elected to the council's board of directors were Joe Agnello, Robert Breckner, Bruce Saterlee, James S. Yurgaites, KTTV; Philip Booth, KECA-TV; Gordon Minter, KTLA (TV) Los Angeles; Seymour Berns, J. Walter Thompson Co.



CHICAGO National Bank was host to its five-a-week show, *Austin Kiplinger's News*, when new bank quarters opened. L to r: G. J. Schnur, J. R. Pershall Agency; Chuck Phillips, stn. dir.; Mr. Kiplinger, Robert D. Mathias, bank pres., and Donald W. Krause, bank advertising mgr.



BARRY BINGHAM (l), pres., WHAS Inc., Louisville, and Victor A. Sholis, vice president and director, WHAS-AM-TV, taste first birthday anniversary cake of WHAS-TV. Station marked milestone in March.

N. W. Ayer & Son, marking 10th year in production of TV commercials, opened exhibit in Philadelphia. L to r: Donald R. Jones, motion picture expert; Clarence L. Jordan, exec. v. p., and Norman Tate, TV art dir.



DON BILLSTONE (l), McCann-Erickson acct. exec.; Barbara Britton, film star, and A. A. Dreyspool, Wamsutta Mills' v. p., chat at rehearsal for firm's Easter Parade over CBS-TV.

PLANNING for 10th annual NBC-Northwestern U. Summer Radio-TV Institute in Chicago are Arthur Jacobson, NBC Chicago TV pgm. mgr.; Homer Heck, NBC Chicago radio pgm. prod. mgr.; Miss Judith Waller, NBC Chicago dir. of public affairs and education, and Donley Feddersen, chairman of radio-TV dept. at Northwestern's school of speech.





## New Business

(Continued from page 14)

### Adpeople . . .

**RUSSELL Z. ELLER**, advertising manager California Fruit Growers Exchange (Sunkist oranges, lemons), elected president Advertising Club of Los Angeles. He succeeds **HAAN J. TYLER**, manager KFI-TV Los Angeles.

**GLENN RAY**, assistant general sales manager Pictsweet Inc., Mount Vernon, Wash., named advertising and merchandising manager for Langendorf United Bakeries, S. F.

**HARRY ROGERS**, advertising manager, Langendorf United Bakeries, S. F., resigns. No successor named as yet.

**LEE WENGER**, advertising manager, Davidson & Licht Jewelry Co., Oakland, and E. Sugarman Inc., S. F., also named advertising manager, Beauty Mart and Portigol's juvenile department store, both S. F.

### Agency Beat

(Continued from page 11)

arettes), on three-month tour of Europe. He will tape record various attractions while there for radio series planned next fall.

**ERIC W. COSTER**, San Francisco *Chronicle*, to Pavia Agency, S. F.

**JAMES D. FARRIS**, account executive Caples Adv. Co., Omaha, and **KAY WILKINS**, associate director of women's activities for Perfex Co., Shenandoah, previously women's director KFAB Omaha, married May 29.

**BRISACHER, WHEELER & STAFF**, L. A., moved to 1680 N. Vine St., Hollywood.

**MARK NAPIER**, vice president J. Walter Thompson Co. Ltd., Toronto, elected chairman Canadian Advertising Research Foundation Inc., with **FRED S. AUGER**, director of advertising Procter & Gamble of Canada, Toronto, as vice chairman.

**C. AUSTIN MOORE**, sales and promotion manager CFNB Fredericton, to radio director Imperial Adv. Ltd., Halifax.

**WALTER ENGWER**, general manager Toronto office Hutchins Advertising Co. of Canada Ltd., promoted to vice president of agency, not to McKim Adv., Montreal, as reported in BROADCASTING • TELECASTING, May 28.

### WEINBERG QUILTS

#### Was ODM Special Assistant

RESIGNATION of Sidney J. Weinberg as special assistant in the Office of Defense Mobilization was accepted May 31 by Defense Mobilizer Charles E. Wilson. Mr. Weinberg has agreed, however, to serve in a consulting capacity.

Mr. Wilson commended Mr. Weinberg for his "exceptional help" in

launching the ODM and for "wide and influential friendships" which he said "were invaluable in inducing outstanding men to come to Washington to work with us." Mr. Weinberg, who came to Washington originally for a 90-day term of service ending March 15, will return to private practice. Gen. Lucius Clay, who was appointed along with Mr. Weinberg, had resigned as special assistant earlier this year.

## WKOP CRUSADE

### Outlet Plugs Radio's Role

**ANDREW JAREMA**, general manager of WKOP Binghamton, N. Y., and **Wally Buman**, WKOP program director, have shouldered a crusade to promote radio listening.

The station has peppered listeners with spot announcements, key-noted by the slogan, "Don't Take Radio For Granted. Radio Is Your Best Companion."

Minutes, chainbreaks and participation spots are being utilized whenever time permits.

### Businesswise Bankers

(Continued from page 28)

minute news program at 6:50 a.m. three mornings a week on WEEI. The newscasts are made by Charles Ashley, popular air personality in Boston and New England communities. The early morning time costs the Boston Federal \$7,500 yearly out of its total advertising budget of \$14,000.

During much of the period covered by the broadcasts, Edmond F. Dagnino, vice president, has been in charge of radio and other advertising. Since Mr. Dagnino is a former professional hockey player with the Boston Hockey Club, sports have played an important part in the radio format. More recently supervision of advertising has been in charge of Arthur A. Perrin Jr., assistant treasurer and secretary.

Often the broadcasts tie in facts about the institution or call attention to its window displays which also often feature the sports angle. This year, for example, the WEEI program of April 16 carried this message:

This year the Braves celebrate their 75th anniversary and the Red Sox their 50th anniversary. To welcome home both teams, the Boston Federal Savings has installed special Red Sox and Braves window displays. These interesting exhibits feature player and team photographs and baseball equipment. . . . When in Boston, stop by and see these colorful displays—and for savings or home loans step into the Boston Federal. . . .

The Boston Federal's advertising is handled by the Boston office of Doremus & Co., which was one of the first agencies to recommend and place radio advertising for banking and other financial institutions.

FOR 10 years *News On the Hour* has been broadcast 10-10:15 each evening for Home Federal Savings & Loan Assn. on KVOO Tulsa. During that period the assets of the company have risen from just over \$6 million to more than \$28 million.

This year, in connection with the tenth anniversary, President Louis W. Brant of the savings and loan firm wrote KVOO President Gus Brandborg:

I'm sending you a copy of our "News From Home" for I thought that the graph on the front page

would be of particular interest to you. It charts the growth of Home Federal over the past 10 years . . . the 10 years, coincidentally, that we have sponsored the 10 p.m. news on your station.

We have told you many times how valuable we feel the 10 o'clock news program has been in building our business. Of course, not all of the people who become our customers, either as savers or as borrowers, mention specifically the media that brought them to us. Many do, however, refer to the 10 o'clock news. And most of the mail inquiries that we receive can definitely be attributed to this source. . . .

The 15-minute newscast is prepared by the KVOO news room under the direction of News Editor Ken Miller. While announcers change, Ben Avery has been one of the most frequent in recent months, and Frank Muskrat has handled the editing job for the station.

Beside KVOO, Home has used an 8 a.m. news program on KTUL, appropriately called *News from Home*, and some one-minute film spots on KOTV (TV) at 10 p.m.

Phyllis Edmonds, assistant vice president in charge of public relations and advertising, summed up her feeling about radio in the following statement:

We like radio newscasts. Because they have universal appeal and reach a large, general audience, we think them particularly appropriate for our business. Practically everyone—regardless of age, interests, and except in a small percentage of cases, financial status—is a potential savings account holder. We want to get our story to all of them.

Too, we think that the "tone" of news broadcasts is well adapted to financial institutions.

We like the identification of Home Federal with a particular radio program, and have favored sponsored programs for that reason. For instance, most folks who listen to the 10 o'clock news each evening on KVOO refer to it as the Home Federal News rather than KVOO news. One loyal listener even went so far as to add "I won't even listen to anybody else's news. . . ."

SINCE 1937 when Worcester Federal Savings changed its name and reorganized under a federal instead of a state charter, it has used radio as an important part of the advertising budget.

At that time its resources amounted to \$12 million. Today they are \$60 million, an increase of



393%. During the same period the advertising budget has increased nearly 400% and radio has received between 20 and 25% of the total.

The venture into radio was part of a planned effort by the institution to humanize its customer relations. The firm lowered ceilings, replaced marble with warm toned plaster and even displayed fresh flowers every day. To point up and dramatize the idea they picked WTAG to give the advertising a personalized approach.

The first program was a Sunday half-hour record series, *The Country Church of Hollywood*, complete with choir, hymns, philosophy and a "parson." The next year the format was changed to an all-live musical program, *Melodies from the Fireside*, which used a well known central New England vocal group, the Mendelssohn Singers. Instrumental and vocal soloists were featured and the program followed a "House By the Side of the Road Theme."

#### Moves Show

Another year saw another change when the weekly half-hour was moved from the WTAG studios to Worcester Federal's own Friendship Room, a public room provided free for club meetings and parties. The title was streamlined to *Fireside Melodies* and the program went network. WTAG is a basic CBS station. The Revelers Quartet and singer Margaret Daum commuted from New York each week for the program. Rakov's orchestra went over from Boston.

About this time the institution began a policy of broadcasting "The Messiah" from Worcester's 4,000-seat Municipal Auditorium each Christmas.

After the war began, *Fireside Melodies* was abandoned but Worcester Federal continued a steady spot schedule. In 1948 it returned to a more personal approach with 10 announcements a week on WTAG's *Julie 'n' Johnnie* participating morning show. Two spots a day promoted housing plans which were then going ahead full speed.

Example of results was when one man opened six new savings

accounts of \$1,250 each, one for each member of the family. He told President Raymond Harold that he had been hearing the program and decided that was the place to take his business.

In March 1950, the half-hour *Friendship Room Melodies*, of hand-picked recorded music went on the air. The program features the "Man from Friendship Room" who gives an informal chat covering a tremendous range of subjects. All are carefully researched and include historical episodes, profiles of Worcester industries, brief biographies, salutes to important service organizations, promotion of health and charity drives. The underlying theme is always recognition by Worcester Federal Savings of things of importance to the people it serves.

Johnny Dowell, the "Man from Friendship Room," and also the "Johnnie" of *Julie 'n' Johnny* transcribed all spots. The firm has used every type of spot including jingles, dramas, sound effects, trade mark sounds, multi-voice and of course plain live copy.

Worcester Federal's present schedule calls for 21 spots a week and the half-hour *Friendship Room* show on Sunday. Ten of the spots are on the participation morning show and the others are adjacent to Lowell Thomas and local news.

"We can trace a verifiable 25% of our new accounts directly to our overall advertising," says Al Graham, vice president in charge of advertising. "We've never tried to break down results from specific media. But we certainly know that radio has done and is doing a job."

While the institution's next step depends on world conditions, the radio schedule will certainly follow the successful slogan of President Harold: "Money talks . . . that's why it should be on the air!"

#### Howard H. Bristol

HOWARD H. BRISTOL, 63, of Naugatuck, Conn., president and since 1930 chairman of the board of the Bristol Co., Waterbury, manufacturer of recording instruments, died June 2 in Waterbury Hospital.

## LANG-WORTH CAMPAIGN

Firm to Aid Local AM Advertising

LANG-WORTH Feature Programs Inc., New York, is conducting an intensive campaign on behalf of all L-W station customers to make local AM broadcasting more attractive to advertising agencies and advertisers.

In a letter to all customer stations, C. O. Langlois, L-W president, said: "It is not within our province to sell time. We are neither authorized nor qualified for the job."

"However, nobody should object to our assisting in the sale of time by devising ways and means to make local AM broadcasting more attractive to advertising agencies and advertisers."

#### Explains Drive

Mr. Langlois explained that his corporation has embarked on an aggressive campaign with national and regional agencies to encourage use of L-W special programs over the customer stations.

The firm is pushing *Rhythm Rendezvous*, starring Patti Page and Ray Anthony; *Cavalcade of Music* with D'Artega, and *The Cote Glee Club*. Brochures on each of

these are for sale at a nominal price to stations. And L-W announced that it is preparing an *Allan Jones Show* to be promoted next month.

To help in putting over the campaign, Mr. Langlois asked customer stations for their cooperation.

"You can help," Mr. Langlois suggested to subscribers, "by writing to those agencies whose clients have distribution in your community. Tie in with the Lang-Worth campaign."

"Tell them you are a Lang-Worth subscriber and can make all of these programs available to them over your station. Tell them about programs of your own invention utilizing the Lang-Worth service."

The L-W president stated that station cooperation was not only asked but expected. "We will deliver the mass attack . . . it's up to you and your representative to do the sharp-shooting."

CHICAGO'S Central Church, which pioneered religious broadcasts on KYW in 1922, has resumed its radio schedule. Interdenominational services are conducted in tower of Stevens Hotel and aired weekly by WCFL, Chicago Federation of Labor station.

## WORKSHOP PANELS

#### Industry Joins S. F. College

SAN FRANCISCO radio and television industry and San Francisco State College teamed up May 25 for a first annual Radio Industry Workshop on the college campus. The daylong schedule included a tour of the school's radio department, panel discussions and a banquet, with Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, as principal speaker.

One panel discussion on "What should be included in the College Radio Curriculum?" was conducted by Stanley Breyer, commercial manager of KJBS San Francisco; Harold See, director of television for KRON-TV San Francisco, and Marvin Larson, business manager of IBEW Local 202. A second panel study on "The Responsibilities of Radio and Television" was devoted (1) to education; (2) the minority audience; (3) the development of new talent, and (4) the community. Session was conducted by Gayle Grubb, general manager of KGO-AM-TV San Francisco; Howard J. Smiley, general manager of KSMO San Mateo; Henry Leff, of AFRA, and John Thompson, director of news and special events for KNBC San Francisco.

Dr. J. Paul Leonard, president of the college, spoke briefly welcoming the industry representatives and thanking them for their participation in the workshop. William Pabst, general manager of KFRC San Francisco responded on behalf of the industry people.

**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.

## the KOKOMO market is rich!

**POPULATION**  
**224,200**

<b>BMB RADIO FAMILIES</b>	<b>EFF. BUYING INCOME</b>
74,210	\$302,329,000
<b>RETAIL SALE SALES</b>	<b>FOOD SALES</b>
\$181,967,000	\$46,980,000
<b>NO. FOOD STORES</b>	<b>DRUG SALES</b>
591	\$6,539,000
<b>NO. DRUG STORES</b>	<b>FARM \$</b>
77	\$65,071,000

**Distribution of Listening Homes among stations . . .**

**WIOU . . . 67.0%**

**Latest Conlan Figures . . .**

# WIOU

1000 WATTS  
ON  
1350 KC

**KOKOMO, INDIANA**

Columbia Broadcasting System  
National Rep: Weed & Co.



**D**R. ROY K. MARSHALL, currently handling *The Nature of Things*, NBC-TV, and previously director of Morehead Planetarium and professor of astronomy at U. of North Carolina, named educational director of WFIL-AM-TV Philadelphia. He will continue his NBC program.

**HARRY E. BAUM** named program director WSSB Durham, N. C. **BOB EVANS**, program director WALD Walterboro, S. C., to WSSB as announcer.

**GORDON GRANNIS**, assistant promotion and publicity manager KGO-AM-TV San Francisco, promoted to promotion and publicity manager. He replaces **MAURY BAKER** who joins BBDO, S. F., radio and television department.



Mr. Grannis

**DAVE KEES**, technical director KPIX (TV) San

Francisco, promoted to production manager.

**JACK SEBASTIAN** appointed publicity director WCPO-TV Cincinnati.

**BOB PUGH**, publicity director CKFH Toronto, named program director **MARGARET IMRIE** appointed publicity director.

**JOE GIRAND**, WTHT Hartford, Conn., awarded plaque from Lullaby Club of Hartford for his children's program, *Songs and Stories*.

**THEY'RE FROM  
MILWAUKEE  
and  
THEY OUGHT  
TO KNOW...**

*Platz*

**Renewed Six One-Half  
Hours Weekly for Another  
Year with Ernie "The Whip"  
... Another Proof that  
WMRY Sells Goods in  
New Orleans' Vast  
Negro Market.**

THE SEPIA STATION  
**WMRY**  
NEW ORLEANS, LA.  
600 KC John E. Pearson, Nat'l Rep.  
THE ONE DIRECT APPROACH TO NEW  
ORLEANS' LARGEST MAJOR MARKET

## air-casters



**REGINA BESS**, assistant promotion director and radio copywriter for Wiebolt Stores Inc., Chicago, to KCBQ San Diego as head of new promotion and merchandising department.

**LEA SHEPP**, WNBW (TV) Washington, appointed film editor. **LEE ADLER** is his assistant.

**BILL RODDY**, KNBC San Francisco announcer, returns to U.S. Maritime Service as radio operator. **PHIL WALKER**, KNBC relief announcer, succeeds Mr. Roddy.

**ROBERT C. MICHEL**, announcer WSYR Syracuse, recalled to active duty in Navy.

**BILL SHOMETTE**, program director WOAI-AM-TV San Antonio, in Mexico City last week covering meeting of International Federation of Agricultural Producers.

**MARJORIE PRICE**, women's program director WILM Wilmington, Del., to WFIL-TV Philadelphia as "Peggy Towne" on women's program *What's Cooking*.

**MARY F. GRAHAM**, CKY Winnipeg, to attend International Advertising Conference, London, England, July 7-13, as one of ten Canadian delegates.

**JOHN DUFFY**, formerly with Progressive Broadcasting System, Hollywood, to KSFO San Francisco announcing staff.

**DON SIMS**, producer CBC Toronto, resigns to move to Rochester, Minn., where his child is being treated at Mayo Clinic.

**"FOREMAN BILL"** (Bill Mackintosh), disc jockey-composer, to Lincoln Delmar stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara).

**NARCELLA C. KEUCHLE**, pianist and actress, to WTAG Worcester, Mass., as special program assistant.

**NANCY GRAHAM**, formerly of CJOR Toronto and freelance at Toronto, to announce staff of CFCF Montreal.

**DICK EWART**, singer, signed as featured vocalist with *Hoffman Hayride* on KGO-TV San Francisco. Mr. Ewart was named permanent member after winning five weeks' competition in "Sing Down" contest.

**DON MASON**, CKEY Toronto announcer, to CKOY Ottawa.

**DWIGHT COOKE** of CBS' *People's Platform*, *Cross-Section USA*, and *You and the World*, to Lisbon, Portugal, where he will broadcast series of special survey programs covering Portugal's economic and political conditions, and attend International Chamber of Commerce convention.

**BARBARA MCKNIGHT**, Santa Rosa Junior College, to KCBS San Francisco script department.

**WAYNE KEARL**, public service editor KSL-AM-TV Salt Lake City, appointed stations' promotion manager, replacing **SHERRIL W. TAYLOR**, appointed sales promotion manager for KNX Los Angeles and Columbia Pacific Network.

**PAUL KANE**, WAAM (TV) Baltimore, named senior producer and studio production supervisor. **ED SARROW** named senior producer. **KEN CALFEE** promoted to director, and **HARVEY JEROME** and **FRED WHEELAHAN** become assistant directors. **DICK LUSHER** and **ALLEN HOLMES** added to camera crew. **KENN SMITH** named staff projectionist.

**CLIFFORD ST. JAMES**, disc jockey WVET Rochester, N. Y., and WTMA Charleston, S. C., to KWK St. Louis as announcer.



Mr. St. James

**GORDON J. ALDERMAN**, program manager WAGE Syracuse and radio and theatre producer, to WHEN (TV) Syracuse as production manager in charge of all program functions and studio operations.

**PHIL WILSON**, announcer-disc jockey WNOR Norfolk, Va., to WLEE Richmond as announcer-disc jockey.

**VIC ROWLAND**, ABC publicity department, named acting head of network's Western Division publicity department during absence of **JERRY ROSS**, called into Air Force.

**BOBBIE FRANCIS** replaces **DARLIENE WEBER**, resigned, in traffic department WIND Chicago. Miss Francis was transferred from music library.

**NORMAN McBAIN**, CBM Montreal, and **NORMAN W. EAVES**, CBH Halifax, going to Korea to tape record interviews and actualities of Canadian troops in the Korean War for CBC.

**JACK YOUNGS**, commercial photographer, to WNHC-TV New Haven in promotion and merchandising department.

**TED MOORE**, WDLB Marshfield, Wis., to KTRI Sioux City, Iowa, as sports director.

**NORMA SHEARER**, continuity writer WCKY Cincinnati, resigns. **JANICE GORDON**, new to radio, to WCKY continuity department.

**HAZEL MARKEL**, MBS women's commentator, presented U. S. Treasury Dept.'s Liberty Bell Award for "splendid service given in the promotion of U. S. defense bonds."

**GERALD LEWIS**, WCSH Portland, Me., announcer, and Joan Steinberg married June 6.

**PAT McCARRIE**, "shopper" for *Gimbel TV Shopper*, WTMJ-TV Milwaukee, and William Manzer, married June 4.

**FRANK TAYLOR**, WCKY Cincinnati disc jockey, and Helen Todd of Maysville, Ky., married June 3.

**JEAN COLBERT**, director of women's activities WTIC Hartford, and James M. Cleminshaw married.

**HOWARD MILLER**, WIND Chicago announcer, and Barbara Spindler married May 19.

**BLOYCE (Blue) WRIGHT**, KGO-TV San Francisco program director, father of girl, Martha Nell.

**FRED GADETTE**, KPIX (TV) San Francisco production staff, father of girl, Jill.

**PAUL BARNETT**, announcer WGCM Gulfport, Miss., father of boy, Daniel Andrew Ben.

**RALPH MANZA**, comedian on *Del Courtney Show*, KPIX (TV) San Francisco, and independent producer, father of girl, Cynthia.

**STANLEY NOONAN**, KCBS San Francisco singer, father of boy, Timothy Wallace.

**RAY MITCHELL**, announcer WNBW (TV) Washington, father of girl, Nancy Jean.

**DON OTIS**, Hollywood disc m.c., father of girl.

### News...

**BOB REDEEN**, news director WOC-AM-TV Davenport, Iowa, to International Broadcasting Div. of State Dept. (Voice of America), Washington. **BOB FRANK**, news staff WOC-AM-TV, named stations' news director.

**JOHN WILBERT**, WTTM Trenton, N. J., named news editor.

**MERLIN (Scoop) KENNEDY**, New Orleans raconteur and former newspaper editor and author, to report

**WMIL**  
means  
**MILWAUKEE**  
REPRESENTED BY FORJOE



news from European capitals for WNOE New Orleans, Wednesday, 9:15-9:30 p.m.

PAUL HILLEN, evening sports writer WCKY Cincinnati, leaves station to rejoin Army. FRANK J. REILLY, newsman, to WCKY as replacement. RAYMOND SWING, LBS, to Voice of America as advisor and commentator.

THAD LASSITER, WDXI Jackson and WQXI Atlanta, to KNEA Jonesboro, Ark., as director of news and special events.

DORIAN ST. GEORGE, newscaster, and his *Headline News*, replaces EDWIN C. HILL news program, ABC, Mon.-Fri., 7 p.m.

I. V. KALTENBORN, NBC commentator, leaves N. Y. by plane June 12 for trip around world to gather information for broadcasts to be resumed for Pure Oil Co. on Sept. 17. RICHARD HARKNESS to substitute for Mr. Kaltenborn while he is away.

ELMER DAVIS, ABC, cited for outstanding journalism during 1950 by National Headliner Club. He was only commentator so honored by group.

EDRIC ADAMS, WCCO Minneapolis and CBS commentator and columnist, one of four persons to receive Minneapolis Awards at annual meeting of city's Chamber of Commerce for publicity he has brought Minneapolis through his radio work. . . . He also was made unofficial "Good Will" ambassador for Minneapolis.

RED VANDEVENTER, newscaster FOR New York, to receive honorary doctor of Business Administration degree from Lawrence Institute of Technology, Detroit, June 12.

H. SHACKFORD, United Press general European news manager, elected president of Assn. of American Correspondents in London. He succeeds FRED PANDERSCHMIDT of *Newsweek*. Others elected include HOWARD K. SMITH, CBS, vice president; ROMNEY WHEELER, NBC, secretary, and FREDERICK B. PEPER, ABC, to executive committee.

ENRY (Hank) WEAVER, ABC Hollywood radio-TV special events and newscaster, elected to board of directors Greater Los Angeles Press Club.

ILLARD SHADEL, CBS Washington newscaster, in Hollywood to broadcast Columbia Pacific *The World Today* and continue his network series from West Coast during four weeks stay.



BIG YEAR ahead predicted A. E. Joselyn, (l) CBS Hollywood director of operations, when on June 1 he assumed for a second term the presidency of Southern California Broadcasters Assn. He is talking to (l to r) William J. Beaton, SCBA past president and general manager of KWKW Pasadena; Gene W. Lee, association vice president and general manager KFXM San Bernardino; Cliff Gill, general manager KFMV Hollywood and secretary-treasurer of the trade group.

## AUTO RADIO HABITS

WGAR Reports on County Owners, Listeners

WGAR Cleveland last week announced the results of a survey embracing a "distinctive listening audience which is big, exclusive, largely adult and exclusively radio"—the owners of automobile radios.

The study is the first in a series of reports on the out-of-home audience, which the station claims is "much too big" to be classified as merely "bonus," and covers daytime auto listening in Cuyahoga County, home area of Cleveland.

According to the survey, 81 out of every 100 autos in the county have auto receivers which are kept on 74% of the time they are being driven. The station projected the auto survey to existing surveys and came up with its own claim of 411,708 daily individual listening half-hours in the period 7 a.m.-7 p.m.

Other findings by WGAR: (1) 51% of auto radios are turned on one hour or less, the remainder for more than an hour; (2) music, news, sports, variety and drama are preferred fare, in that order; (3) each car has an average of 1.6 passengers; (4) 70% spend two

hours or less in their cars daily, 30% over two hours.

Calling on the Traffic Engineers Dept., City of Cleveland and Cleveland Auto Club for figures, WGAR's study checked over 6,280 automobiles in 64 different locations for percentage of car radios and passengers per vehicle. In addition, it mailed 4,278 postcards to drivers at these locations requesting data on driving hours, use of radios and program preferences. Cards mentioned no stations by call letters, WGAR said.

In distributing the findings, WGAR concluded that "for the first time in the history of radio in the Greater Cleveland area, an advertiser, agency or any interested person can determine with reasonable accuracy the total daytime automobile radio listening audience."

### Cites National Average

The 81% figure—representing 5,079 out of 6,284 autos checked—is actually "higher than the national average of 68% based on passenger automobile and automobile radio manufacturers' figures," according to WGAR. Drivers have a selection of eight local stations, it noted.

The postcard survey asked three questions: How many hours do you spend in your car daily? How many hours is your car radio turned on? What type of programs do you like to hear on your car radio? Total of 452 respondents—or 10%—had filled in the queries. Study was conducted last April.

AMERICAN FEDERATION of Radio Artists, Los Angeles chapter, holds its third annual frolic June 28 at the Los Angeles Breakfast Club. Proceeds from affair go into union's Sick and Benefit Fund.

## SOVIET RADIO

### Reds Increase Programming

SOVIET RUSSIA has increased its foreign radio output for the coming summer 25% over a year ago, despite the current cost of its radio jamming operations, according to the State Dept.

Radio Moscow has doubled its schedule for English language programs to North America and German language services in recent months, the State Dept. said. Output to both the United Kingdom and to France, as well as to Latin America, also has been increased.

The Kremlin apparently is satisfied with its programming to satellite countries, having increased only its transmission of Hungarian language programs.

## BMI Clinic

BROADCAST MUSIC Inc. will stage an all-day clinic in Hollywood July 31. Similar to those held this spring for state broadcaster associations in the South and Midwest, it will feature six outstanding broadcasters and agency men from eastern cities. Both sales and program aspects of broadcasting will be on the agenda. Southern California Broadcasters Assn. will host the conference.

*Men, Women and Children*

stay tuned to KROD because on 600 they hear such stellar CBS programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and others that are popular with young and old alike. KROD is your radio buy in the El Paso Southwest.

**KROD**  
EL PASO

**CBS**  
Affiliate

600 on Your Dial

**5000 WATTS**  
Southwest Network  
Roderick Broadcasting Corp.  
Dorrance D. Roderick  
President  
Val Lawrence  
Vice President & Gen. Mgr.  
Represented Nationally by  
THE O. L. TAYLOR CO.

Reach This Rich Market  
Through Your Southwestern Salesman

The Purpose of Advertising is to get

# RESULTS

(see front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance



## CREDIT CURBS

### Texan Protests via Radio

EVERY U. S. Senator and Representative was urged by Jap Lucas, operating the Jap Lucas Hardware Store in Athens, Tex., to listen to two broadcasts on WOL Washington, June 6-7, 8:30-45 p.m.

Mr. Lucas bought the two quarter-hours to broadcast arguments against the Federal Reserve Board's Regulation W, which curtails retail credit. He sent WOL tape recordings in which he explains his objections to the regulation.

A former state legislator, Mr. Lucas was credited with inducing Congress to modify price regulations after testifying at length before a special small business subcommittee. He paid card rates for WOL Class A time. The House Banking & Currency Committee is currently considering legislation covering the whole credit picture.

## Radio-TV Scrutinized

RADIO and television, along with motion pictures and legitimate theatre children's programs, are scheduled to come under exhaustive scrutiny at the seventh annual Children's Theatre Conference of the American Educational Theatre Assn., to be held on the U. of California Los Angeles campus July 25-28. A three-day workshop study follows the conference. Theme is "The Impact of Mass Media on the Child Audience."

### 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

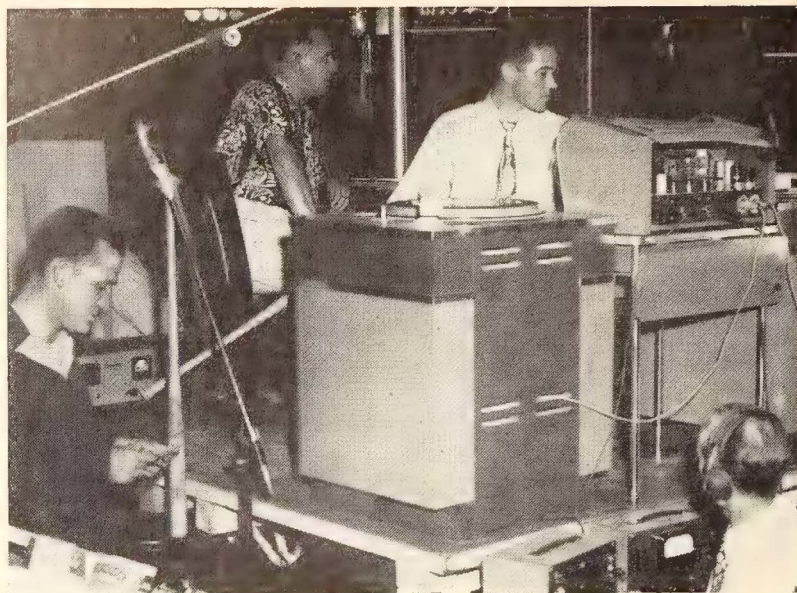
**5000**

All programs duplicated on  
WFMJ-FM  
50,000 Watts on 105.1 Meg.

**WATTS**

CALL

Headley-Reed Co.,  
National Representatives



KTUC Tucson, for its client, American Vitamin Assn., recreated a baseball game in a window of a downtown drug store. The station reported that it was a success and that several thousand persons saw the broadcast. In action are KTUC employees (l to r) Pete Tufts, Stan Norman, Bud Murphy and Mac Matheson.

## 'VOICE' CRITIQUE

### Growing Too Fast, But Improving

THE VOICE of America has shown marked improvement in raising "the general level of competence, loyalty and character" of its personnel, but the U. S. overseas radio arm has grown "too big too fast" and is spreading itself thin in the propaganda war abroad.

These were a few of the plums and prunes handed out in a summary of a study prepared for the Council of State Chambers of Commerce comprising 33 state groups. Study was made by the council's research director, Alvin A. Burger.

Noting Congressional action under which Voice appropriations for new facilities were cut 90%—President Truman signed the supplemental June 2—the study laid this and other State Dept. difficulties to numerous criticisms on Capitol Hill.

### 'Inept Handling'

"The Voice has too often been the victim of inept handling, ideological ax-grinding and attempts by zealots to inflate and twist it into something Congress never intended it should be," the council declared. Additionally, it said, rapid expansion can actually retard progress in that efforts are concentrated on global coverage and the "essential job" in selected strategic countries may suffer.

The American "Truth Campaign" may last several years barring full scale war, it noted. Meanwhile, the Voice should measure its techniques and results against those of Radio Free Europe and World-Wide Broadcasting Foundation, which operate at a small fraction of VOA's budget. World-Wide (WRUL Boston) is headed by Walter S. Lemmon.

The question of "maximum utilization" of overseas medium and

shortwave broadcast facilities and other phases of VOA operation would be explored under a proposal sponsored by Sen. William Benton (D-Conn.) and now laying dormant within the Senate Foreign Relations Committee.

Using a recent *New York Times* editorial on the Voice as a peg, Sen. Benton May 31 prodded the committee to take up, upon completion of the MacArthur hearings, his resolution for a fresh inquiry into Voice of America operations. He added that hearings are "urgently needed."

Under the Benton proposal, introduced earlier this year, the group would review the effectiveness and progress of shortwave broadcasts and the possibility of divorcing the VOA from the State Dept. Sen. Benton had speculated on the possible creation of an independent agency, "wholly-owned" government corporation, or a Communications Psychological Strategy

## YOUTH SHOWS

### Stations Report Activity

TOTAL of 198 out of 875 radio and TV stations responding to questionnaires currently are airing youth discussion or forum programs, with the majority having initiated program series since the formation of the Junior Town Meeting League in 1944.

This information was compiled by the Evaluation Committee of the Junior Town Meeting League on the basis of questionnaires sent to stations, school administrators and league members.

The breakdown showed 188 programs on radio and eight on television, with 133 originating in studios and 50 in school auditoriums. Stations replied the origin of the programs was due in large measure to league activities.

In its report the committee expressed belief that stations were influenced by schools in some cases and that in others the league had failed to reach stations directly. It suggested the league launch a program to stimulate interest in youth discussions on radio and TV, pointing out that 500 of the 3,300 stations queried had requested information.

In another category school administrators reported that the institutions are using 148 presentations on radio and five on television, in addition to those in classrooms and auditoriums.

Board [BROADCASTING • TELECASTING, Feb. 26].

On the House side, Rep. Eugene J. McCarthy (D-Minn.) inserted in the *Congressional Record* a belated article by his colleague, Rep. Fred Marshall (D-Minn.), contending that "the increased attacks of the Voice of America programs on the Soviet and satellite press speak for the effectiveness" of the Campaign of Truth. The article was published in the *Sauk Centre Minn., Herald* April 5.

Mr. Truman's signature on the supplemental funds bill assured the Voice of an additional \$9,533,900 for the completion of seven broadcast transmitters already begun.

— 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 Polk Ave.)  
Phone Atwood 8536



## AFTERNOON MYSTERIES

**WJMO** Cleveland carrying two half-hour mystery programs 2-3 p.m. across-the-board. Station offering local spots and participations in commercial allowance portions, in addition to full half-hour sponsorship. Plan established by Dave Baylor, WJMO manager, in cooperation with Charles Michelson Inc., New York

## SATURATION CAMPAIGN

**FBR** Baltimore, *Gwynn Oak Hometown*, Saturday night, sponsored by Gwynn Oak amusement park. Program—one phase of what is reported as most extensive radio campaign signed with any Baltimore amusement park—features clowns, hillbilly group, and musical talent show. Park also running heavy daily spot schedule. Picnic for listeners, expected to attract thousands of families, planned for July 4th, when *Club 1300* originates from park plus day-long entertainment and contests.

## POPE'S BEATIFICATION

**ROM** New York, June 3, 1:30-3 p.m., broadcast beatification of Pope Pius X, first Pope to receive such honors in 279 years, directly from Saint Peter's Square in Rome, with running commentary in English. Highlights of ceremony were broadcast 3:30-4 p.m. same day.

## SHOPPING SHOW

**ING-TV** Seattle, *Shopping the Town*, developed and produced by Pete Lyman, 4-4:30 p.m. Monday, with participating sponsors. Launched by, and starring, Seattle advertising agency executive, show independent venture with format including telephone quiz and merchandise prizes, five-minute interview featuring "People You'd Like to Meet—We Think," and commercials by demonstration.

## HEART DISEASE FILM

**PUBLIC HEALTH** Service, Federal Security Agency, *Report on Living*, 27-minute documentary film produced for television. "Written with the camera," film tells story of dramatic recovery of Rocky Wood, 10, from acute case of rheumatic heart disease. Film

# programs promotion premiums



discusses research in rheumatic fever and rheumatic heart disease. No professional actors used in film, made at La Rabida Jackson Park Sanitarium, where Dicky was patient, and at his home during convalescence. Parts were "played" by Dicky's family and playmates, family physician and hospital doctors. First showing to be on DuMont network tomorrow (June 12) on *Johns Hopkins Science Review*, 8:30 p.m. EDT.

## COLLECTOR'S ITEM

**KMOX** St. Louis, Mo., sends trade and advertisers sky-blue folder with cover showing several kinds of butterflies and caption, "Don't let 'em get away." First inside page reveals eager collector peering at opposite page with wording "This summer collect..." and next pages have picture of collectors examining \$100 bill under magnifying glass in exhibit case with butterflies. Copy says KMOX area is good place to "collect sales..." collect listeners, too," and gives details of audience, market facts, station coverage and other data.

## SERVICEMEN INTERVIEWED

**RADIO BRANCH**, Public Information Office, Fort Jackson, S. C., preparing upon request of stations individual series of tape-recorded interviews with servicemen from areas served by stations. Available in five, 10 or 15 minute tapes, or in one to three minute periods for insertion in newscasts, interviews are informal, spontaneous chats with men, frequently recorded in training areas where simulated battle sounds are heard. Programs may be sponsored, with few necessary restrictions, according to Pvt. Ed Capral, producer of series.

## LOW HOTEL RATES

**WTVJ** (TV) Miami, Fla., sending letter to all operating TV stations and 1,800 advertising agency per-

sonnel inviting recipients to spend vacation at modern, luxurious Miami Beach hotel during summer vacation, at greatly reduced rates. Station will service requests for reservations.



**ALTHOUGH** recovering from serious injuries received when his car overturned after a tire blow-out, Ed Slusarczyk, farm director **WIBX** Utica, N. Y., continues broadcasting his Monday through Saturday 5-7 a.m. program from his bed at his farm home in Remsen, N. Y. As if his broadcasting activity weren't enough, Mr. Slusarczyk, who is director of civil defense for Oneida County, received permission from his doctor to be transported to "Operation Utica" atomic test, and with car radio kept in close contact with every phase of operation.

## TIGER WIVES

**WJBK-TV** Detroit, *Tiger Wives*, sponsored by People's Outfitting Co. Emcee Joe Gentile presents interviews and little-known stories about Detroit baseball players and their families.

## TELECAST SERVICES

**WSB-TV** Atlanta, Sunday morning, telecasting service from local church. Different services telecast each week, with cooperation of Atlanta Christian Council. Station reports it is first time regular series of Sunday services have been telecast.

## LEGISLATURE AIRED

**CKRM** Regina, and other Saskatchewan stations, carrying legislative activities of provincial legislature for six weeks each session, with about 90 minutes of debates being aired five days a week. Pro-

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

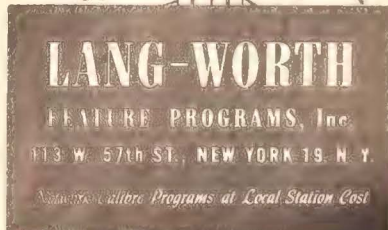
gram sponsored by Saskatchewan government. Broadcasts recorded by CKRM, carried by some stations on a delayed basis in evenings. Broadcasts are packed with meatiest legislation and resulting debate, and experience has shown a tendency toward shorter legislative sessions resulting from greater consciousness in capitalizing on broadcast time. Audience surveys show high listenership, ranging up to 65% of available audience.

## PROMOTES SHOW, SINGER

**KTUL** Tulsa, Okla., used mystery singer idea to hypo interest in Tulsa Charity Horse Show, remove "society page stigma" from publicity and introduce younger sister of Patti Page, Peggy Fowler. Wearing mask at show, Miss Fowler sang selections, then 20,000 horse show visitors guessed at identity with winners to draw for new car.

## FLYING STRAW HATS

**KFOR** Lincoln, Neb., supervised elaborate straw hat week and Armed Forces Day promotion. First, after making necessary arrangements, station announced old straw hat would admit listeners to any local theatre. Next, merchants furnished old straw hats and certificate for new hats, and station furnished promotion. On Armed Forces Day, Bob Johnson's *Musical Clock* was aired from plane flying (Continued on page 93)



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## WFGP SALESMEN

### AFRA May Represent Them

AFRA's attempt to represent salesmen along with announcer-control board operators and certain clerical help in separate bargaining units at WFGP-AM-FM Atlantic City, N. J., received the blessing of the National Labor Relations Board in a decision handed down last Wednesday.

The board directed elections among those employees—but excluding the program director and continuity-traffic supervisor—within 30 days to determine whether AFRA (affiliated with Associated Actors and Artists of America, AFL

union) would represent them. WFGP-AM-FM is licensed to the Neptune Broadcasting Co.

NLRB rejected the petition to include salesmen and office clericals in one unit with announcers and board specialists, claiming it "clearly does not conform to the well-established bargaining pattern in the radio broadcasting industry." Separate units were directed. But it held, in the case of news broadcasters, interviewers and other specialists, that their "interests and duties are sufficiently similar" to those of announcers and board operators.

## KPFA(FM) RETURNS

### Listeners Give Support

KPFA (FM) Berkeley, Calif., a listener-sponsored FM station that folded for lack of finances nine months ago, is back on the air with a stronger voice, a new bank account and high hopes that the enterprise can now continue successfully.

A committee of 300 volunteers has been soliciting funds from listeners and San Francisco Bay area residents interested in the station's program policies ever since the enterprise stopped operations last September. They raised \$34,000 and a new 16 kw transmitter in the Berkeley hills.

General Manager Lewis Hill, a former Washington newscaster, said that if the station can get as much support from listeners in its new expanded broadcast range as it did from its former limited audience it will have sufficient funds to maintain operation.

## ORDER HEARING

### On KCIJ Transfer Request

THE FCC has ordered hearings on an application for transfer of KCIJ Shreveport, La., from Southland Broadcasting Co. to Frequency Broadcasting Co. The hearings will be held in New Orleans July 23.

Issues to be considered in the hearing are the methods of financing of Southland Broadcasting and "full information as to all contracts, agreements or understandings" between Southland and Frequency Broadcasting Co. respecting construction and operation of KCIJ.

The Commission order states that the hearings will attempt "to determine whether the public interest, convenience and necessity would be served by grant" of the application. Also to be considered at the same hearing is Southland's application for a license for KCIJ.

BOARD of directors of Philco Corp. has declared regular quarterly dividend of 40 cents per share on company's common stock payable June 12 to holders of record June 4. Also declared was regular quarterly dividend of 93 3/4 cents per share on preferred stock, 3 3/4% Series A, payable July 1 to shareholders of record June 15.

## FCC actions



JUNE 1 THROUGH JUNE 7

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

ant.-antenna  
D-day  
N-night  
aur.-aural  
vis.-visual  
CG-conditional grant  
cond.-conditional  
LS-local sunset  
mod.-modification  
trans.-transmitter  
unl.-unlimited hours

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

### June 1 Decisions . . .

#### BY THE COMMISSION EN BANC Extensions Granted

Granted temporary extensions of licenses to following stations for period ending Sept. 1:

KPIX-TV San Francisco; WISR-FM Butler, Pa.; WFPL Louisville, Ky., and TV pickup KA-3429 (Balaban & Katz) area Chicago.

### June 1 Applications . . .

#### ACCEPTED FOR FILING

##### AM-940 kc

WINZ Hollywood, Fla.—Mod. CP to change hours operation, power etc. to increase power from 50 kw-D 1 kw-N to 50 kw-D 10 kw-N AMENDED to change location from Hollywood, Fla. to Hollywood-Miami, Fla.

##### AM-1420 kc

WKSR Pulaski, Tenn.—CP to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-DN and change trans. location AMENDED to change from 580 kc to 1420 kc 1 kw unl. DA-N etc., omitting trans. location change.

#### Renewal of License

Following stations request renewal of license: WHBB Selma, Ala.; WHOB Gardner, Mass.; WJBK Detroit, Mich.; WICY Malone, N. Y.; WMGW Meadville, Pa.; WCVA Culpeper, Va.; WBOE Cleveland, Ohio; KRVM Eugene, Ore.

#### Modification of CP

WJWL-FM Georgetown, Del.—Mod. CP new FM station for extension of completion date.

WLBK-FM Bowling Green, Ky.—Mod. CP authorizing changes in FM station for extension of completion date.

WSPE (FM) Springfield, N. Y.—Mod. CP new non-commercial FM station for extension of completion date.

#### CP to Replace CP

WJKO-FM Springfield, Mass.—CP to replace CP authorizing new FM station.

#### CP to Change ERP

WRHI-FM Rock Hill, S. C.—CP to change ERP from 9.4 kw to 2.15 kw.

### June 4 Applications . . .

#### ACCEPTED FOR FILING

##### License for CP

KILA Hilo, Hawaii—License for CP new AM station.

KNAL Victoria, Tex.—License for CP to change hours operation and install DA-N.

#### Modification of CP

WABA Aquadilla, P.R.—Mod. CP new AM station for extension of completion date.

##### AM-1440 kc

KDNT Denton, Tex.—CP to change from 1450 kc 250 w to 1440 kc 1 kw-D

500 w-N DA-N and install new trans.

#### CP to increase ERP

KPFM Portland, Ore.—CP to change FM station to increase ERP from 1 kw to 3.33 kw, ant. height to 904 ft and change ant. system.

#### Renewal of License

Following stations request license renewal: KDRS Paragould, Ark. WMJM Cordele, Ga.; KRUS Ruston, La.; WOLF Syracuse, N. Y.; WFL Fayetteville, N. C.; KNEL Brady, Tex.

#### APPLICATIONS RETURNED

Following applications for license renewal RETURNED: WTBF Troy, Ala. KSYC Yreka, Calif.

WZOB Ft. Payne, Ala.—RETURNED application for assignment of license to Glenn M. Gravitt.

KEVA Shamrock, Tex.—RETURNED application for assignment of license to new partnership.

### June 5 Applications . . .

#### ACCEPTED FOR FILING

##### AM-1570 kc

Latrobe, Pa.—Clearfield Bcstrs. In application for CP on 1480 kc 500 w. AMENDED to change from 1480 kc to 1570 kc 250 w D and change type trans.

#### Modification of CP

WLCS-FM Baton Rouge, La.—Mod. CP new FM station for extension of completion date.

KRMD-FM Shreveport, La.—Mod. C new FM station to change ERP and ant. height.

### June 6 Decisions . . .

#### BY THE COMMISSION

##### Designated for Hearing

Don H. Martin, Salem, Ind.—Designated for hearing in Washington application for new station on 1220 kc 250 w D; made WINN Louisville, Ky. party to proceeding.

#### Authority Granted

WCBC-FM Anderson, Ind.—Grante authority to remain silent for 60 days from May 30 on condition that station maintains and operates obstructive lighting equipment on ant. structure in accordance with rules.

#### Extension Granted

WTAW College Station, Tex.—Granted extension of authority for 30 days from May 31 to operate with reduced power of 700 w, pending repairs.

#### ACTION ON MOTIONS

##### By Comr. E. M. Webster

Brazoria Bcstg. Co., Freeport, Tex.—Granted motion in behalf of Brazoria Bcstg. Co. to take depositions on June 7, in Angleton, Tex.

Brazosport Bcstg. Co., Freeport, Tex.—Granted motion in behalf of Brazosport Bcstg. Co. to take depositions on June 7, in Angleton, Tex.

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By Examiner James D. Cunningham

KWBR Oakland, Calif.—Granted petition for leave to amend application so as to furnish current populations within areas involved in proposal, together with detailed information concerning site problem involved, non-availability of another suitable site, and agreement to adjust any reasonable complaints which might arise by virtue of blanket area interference; removed from hearing docket.

By Examiner Basil P. Cooper

Robert C. Crabb, Los Angeles, Calif.—Granted petition for extension of time to July 2, to file proposed findings and conclusions in proceeding upon his application and that of Telanserphone Inc., Los Angeles.

WELS Kinston, N. C.—Granted petition for continuance of hearing from

June 4 to July 9 in Washington in proceeding upon their application and that of WFTC Kinston, N. C.

By Examiner Elizabeth C. Smith

Telanserphone, Inc., Washington, D.C.—Granted petition for extension of time from May 29 to June 29 for filing proposed findings of fact and conclusions of law in proceeding upon application for CP in domestic public land mobile radio service.

Capitol Radio Enterprises, Sacramento, Calif.—By memorandum opinion and order denied petition requesting that place of hearing in proceeding upon application and that of Radio California, Sacramento, be changed from Washington to Sacramento, and to adjust hearing date.

By Examiner Leo Resnick

Western Bestg. Assoc., Modesto, Calif.—Granted petition insofar as it requests a continuance of hearing on engineering issues in proceeding upon application and that of West Side Radio, Tracy, Calif., and denied insofar as it requests that a date be established for hearing on engineering issues shortly after commencement of hearing on proposed allocation of TV channels now scheduled for July 9. Ordered that hearing shall be held with respect to non-engineering issues on June 25

at Modesto, Calif., and June 27 at Tracy, Calif., and that hearing with respect to engineering issues shall be held in Washington at a date subsequent to July 9 to be hereafter specified.

KOPR Butte, Montana—Granted petition requesting that record be reopened for purpose of receiving evidence with respect to services available to areas and populations which KFXD Nampa, Idaho, proposes to serve; further hearing to commence on June 7 in Washington, D. C.

WNDB Daytona Beach, Fla.—Granted petition for leave to amend application by specifying 1150 kc in lieu of 550 kc and removing application, as amended, from hearing docket.

ACCEPTED FOR FILING  
AM—1550 kc

WHBS Huntsville, Ala.—CP to change from 1490 kc 250 w to 1550 kc 10 kw-D 500 w-N and install DA-DN and new trans. AMENDED to change from 10 kw-D 500 w-N to 1 kw-D 500 w-N and change DA-D pattern etc.

## June 6 Applications . . .

Modification of CP  
KSRT (FM) Beverly Hills, Calif.—  
(Continued on page 96)

port Bestg. Co. to take depositions on June 8 in Freeport, Texas.

WGBA Columbus, Ga.—Granted petition for continuance of hearing in proceeding upon application from June 12 to July 12 in Columbus.

KFSA Ft. Smith, Ark.—Granted petition for extension of time to June 18 in which to file exceptions to initial decision released in proceeding upon application.

KXLA Pasadena, Calif. and FCC General Counsel—Granted petitions requesting that transcript of hearing in proceeding re application for mod. license and re order to show cause directed to KXLA be corrected so as to incorporate therein various changes set forth in their petitions.



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## Help Wanted

### Salesmen

Salesman for local accounts. Draw and commission. Texas station. Box 835J, BROADCASTING.

Salesman with technical training and broadcast station experience to sell complete maintenance supplies. Also some new equipment items majoring tape recording equipment, radio stations, universities, armed services. Cover wide area. Box 938J, BROADCASTING.

Wanted: Experienced radio time salesman. Midwest station exclusive market. Draw against commission. Block of accounts to start. Car necessary. Send photo, reference in first letter. Write Box 960J, BROADCASTING.

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with supervisory ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 17K, BROADCASTING.

Wanted: Senior salesman, progressive, local market. Car necessary. Draw and commission. Send recent photo, sales record and reference to: WCSI, Columbus, Indiana.

Opportunity for aggressive commercial manager 250 fulltime affiliate applying 5 kw. Expanding market. Fifteen year old station well in the black. Experience, integrity. References required. WFTC, Kinston, N. C.

The Norfolk area is the 26th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman who should earn \$7,000 to \$10,000 yearly. You will be paid a good drawing account against 15% commission and get a number of accounts to start. No floaters or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

### Announcers

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.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 927J, BROADCASTING.

Announcer for midwest AM-TV operation. Must have at least three years experience. Send disc and letter with qualifications and references to Box 947J, BROADCASTING.

Wanted: Combo man, emphasis on announcing. We are going fulltime and need more help. Good pay, forty hours, vacation plus yearly bonus. If you think you can qualify for this position, send photo and disc immediately. Box 966J, BROADCASTING.

Experienced announcer with ticket. Pleasant small city. Good conditions. Above average wage for non-metropolitan. Systematic raises for permanent man. Long established network affiliate Minnesota. Airmail experience record to Box 977J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in first letter. Box 978J, BROADCASTING.

## Help Wanted (Cont'd)

Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt California station. Experience unnecessary \$60.00 start, increases to \$75.00 for 48 hour week. Box 994J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants announcer with ability to sell and entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plenty opportunity to increase it by producing results for station. Box 18K, BROADCASTING.

Announcer-engineer. First phone. Experienced owners. No NBC dress but CBS quality. Could use sports experience. Starting salary above average. Contact immediately. KARE, Atchison, Kansas.

250 watter has opening for combination engineer-announcer. No war industries, no housing shortage, low rent, low cost of living, extra good working conditions. Emphasis on announcing. Experience not necessary. Write or wire KIHN, Hugo, Oklahoma.

Wanted—Combo man, first phone. 1000 watt, fulltime, Mutual. Send disc, salary requirements, KIOX Bay City, Texas. Also opening, experienced chief.

Announcer-chief engineer needed immediately. Chief who can do outstanding announcing job on part shift can draw top money. Write and compare wages and future with what you are now making. Please, no youngsters. We are looking for men with ability and five years or more experience. Contact J. A. Shepherd, KNCM, Moberly, Mo.

Announcer. Happy. Aggressive upper midwest newspaper affiliate wants experienced man with authoritative news style. Fine community and adjacent to Ten Thousand Lakes area. Send disc or tape (return guaranteed), photo, resume of experience to Program Director, KNUJ, New Ulm, Minnesota.

July opening good announcer, first ticket, experienced. Guarantee \$280.00 start; furnished station apartment \$35. Unexcelled fishing, elk hunting. Rush disc, photo, history. KPRK, Livingston, Montana.

Announcer, single. News, adroit DJ, impersonations. Build as local personality. Write WAND, Canton, Ohio.

Announcer, first phone, for small town regional independent. Dependable man, clean habits. Send resume, disc, salary requirements. Silas West, WAVL, Apollo, Pennsylvania.

We want an experienced announcer-engineer. What do you want? Contact WBIP, Booneville, Miss.

Two all-round announcers for immediate employment. Must be fully experienced and qualified for top paying job to begin and salary advanced on ability. Phone Manager, WDBC, Escanaba, Michigan.

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

Disc jockey experienced music, news. Even better if have car and can sell. Photo. WEAT, NBC for the Palm Beaches, Lake Worth, Florida.

Experienced combination man. Highest pay in state. Wire or call WICY, Malone, N. Y.

Wanted: Announcer with first phone, \$80.00 per week. Prefer single man. WIRE, Enterprise, Alabama.

Announcer-engineer. Good working conditions. Opportunity of promotion to chief engineer. Send disc, qualification and salary requirements. WMLT, Dublin, Ga.

## Help Wanted (Cont'd)

All-round announcer for 1000 watt, clear channel station unusual in coverage and sales. Must be experienced, competent. Strong on newscasting and capable of handling all types of shows. Will pay up to \$75.00 week for right man. Send complete details of education, reference, experience, photo and disc to Program Director, KNUJ, New Ulm, Minnesota.

Experienced announcer in news, commercial and general staff duties. Excellent opportunity to right man. Furnish complete data, including experience, references, disc and salary requirement to Marshall Rosene, WSAZ, WSAZ-TV, Huntington, West Virginia.

### Technical

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. \$50.00 for forty hours. WINR, Binghamton, N. Y.

Network station, large Texas market, needs engineer with sound training and stable temperament. Box 928J, BROADCASTING.

Engineer first phone needed at 1000 w. CBS station in western Pennsylvania. Good salary. Box 968J, BROADCASTING.

Engineer-announcer, preferably from south, having sales, program or management aspirations. Small market station. If necessary will sell stock with guaranteed return to right man. Must be able to adjust to small city conditions and hard work. Box 971J, BROADCASTING.

Southern network station will pay \$75.00, 44 hours for good combo man. Must have 1st ticket with good voice. Box 972J, BROADCASTING.

Engineer—Immediate opening for combination man with first class ticket. Experience not essential, but desirable. Congenial organization—1000 watts—Michigan. Box 997J, BROADCASTING.

Chief engineer for 5 kw RCA CBS station two tower directional. \$380. per month 44 hour week. KGVO, Missoula, Montana.

First class operator needed immediately for progressive 250 watt network station. Experience not necessary. Call Bill Davis, KTRY, Bastrop, La.

Engineers with first class tickets needed now. KTSW, Mutual in Emporia, Kansas. Fifty dollars weekly to start. More if you can announce.

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

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

First class engineering openings. WFPG, Atlantic City, CBS-TV applicant. Contact Blair Thron, 5-2188, WFPG, World's Famous Playground.

Engineer with 1st class ticket wanted immediately by progressive 250 watt station. No better working conditions anywhere. Must be able to take short announcing shifts. Can pay \$55.00 weekly or open. Phone or wire collect. Radio Station WFUN, Huntsville, Alabama.

Immediate opening for licensed engineer, preferably experienced. Desire interview if possible. 5 kw ABC affiliate. Contact Chief Engineer, Station WGH, Newport News, Va.

Have opening for transmitter engineer first phone. \$200 a month free insurance plan. Good working conditions. Contact Tim Marsh, WHAL, Shelbyville, Tenn.

## Help Wanted (Cont'd)

Control operator first class license. Experience not necessary. \$52.00 for 48 hour week to start. Send photo, references to F. E. Lackey, WHOP, Hopkinsville, Kentucky.

Opening for combination engineer-announcer. Contact Chief Engineer or Program Director at WMFT, Florence, Alabama. Good working conditions, advancement, network station. Needed immediately.

Transmitter engineer. Immediate opening. Car necessary. No studio work or announcing. \$50.00 for 40 hour week. WPAG, Ann Arbor, Michigan.

Announcer. First class ticket required. Starting \$60.00. WPUV, Pulaski, Virginia.

First class operator wanted immediately. Permanent job. Experience desirable, but not essential. WRRF, Washington, North Carolina.

### Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. 678J, BROADCASTING.

AM-TV station in midwest needs continuity writer capable of working into production. Send references and sample copy at once to Box 946J, BROADCASTING.

Program director for midwest 5 kw with accent on sports, news, farm. Predominately local programming. Little network. Send full details first letter. Box 965J, BROADCASTING.

Newsmen topflight editor, reporter, newscaster. Local news gathering and writing experience essential. Five thousand watt midwestern network affiliate. Include full details and state salary expected. Confidential. Box 985J, BROADCASTING.

Top salary for experienced copywriter. Forward details to KOEL, Oelwein, Iowa.

Copywriter—25-year old CBS affiliate offers real opportunity immediately for writer of copy that sells. Send complete information to Lloyd Loers, WTAD, Quincy, Illinois.

## Situations Wanted

### Managerial

Manager—sales manager, 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Desire change to larger station. Qualifications; assistant manager, program director, accountant, top flite announcer. 10 years experience. 2 weeks notice. Box 975J, BROADCASTING.

### Announcers

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

Experienced announcer, single, veteran. 25. Two years experience all phases. All replies answered promptly. Tape air check available. Box 666J, BROADCASTING.

Morning 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.

Announcer-control board. Limited experience. Heavy on news and commercials. Prefer east coast. Draft exempt, married. Disc available. Box 912J, BROADCASTING.

Here's a switch! Experienced college grad newscaster with top Hooper rated show on 5 kw wants to return to his first love, sports casting. No gadabout. Married, with family. No preference on size of station or community. Prefer warm climate. Box 920J, BROADCASTING.



## Situations Wanted (Cont'd)

**Absolutely** thoroughly experienced mature announcer available. News, morning show, staff. Box 930J, BROADCASTING.

**Announcer**, colored, excellent voice, promotional ideas, disc on request. Box 932J, BROADCASTING.

**Announcer**, 29, married, draft exempt. DJ ideas from polkas to pops. Can do all phases. Prefer midwest or south. Box 936J, BROADCASTING.

**Play-by-play**, sportscaster. Former well known college football, baseball, basketball player, heavyweight boxing and wrestling champion; professional playing, coaching, officiating, scouting. Member American Football Coaches Association. Personally acquainted with players, coaches, officials. In brief an exceptionally broad, technical, expert, authoritative working knowledge all sports. Excellent public relations, color, ad lib. Education: B. S., M. A. plus; majors: English, psychology, sciences, business administration and economics. Family man, sober, adaptable, dependable, mature. Draft exempt. Box 970J, BROADCASTING.

**Staff announcer**, newscaster, news-writer, continuity-writer. DJ and console operator would like a step up. Five years metropolitan newspaper and radio experience. Originated local news broadcasts in 280 thousand marketing area. Write Box 981J, BROADCASTING.

**\$100 base** will bring thoroughly seasoned, versatile announcer. Outstanding record on any type show including sports. Now with top-Hooper CBS affiliate. Desire change of climate. Prefer California, Oklahoma or Texas. Box 983J, BROADCASTING.

**Young married man** with auto desires So. Calif. position, either as straight newscaster or combo work. 1st phone. Over 16 mos. exp. all combo with heavy news. For tape, letter and photo, write Box 986J, BROADCASTING.

**Newsman**—Definite cut style of delivery, precise, authoritative; interested in promotion only. All inquiries answered. Box 987J, BROADCASTING.

**Announcer**—Six months experience. Available immediately anywhere. All replies answered promptly. Tape, photo available. Box 989J, BROADCASTING.

**Staff announcer**. Single, 28, currently employed. Two years experience, capable and sincere. Available two weeks notice. Box 991J, BROADCASTING.

**Sportscaster-baseball play-by-play**. Basketball, fights-announcer, control board operator. Draft exempt. Travel. Box 993J, BROADCASTING.

**Wanted**. New and permanent location by announcer with first class license. Married. Three and one-half years experience. Strong commercial and news. Good informal shows. Pleasing voice. Presently employed. Details, photo and disc upon request. Box 998J, BROADCASTING.

**Attention** New York, Jersey, Conn.—announcer three years experience available personal audition July 5-13. 27, family, draft exempt. Now employed but want to relocate. Have worked affiliate and independent. Operate board. Minimum \$75.00. Box 999J, BROADCASTING.

**Farm director**—Experienced farm writer and radioman who can put together and deliver interesting-timely farm programs. Now employed, interested in promotion only. Box 988J, BROADCASTING.

**Topnotch sportscaster**. 6 years experience doing play-by-play of high school, college and professional football, baseball, basketball and boxing. Network quality. Married and draft exempt. Excellent references. Box 5K, BROADCASTING.

**Announcer** 6 years radio. Seeking spot in east. Strong news, commercial, DJ. Draft exempt. Box 6K, BROADCASTING.

**Sportscaster**, radio, TV, major league baseball, football, basketball. Draft exempt. Box 7K, BROADCASTING.

**Announcer**—Capable, personable, news, sports, disc jockey. Control board operator. Draft exempt. Seeks station with opportunity. Travel short notice. Resume-disc available. Box 8K, BROADCASTING.

**Announcer**, capable, competent all phases program copy. Familiar control board operator. Single, draft exempt. B.A. Degree, English. Will travel. Disc-resume available. Box 9K, BROADCASTING.

**Hillbilly DJ**, staff announcer, 5 years experience, age 28, employed. Box 10K, BROADCASTING.

## Situations Wanted (Cont'd)

**Experienced** announcer-engineer will do either or both. Family, draft exempt, eastern section preferred. Box 19K, BROADCASTING.

**Morning man**, showmanship, deep voice, 6 years. Draft free. Anywhere. Telephone 705-W. Morganton, N. C.

**Specialist** in newscasting, news analysis; 25 years editor, reporter, publisher, copywriter. Veteran Wars I & II. Single. No liquor. Member Elks, Shrine. Churman. Pro athlete—football, boxing. Ex-Rotary president. Mixer. Height 64, weight 250. Physically perfect. Available three weeks. South only. Salary starting \$100 and car expense. University education. Karl Broadley, Portales Tribune, Box 779, Portales, New Mexico.

**Action please!** Competent, dependable announcer. Permanent for right station. Thoroughly experienced, network, indie. Married, draft exempt. Good disc jockey. Know music, jazz or sentimental. Sell music, not idle chatter. Reply to Gregory, 806 South St. Vrain, El Paso, Texas, stating salary, other particulars.

**Announcer-cbo**. Recent broadcast school graduate, desires experience opportunity progressive station. Dependable, married veteran. Resume, disc available. Paul Hamilton, 378 West End Avenue, New York 24, New York.

**Announcer-program director**: 7 years experience, all phases. Married, two children, northeast preferred. Write Bob Holmes, Lupinwood, Greenfield, Mass.

**Woman**, college trained, some experience. Specialties announcing, news, poetry, children's stories. Low voice. Willing, ambitious. Available. Madeleine McLean, 107 St. Botolph St., Boston 16, Mass.

**Announcer disc jockey** also studio, transmitter: experienced. First phone license, draft exempt. Waiting army discharge, ready July 1. Desire work within 100 miles of N.Y.C. Mr. Ed Mitchell, 528 East 29th Street, Paterson, N. J.

**Top experienced** announcer-engineer looking for permanent roost. Strong on DJ, news, MC, sports, telephone programs. Good mail pull. Good socko delivery with voice that sells the women. \$100 per week. Leave immediately. Wire or phone George E. Morey, 163 North West St., Carlisle, Pa. Phone Carlisle 2019W.

## Technical

**Holder first phone**, inexperienced, 44, wants technical position in northwest preferably. Box 931J, BROADCASTING.

**Northeast-midwest**: Licensed engineer, six years experience, exempt, without car. \$55 minimum. Permanent. Box 933J, BROADCASTING.

**Combo**. First phone. 6 months experience DJ, news, staff. Employed California. Vet. 23. Prefer east or south. \$70.00. Radio school. Box 937J, BROADCASTING.

**Chief engineer**: Qualified consulting engineer. Recently sold my business. Desire long term connection. No objection small station provided it has growing pains. Age 38, married, family. References. Minimum \$375. Box 961J, BROADCASTING.

**1st phone license**, colored, references, good education, single, veteran, travel, no experience. Box 962J, BROADCASTING.

**Engineer**—twelve years diversified experience broadcasting. First class license. Thirty. Family. Employed metropolitan New York. Seeks broadcasting or related work requiring imagination, creative ability, relief from stupefying routine. Highest references. Will relocate. Box 963J, BROADCASTING.

**Engineer GI**. First class phone. Extensive radio and TV training, seeking small west, southwest AM station employment. Box 973J, BROADCASTING.

**First class phone**, age 26, single, draft exempt, D.M.S.R.A. graduate, now employed, available two weeks. Box 11K, BROADCASTING.

**Chief engineer**, 14 years broadcast 250 to 5 kw. Last 4 years chief 5 kw. Married, family, car. Prefer east or southeast, but will consider anything with future. Box 980J, BROADCASTING.

**Engineer**—Veteran, married, one child, desire permanent position with progressive station in Ala., Fla., Ga. Presently employed. Have car. Box 984J, BROADCASTING.

## Situations Wanted (Cont'd)

**No theory whiz** but good practical engineer with over fifteen years experience as operator, assistant chief and chief engineer. Now employed. Desires permanent transmitter position with large station or will consider chief position in small progressive station. Box 990J, BROADCASTING.

**Chief engineer-announcer**. Available July. Not know-it-all, still learning. Two years experience, married, children, veteran. Presently employed \$100. Write Box 2K, BROADCASTING.

**1st phone**, veteran, single, now employed, salary, hours first contact. P. O. Box 1374, Cedar Rapids, Iowa.

**Twenty years** experience. Highly qualified. Permanent south, southwest. \$4800 minimum. Box 14K, BROADCASTING.

**Engineer** with 6 years experience in remotes, studio, all types of recordings. Vicinity of New York preferred. Will consider others. Car; married. Box 16K, BROADCASTING.

**Chief engineer** for seventeen years with same 5 kw network station desires change. Experienced all phases maintenance and from building of composite transmitter to directional operation. Remotes to janitor work. Record will stand closest inspection. Northwest or upper midwest only. Salary, size of station or city not important. No announcing. Box 20K, BROADCASTING.

**Radio-telephone** first class. Radio school graduate. Single. Draft exempt. Presently employed. Prefer the west. P. O. Box 212, Hollywood 28, California.

## Production-Programming, others

**Program director** or announcer-enter-tainer 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.

**Copy**, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

**Newscaster-editor**. Four years experience, including 2½ years air work. Currently employed network news-room. Seek return to broadcasting. College journalism degree. Draft exempt. Box 899J, BROADCASTING.

**Newsman**, two years newspaper experience. Two years radio news experience. Can write, edit, read authoritatively. Also interested in daily sports program and sports play-by-play. One year staff experience. Box 964J, BROADCASTING.

**Experienced**: Radioman in regional independent net stations. Presently employed as news editor-program director. 3½ years rounded experienced in all but sports department. Prefer changing to class A or B station in or near metropolitan area as staff announcer or newsman. Box 976J, BROADCASTING.

**PD** put station on air and in black. Looking for bigger job. Box 995J, BROADCASTING.

**Program director**. Experienced. 14 years in radio—all phases including sales. With present company 10 years. Among top stations in country. No further chance for advancement. 31, family man. College. Can't move for less than \$200 weekly. Interested only in progressive station with good future. Box 3K, BROADCASTING.

**Newscaster-editor**: Authoritative, personable delivery. 5-years radio news: rewriting, reporting, broadcasting. Plus previous newspaper experience. Degree. Family. Dependable. Want 1st-rate News Conscious station. Now employed international broadcasting. Highest references. Box 4K, BROADCASTING.

**Program director-manager** of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Robert Williams, 1445 N. Minneapolis, Wichita, Kansas.

(Continued on next page)

# FOLDING MONEY FOR FM EQUIPMENT

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

Maybe we can trade you some AM equipment?

We Want—

REL 646 FM receivers

Any make of STL equipment

Music record libraries

New, spare transmitting tubes

Microphones, consoles, turntables

AM frequency monitors

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

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

Available now . . . immediate delivery

General Electric YDA-1 noise and distortion meters, brand new, at \$300.00 each

General Radio AM modulation monitors, brand new, \$475

# ELECTRONIC SERVICE CORPORATION

431 West Jefferson

Louisville, Kentucky

Steve Cisler

of WKYW

Clay 4811



## Situations Wanted (Cont'd)

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Married, two children. Box 13K, BROADCASTING.

Program director—Eleven years radio experience. References. Draft exempt. Married. Available on three weeks notice to present employer. Box 212, Los Angeles 28, California.

## Television

### Announcers

Television newscaster-narrator desires permanent change. Northeast only. Family man. Disc, photo, references. Box 15K, BROADCASTING • TELECASTING.

### Technical

Interested in TV cameraman, taking SRT course, will consider all offers as I am a beginner and willing to learn. I have a keen knowledge of sports and draft exempt. Box 992J, BROADCASTING • TELECASTING.

### Production-Programming, others

Commercial office man, handle sales, purchasing, credit, film correspondence, personnel records. Now TV employed. Radio commercial office background. Details. Box 974J, BROADCASTING • TELECASTING.

Topnotch radio man desires switch to TV. Six years experience in production, direction, promotion, engineering, sales. Excellent program ideas. What can you offer? Box 982J, BROADCASTING • TELECASTING.

## For Sale

### Stations

Southern, network 250 w. Fulltime station. Outright sale including property and building. Located in fastest growing market in the south. A real money maker. Box 969J, BROADCASTING.

For sale—Established network station in highly desirable southwestern city. Station enjoys high Hoopers and large gross. Profits are satisfactory. Owner developing new, larger property. Will gross \$150—\$200,000 this year. Sharply higher than last year. Priced for quick sale—\$97,500. Box 996J, BROADCASTING.

### Equipment etc.

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

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.

Truscon H-30 2950 foot tower GE 2-bay FM antenna. 1 kw GE FM transmitter, limiter, Magnecorders. 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.

For sale: 3 kw Federal FM transmitter with GE frequency and modulation monitor. Box 967J, BROADCASTING.

For sale—RCA radio mike BTP-1A. Good condition. Used only eight hours. \$175.00 complete. Box 1K, BROADCASTING.

## For Sale (Cont'd)

For sale—One 250 Raytheon transmitter in excellent condition. Used 2 years before switching to kilowatt. Extra set of new tubes. \$1800. KWED, Seguin, Texas.

Presto 6-N Ser. No. 1963 recorder in 1-B case. Excellent condition. Choice of inside or outside feedscrews. \$325.00. Alvo Recording, 51 W. 3rd St., Williamsport, Penna.

Western Electric type 23C studio console with power supply. Good condition. \$400 F. O. B., Boston, Mass. WBZ, Boston, Mass.

Complete equipment for 1 kw FM station including REL transmitter, monitor, console. Write for complete inventory. WJJW, Wyandotte, Michigan. Ready now.

Radio Craftsmen RC-10 AM-FM tuners. New. Factory warranty. Limited quantity. Special price \$110.00, cash with order. Companion RC-2 amplifiers. 10 watt 500 ohm output. \$35.00. Alvo Recording, 51 W. 3rd, Williamsport, Penna.

Microwave equipment. Three General Electric TL-1-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for studio-transmitter video links. Also one 240 foot and one 200 foot guyed relay towers. One General Electric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

For sale—PT900R1 Presto portable tape recorder, used as demonstrator approximately 15-20 hours, 50 ohm inputs; Brook 10D 30-watt amplifier; Altec 323B amplifier; Presto L2 play-back amplifier-speaker unit; two 6N recording cases; new PT6-EL loop mechanism; new PT6 MA case; Presto 10A turntable; Presto 6N disc recorder. All in good condition. Shipping charges COD. Mastertone Recording Company, Box 1060, Des Moines, Iowa.

## Wanted to Buy

### Equipment etc.

Wanted—Used studio console. Must be in good condition. KSWA, Box 749, Graham, Texas.

Will buy any good one kw transmitter, air cooled. Contact KTRN, Wichita Falls, Texas.

Want to purchase 1 kw or 3 kw FM transmitter without accessories. Quote price first letter. L. Riddle, Chief Engineer, WDSU, 520 Royal Street, New Orleans.

## Employment Service

### RADIO PERSONNEL

Wanted: topflight announcers Morning DJ personality, engineers combination engineer-announcer salesmen, copywriters boys or girls. Top stations. Top pay.

### BERT ARNOLD

Keene Road,  
Clearwater, Florida

I am placing better men with better stations everywhere every day.

# Milestones



► WKNE Keene, N. H., has started its 25th year of broadcasting. An anniversary booklet issued for the celebration traces the growth of the station from a 10 watt to its present status as a 5 kw CBS affiliate. A contest, "What Radio Means To Me," is being run among local schools with a first prize of 25 silver dollars. Also being celebrated is the dedication of WKNE's new Westinghouse transmitter.

\* \* \*

► Hershey Hirsimaki, transmitter engineer for WGAR Cleveland, has marked his 22d anniversary in radio.

\* \* \*

► WNHC-TV New Haven completes its third year of operation today (Monday), and planned to celebrate with a half-hour birthday party telecast featuring station talent and local and state business and political leaders. Coincident with the anniversary observance, President Patrick J. Goode announced the purchase of property, adjacent to the WNHC-TV studios, for construction of additional office and studio space.

\* \* \*

► WSAI Cincinnati's *Junior Town Meeting* closed its eighth season May 15 with a trans-Atlantic broadcast. During an average season, 31 schools participate in the youth program series. The John Shillito Co. has been the sponsor of the program since its beginning in 1943. The company uses only institutional-type commercials.

\* \* \*

► U. S. Marine Band from Washington last Saturday trumpeted the 20th anniversary of its program, *Dream Hour*, on NBC. The anniversary program featured congratulatory messages from Joseph McConnell, NBC president, and Ken Banghart and Norman Broken-

shire, NBC staffers on the Marine Band program early in their careers.

\* \* \*

► KPOR (FM) Riverside, Calif., is increasing its power from 10 kw to 120 kw as its AM affiliate, KPOR Riverside, enters its 10th year of service.

\* \* \*

► CHNS Halifax last month celebrated its 25th anniversary and growth from a 100 w station to a 5 kw station. Special programs and local promotion marked the event.

## Lightning Hits WKRS

WKRS Waukegan, Ill., was off the air one and one-half hours last Monday after lightning hit the transmitter and burned out several condensers. The station, instead of going on the air at 8 a.m., went on at 9:30. The transmitter, repaired by Engineer Murphy D. Hunnicutt, was returned to service at a reduced power with temporary parts until new components were flown in. Station is owned by the Waukegan News-Sun and managed by Joseph B. Kirby.

## Fashion Note

FCC COMR. Frieda B. Hennock, whose tastes in fashion are impeccable, dressed in a cowgirl costume to attend an outing given a short time ago by Sen. and Mrs. George W. Malone (R-Nev.) near Washington. Miss Hennock's appearance on the occasion was described graphically by George Dixon, columnist for King Features Syndicate. Mr. Dixon reported that Miss Hennock "looked like a horse-borne Dagmar."

# TWO

**California Regionals**  
**One Network—Other Independent**  
**Either Station — \$175,000.00**

### Independent

Located in one of California's richest agricultural and manufacturing areas, this fulltime independent is well established—doing large volume—only fair profit which can be increased with minor adjustments. Stock or physical assets available and there are advantages either way which we can discuss. Ideally located for year-round living. Price \$175,000.00—half cash, balance three years.

### Network

Likewise in rich location—beautifully equipped—good network affiliation—high annual gross—excellent yield on investment. Growth factor is steady and economically sound. Competition average. Ideal for two partners. Price \$175,000.00 with majority at time of sale.

## BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Harold R. Murphy

Ray V. Hamilton

Washington Bldg.

Tribune Tower

235 Montgomery St.

Sterling 4341-2

Delaware 7-2755-6

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**



## Programs, Promotions

(Continued from page 87)

over city while he dropped hats with red, white and blue streamers. Lucky finders received new hats from merchant whose name was attached to old hat. Station reports straw hat sales were up for every participating merchant, that 70% of hats were returned, and school children had three-color streamers at school.

### GREETING TO ENGLAND

WORK York, Pa., prepared quarter-hour recorded program describing York's general culture and industry with greetings from mayor and other civic leaders, which mayor took on trip to England for presentation to his British hosts. Mayor making trip to repay visit made last year by mayor of York, England. Recording prepared under direction of Glenn Brillhart, YORK news director.

### SPORTS SCOREBOARD

KSTP-TV Minneapolis-St. Paul, Minn., *Horner's Scoreboard*, Mon.-Fri., 11-11:05 p.m., sponsored Thurs. by Muntz TV. Station's sports director, Jack Horner, gives run-down of last minute scores, listed on blackboard. Headline sport stories are sometimes included.

### TOUGH PROMOTION

RADIO SALES (radio and TV station representatives), CBS, New York, sending advertisers folder with rough sketch of tough-looking character on cover with red letters asking, "Tough?" First inside pages show white lettering on red background with tough-looking character again shown, this time with gun, and caption, "The tough customers are easy marks for Eddie Drake." Last pages have picture of tough character face-to-face with Eddie Drake, and headline says "The tougher the better. . . ." Copy tells about *The Cases of Eddie Drake*, TV film program, and gives information on actors and scripts.

### LOWING BUS CARDS

MGM New York installing promotion cards using new luminescent ink screen process called "dayglow" on Fifth Avenue buses to highlight station sports programming. Ten thousand window streamers have been sent to drug stores pointing up Personna Precision Blades' sponsorship of *Today's Baseball*. Other streamers announcing *The Jackie Fields Show* on display in grocery stores selling Hovis bread, and others in retail stores to advertise *Warm-up Time* for TruValen's wear.

### NEWSPAPER TELECAST

PHO-TV Phoenix, Ariz., telecast printing of local newspaper, starting in city room and chats with columnists, sports writers, managing editor, publisher and others in

editorial department. Cameras followed copy as it went through chute to composing room with explanation of each process, then into press room where final run took place.

### AD REPRINTS

WTRY Albany-Troy-Schenectady, N. Y., sending trade piece with bright yellow cover and phrase: "We've shouted it from the house-tops." Inside are reprints of four ads of series appearing in BROADCASTING • TELECASTING, each ad pointing out different and unusual facts about station and market.

### BASEBALL TRYOUTS

KRNT Des Moines has begun preparation for sponsoring its statewide Fourth Annual KRNT-Cubs Baseball Tryout Camp and Talent Hunt to be staged July 13-21 in Pioneer Memorial Stadium, Des Moines. Station conducts camp in cooperation with Chicago Cubs, which will send scout-coaches. Al Coupee, KRNT sports director, manages event.

### 'PROMOTION PLUS'

WDSU New Orleans sends trade and advertisers promotion describing "Promotion Plus" packages offered sponsors through station's dealer calls, all types of advertising, courtesy announcements, dealer mailings and local and national publicity.

### SENDS MARKET ANALYSIS

WLAW Lawrence and Boston mailing agencies and advertisers four page pamphlet presenting data on its four-state market. Front cover shows air view of Boston, and back cover has station coverage map.

### STATION NEWSPAPER

WCCO Minneapolis-St. Paul, Minn., sending 15,000 families copies of periodically published paper, *WCCO News Parade*. First and last page has news of station with information and pictures about programs, stars, contests and special columnists. Inside spread utilized by food chains for advertising.

### The Sign-Off

HIGH school youngster in Muskegon, Mich., capped a busy day (May 24) that began at 5 a.m. and consisted of clipping dispatches from the teletype and helping to select news for WKNK while visiting there to study news handling, by receiving reward of announcing WKNK's sign-off. The weary journalism student's brief announcement: "This is Radio Station WKBZ signing off." WKBZ is 1 kw ABC affiliate operating on 850 kc, whereas WKNK is a 5 kw daytime and 1 kw nighttime MBS affiliate operating on 1600 kc. Both are in Muskegon.

## book reviews

TELEVISION AND ELECTRONICS AS A CAREER. Edited by Ira Kamen and Richard H. Dorf. John F. Rider Publishing Co., 480 Canal St., New York, 13.

THIS book, to be published in September, deals with persons active in the fields about which they themselves write. The editors have experience in both television and the broad field of electronics. Mr. Kamen is TV director for the L. S. Brach Corp., and Mr. Dorf is a TV consultant.

Co-authors include R. W. Peterson, assistant manager of the electronics division, Admiral Corp.; J. R. Poppele, vice president, WOR New York; William Bohlke, merchandising coordinator, RCA Service Corp., and Mr. Kamen.

Persons who have made television industry history are profiled in the first chapter. Remaining chapters cover numerous phases of the entire industry.

RADIO AMATEUR'S HANDBOOK, 28th Edition. Published by American Radio Relay League, West Hartford, Conn. 768 pages. \$2.50.

LONG recognized as the standard manual of amateur radio communications, this 27-chapter book covers

the field from basic fundamentals to latest techniques in equipment design and construction. The manual can serve as a text, reference or constructional guide.

The first four chapters cover amateur history, electrical laws and circuits, vacuum tubes and high-frequency communication.

The high-frequency transmitter section lays emphasis on TV interference and its elimination. Two completely new chapters cover design types of radiotelephone transmitters and mobile techniques.

More extensive treatment is given antennas and transmission lines and microwave techniques.

UHF TELEVISION AND UHF-VHF TUNERS NOTEBOOK. By Edward M. Noll. Paul H. Wendel Publishing Co., P. O. Box 1321, Indianapolis. \$1.

THIS notebook provides "practical information supplemented with circuit schematics (diagrams), block diagrams and specific data on commercial tuners and proposed allocations of VHF-UHF channels. . . ."

Mr. Noll also has prepared *Television for Radiomen* and *Color Television Notebook*.

### Chile Cites Program

FIRST certificate of its kind ever extended to a foreign radio broadcast was meted out to the U. S. embassy in Santiago, Chile, for a program produced by the radio section of the United States Information and Education branch. Comparable to Hollywood's Oscars, the award (Caupolicán) carried a certificate lauding it as "the outstanding radio broadcast in Chile during 1950." Presentation was made during a banquet honoring top radio, TV and theatrical performances of last year. Program is titled *La Cadena de la Amistad*.

### Western Union Income

NET income of \$346,495 in April 1951, after provision of \$281,000 for federal income taxes, has been reported by Western Union Telegraph Co. Net income in April 1950, with no provision for income taxes, amounted to \$375,054, with an additional profit from the sales of real estate under lease-back arrangement of \$251,464, the announcement said. Gross operating revenues for April 1951 totalled \$15,788,307, a \$1,463,692 increase over April a year ago, it said.

AMES HARPER, representing WEMP Martinsburg Manager Les Golliday, presented membership in National Academy of Broadcasting Foundation by Mrs. Fred Eutzy, chairman of home and garden department of Women's Club of Martinsburg, who commended station's public service programming.

**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



## SALES GAINS

### Will Taper Off, NSE Says

SALES gains among hard and soft goods will taper off during the last part of 1951, although sales executives expect an 18.6% increase in business for the whole year, according to a study conducted among 100 leading firms by the National Sales Executives released June 1.

The tapering-off pattern is particularly apparent among sellers of civilian hard goods (radio-TV receivers, household appliances). While they anticipate a total gain of 27.7% for 1951, quarterly sales are expected to slacken off from 40% first-quarter increase over corresponding periods of 1950 to 19.3% for the third quarter.

With respect to inventories, 44.4% of hard goods suppliers said they were higher than normal, with the remaining 55.6% carrying lower-than-normal stocks. Only a handful of sales executives reported any noticeable trend in the shift of employees from selling to defense plant work.

### Visits U. S.

FOUR-MONTH study of American radio and television techniques has been undertaken by Jacob den Daas, co-director of AVRO Hilversum, Netherlands station, who arrived in the United States May 23. Mr. den Daas now is on a tour of broadcasting centers throughout the United States.

Advertisers frequently  
consider shifts

in media. Your  
advertising in

Printers' Ink  
strengthens your

"consumer franchise"

with the leading

buyers of

advertising and

so keeps them

sold on you.

## allied arts



**DON MACK** named Chicago regional TV sales manager, Filmmack Trailer Co., Chicago, TV film production firm. He has spent last three years working in production.

**AL J. MADDEN**, export manager Pacific Brewing & Malting Co. (Wieland Beer), S. F., to Frederic W. Ziv Co., radio show packager, as Northern California sales representative.

**RICHARD S. ROBBINS Co.**, N. Y., package owner of *Win Neighbor Win*, giveaway show, appoints Azrael Adv. Co., Baltimore, to syndicate show.

**JOHN P. FOSTER**, Ford Bond Radio Productions, commissioned second lieutenant in New York National Guard and assigned as assistant public information officer, 42nd Infantry Div.

**PROMOTIONS UNLIMITED**, N. Y., established by **DUSTY MILLER** and **JUDY SHEPARD**, to provide low-cost promotion programs for actors "on the way up." Firm offers anything from simple mail campaigns to full-scale promotion. Offices located at 550 Fifth Ave., N. Y., Plaza 7-6454.

**RICHARD S. ROBBINS Co.**, N. Y., expanding to include functions of package agency. Firm offering TV merchandise quiz show, *My Neighbor's Name*.

**PALMETTO NETWORK**, chain of 14 stations in six southern states, signs three-year \$474,000 contract with **CHARLES MICHELSON Inc.**, N. Y. transcription firm, for 12 programs.

### Equipment . . .

**ALBERT J. ROSEBRAUGH**, radio sales manager for Philco Corp., Philadelphia, named manager of distribution. **JOHN J. MORAN**, special television representative of firm, named radio sales manager. **JOHN L. UTZ**, manager of Philco Atlantic division, appointed special television representative.

**HOWARD L. LETTS**, controller of RCA's record department, to newly created post of assistant manager of department.

**A. B. CLARK**, vice president Bell Telephone Labs, moved to new post coordinating all Bell System laboratory programs. **Dr. JAMES W. McREA**, director of transmission development, appointed vice president in charge of system's development organization. Other department heads, under Mr. McRea, include **G. W. GILMAN**, director of systems engineering; **G. N. THAYER**, director of transmission development, and **M. B. McDAVITT**, who continues as director of switching development.

**GEORGE L. CHAPMAN**, district sales manager for Magnavox, Boston, appointed assistant service manager of firm, Fort Wayne, Ind.

**HENRY T. ROBERTS** named vice president of Majestic Radio & Television Div., Wilcox-Gay Corp., Chicago and Charlotte, Mich., in charge of private-brand contract sales and recording product sales. He has been with J. P. Seeburg Corp. and U. S. Radio & Television Corp.

**JOHN T. HOLLERAN**, manager of Fort Edward Plant, General Electric Co., appointed manager of Fort Edward and Hudson Falls operations of company's transformer and allied products division, in charge of sales, engineering, manufacturing and financial operations.

**COL. JOHN R. HOWLAND**, director of product research Stewart-Warner Corp., Chicago, elected president Chicago Chapter Armed Forces Communications Assn.

**PHILCO Corp.**, Philadelphia, and **CHICAGO TRANSFORMER Corp.**, Chicago, announce new transformer which saves 25% in critical materials, yet which provides improved efficiency with reduced size and weight.

**BELL TELEPHONE LABS**, Murray Hill, N. J., placed in operation "master timekeeper," expected to vary less than one ten-thousandth of a second per day, or a precision of one second in 30 years. Vibrations of four quartz crystals control frequency of special electric current with precision of one part in a billion. Apparatus used to monitor or regulate equipment for coaxial cable and radio relay television and telephone networks, according to company. Radio broadcast switching clocks also are controlled by device.

**DAVEN Co.**, Newark, N. J., announces video distribution network which provides means of dividing output of single source into from one to five bridging amplifiers for video program distribution.

**TECHNICAL APPLIANCE Corp.**, Sherburne, N. Y., announces channel converter designed to combat problem of signal strength losses in community master antenna systems. Unit converts higher-channel signals to low-channel band. For example if Channel 13 is operating where only other TV station is on Channel 4, converter, located at master antenna site, converts signal to Channel 2 and then transmits it through cables.

**RCA Tube Div.**, Philadelphia, announces fingertip wrench as part of new promotion campaign. Wrenches are used when dealer or serviceman is working in "tight spots."

### Technical . . .

**LOUIS J. KLEINKLAUS**, studio supervisor WQXR New York, appointed chief engineer. **ATHAN COSMAS** named engineer in charge of transmitters.

**JACK SCOTT**, KSTM Stockton; **CLAIR STARKEY**, KNBC San Francisco; **GEORGE PALMER**, KFRC San Francisco; **TOM PERATA**, KVS San Mateo, and **PAUL SCHULZ**, engineering staff at Hunters Point, S. F. all to KSFO San Francisco engineering staff.

**HOWARD ELLIOTT**, WGN Chicago to WFJL (FM) same city as chief engineer, replacing **JAMES J. KRAKORA**, who has joined Motorola.

**ED BENHAM**, assistant chief engineer KTTV (TV) Hollywood, on three weeks tour to study technological advances made by stations in major eastern cities.

**TONY DE SALA**, engineer WSP Paintsville, Ky., to WDYK Cumberland, as engineer.

**CHARLES T. ANSON**, KFRC San Francisco, and **WAYNE CARSON**, KELS Kelso, Wash., to KCBS San Francisco engineering staff.

**H. E. S. HAMILTON**, technical liaison officer and network supervisor engineering department Canadian Broadcasting Corp., Toronto, to chief defense co-ordinator for CBC.

**EMIL TROJAK**, chief engineer KME Monterey, Calif., **WALTER STEVART**, KJR Seattle, **RAYMOND BRADY**, Consolidated Aircraft, L. I., **DICK HAAG**, KHUB Watsonville, Calif., and **FRANKLIN ROBERTSON**, KGO San Francisco, to KPIX (TV) San Francisco engineering department.

**VICTOR LEISNER**, engineer WNB (TV) Washington, resigns to go in private business.

**JOSEPH W. CONN**, chief engineer KTTV (TV) Hollywood, developing an 18-inch periscope lens which will allow TV cameras to shoot over closely-assembled crowds. He expects to have first lens in operation within three weeks.

**ARNOLD LAKRITZ**, engineer WCC Greensboro, N. C., resigns to join Army.

**THOMAS G. (Jerry) BURGESS**, chief engineer-announcer KCID Caldwell, Idaho, resigns to attend Idaho State College, Pocatello.

### Summer Seminar

**DR. ARNO G. HUTH** will conduct a "Seminar In International Broadcasting" at the New School for Social Research in New York for seven weeks beginning June 1. The seminar will be devoted to basic research and creative work and is designed for professional and advanced students particularly interested in international relations, international information and communications.

A CHAS. MICHELSON H

"Blackstone" MAGIC DETECTIVE

15 MIN. TRANSCRIPTION MYSTERY SHOWS

for particulars  
**Charles Michelson, Inc.**  
15 WEST 47th ST., NEW YORK 19



## NARTB Board Action

(Continued from page 23)

Cheyenne, Wyo. The committee is seeking to secure modification of the rules covering operators-announcers. It is working under board authorization and a \$5,000 fund. Bernard Koteen has been retained as special counsel.

Other members of the committee are Marshall Pengra, WATO Oak Ridge, Tenn., and Harold Essex, WSJS Winston-Salem, N. C.

Action on the idea of weighing audience measurement techniques was taken after Dr. Kenneth H. Baker, NARTB research director, had reported on work of the Special Test Survey Committee. A special board committee earlier had reviewed findings of the test survey committee [BROADCASTING • TELECASTING, March 5].

### Research Sidestepped

The board "highly commended" the special committee for its "thorough and comprehensive analysis and report on the subject of audience measurement." However, the board felt NARTB was not "an appropriate agency to pursue or sponsor the recommendations."

It went on to recognize "the confusion which exists in the field of audience measurement and the desirability of greater standardization in this area of research and is hopeful that through some appropriate agency the recommendations of the Special Test Survey Committee will be carried forward."

After that pat on the back the board left the project dangling without financial support.

The combined boards instructed NARTB staff officers "to be alert" in respect to efforts to restrict or eliminate coverage of baseball and other sports "with the objective that the opportunity of presenting such broadcasts may not be precluded by the adoption of any unreasonable restriction." Management also was directed to set up a committee of broadcasters and to offer NARTB services as a liaison group with organized baseball to work out common problems. Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, met with the combined boards Wednesday noon. He discussed legislation designed to exempt baseball from antitrust laws. Sen. Johnson is president of the Western League and author of a bill (S 1526) designed to free baseball of antitrust measures.

NARTB's budget for the fiscal year started last April 1 was reviewed after the finance committee reported on association monetary matters. The budget was reduced from \$517,000 to \$511,000 as a result of the front-office realignment. The TV budget is built around a \$150,000 goal, if the anticipated membership is achieved. Finance committee members are William B. Quarton, WMT Cedar Rapids, Iowa, chairman; William A. Fay, WHAM Rochester; Ben Strouse, WWDC Washington; Robert D. Swezey, WDSU-TV New Orleans; Mr. Essex.

Decision was reached to screen applicants for associate memberships carefully. A membership committee is to report back to the board before admission is granted.

### IAAB Report Given

Gilmore N. Nunn, WLAP Lexington, Ky., former board member, reported on the Second General Assembly of the Inter-American Assn. of Broadcasters. He and Judge Miller were U. S. delegates to the IAAB meeting last March. Mr. Nunn urged more effective support of IAAB activities. The board commended his work on behalf of the industry and IAAB.

Judge Miller was authorized to oppose the Benton Bill (S 5179) which proposes creation of a citizens' radio and television council designed to appraise and influence programming.

Total membership of 1,461 was shown in a report submitted by C. E. Arney Jr., secretary-treasurer, a net increase of 11 active members since Jan. 19. The number of AM members increased from 953 to 968 during the period.

Stations admitted into membership were KCNO Alturas, Calif.; KDAN Oroville, Calif.; KIUN Pecos, Tex.; KSIB Creston, Iowa; KUBC Montrose, Col.; WDAD Indiana, Pa.; WDOK Cleveland;

## Arney's Prophecies

EARLY last year when C. E. Arney Jr., NARTB secretary-treasurer, was estimating the 1950 convention budget he figured income (registration, extra tickets, exhibit space, etc.) would total \$53,000. Auditor William L. Walker has just found the income actually was \$54,896. Mr. Arney estimated expenses at \$47,575. They proved to be \$49,839. He estimated the budget for meals at \$18,500. The figure turned out to be \$18,500.58.

WEEB Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WMVG Milledgeville, Ga.; WWSR St. Albans, Vt.

A report by the Station Relations Dept. covering the Nov. 1-May 31 period showed the two traveling representatives called on 566 stations, of which 354 were non-members and 212 members, in 165 cities and 19 states. As a direct result, 101 stations joined NARTB.

President William B. Ryan, of BAB, reported on activities of the sales promotion agency since the February board meeting. BAB was separately incorporated last winter and is to be divorced completely from NARTB next April 1. Since last April 1 BAB has been receiving 30% of station dues, unless stations elect not to take BAB service in which case they get a 30% discount.

### Ryan Commended

The board adopted a resolution commending Mr. Ryan and BAB.

Mr. Ryan reported to the board that the first job radio must do is learn the basic values of the medium. He explained radio is "selling on minimum value because it doesn't know the real value." He said original research must be done, with BAB already analyzing material supplied by audience measurement organizations.

BAB's future projects include establishment of an adequate library on radio, control tests on merchandising, and staging of sales and copy-writing clinics.

Broadcasters must do all within their power to see that their stations have the best possible programming—both commercial and public service—to awaken their respective communities to the medium's social forces, Mr. Ryan said.

As to finances, he said BAB is living within its limited income and will continue to operate that way. However, he warned that if it is to do an effective job it must have greater industry support.

A board invitation to send a BAB representative to all district meetings for sales consultations was accepted by Mr. Ryan (see district meeting story page 39).

The TV Board, which met separately Monday and Tuesday morning, joined the Radio Board Tuesday noon, with meetings closing Wednesday afternoon.

Among TV Board proceedings

was a discussion of the program standards meeting to be held June 22 in Washington [BROADCASTING • TELECASTING, May 21]. FCC Chairman Wayne Coy and Sen. Johnson are to address this television session. The NARTB Research Dept. is preparing an analysis of program logs.

President Fellows was asked by the TV Board to prepare and submit to it at a June 21 Washington meeting his recommendations for staffing of the TV organization under Mr. Brown. A detailed report on TV legal and legislative activities was given by Mr. Brown, with emphasis on the FCC's proposed allocation of channels. Mr. Brown has registered as a lobbyist. His salary was set at \$15,000.

TV directors will spark a video membership campaign based on personal solicitation of non-members.

Eugene S. Thomas, WOR-TV New York, presided at the TV meetings as chairman of the TV Board.

All TV directors were present except Campbell Arnoux, WTAR-TV Norfolk; Chris J. Witting, DuMont Television Network; Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth.

AM directors absent from the meetings were James D. Shouse, WLW Cincinnati, and Patt McDonald.

Next meeting of the combined boards will be held in Washington in late November or in December.

Mr. Jack Pitluk

Pitluk Advertising, Inc.  
San Antonio, Texas

Dear Jack:

You Texas fellers is allus inter'sted in th' biggest an' best, so lissen while I tells yuh 'bout WCHS here in Charleston, West Virginny! They's five radio stations in town, Jack, but ole WCHS has 43.1% uv th' audience 'cordin' ter th' latest Hooper! In fact, th' percentages goes up as high as 56.2% on Monday nights! An' 'member, this is jest fer th' city and immediate surroundings! Hit don't include th' big bonus audience reached 'most exclusively by WCHS' 5000 watts day an' night! That's th' sorta thin's folks likes you orta keep in mind!

Yrs.  
Alay

WCHS  
Charleston, W. Va.

### TOPS THE FIELD

FROM 8 A. M. TO NOON

WIBA 38.0

"B" 20.3

"C" 13.5

"D" 12.1

"E" 6.5

"F" 3.0

MON. THRU FRI., JAN.-MAR. 1951  
BY HOOPER

WIBA  
MADISON  
WISCONSIN

NBC

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 ... ESTABLISHED 1925



## Non-Docket Actions . . .

### AM GRANTS

Rapid City, S. D.—The Heart of the Black Hills Station. Granted 1340 kc, 250 w, fulltime; engineering conditions. Estimated construction cost \$17,500. Applicant is licensee of KDSJ Deadwood, S. D. Granted June 6.

Portland, Ore.—Bestrs. Oregon Ltd. Granted 1410 kc, 1 kw, daytime. Estimated construction cost \$9,500. Applicant is licensee of KPFM (FM) Portland. Granted June 6.

Wheatland, Wyo.—William C. Grove. Granted 800 kc, 1 kw, daytime; engineering conditions. Estimated construction cost \$19,600. Mr. Grove owns 16% KFBC Cheyenne, Wyo., 11% KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., 50% KSID Sidney, Neb. Granted June 6.

Kingsport, Tenn.—Sullivan County Bestg. Co. Granted 1320 kc, 1 kw, daytime; engineering conditions. Estimated construction cost \$18,000. Cy N. Bahakel, individual owner, is licensee of WKOZ Kosciusko, Miss., WABG Greenwood, Miss. and previously held 1/3 interest in WCLD Cleveland, Miss. Granted June 6.

Hornell, N. Y.—Hornell Bestg. Corp. Granted 1480 kc, 1 kw, daytime; engineering conditions. Estimated construction cost \$19,131.23. Principals are President Maxwell V. McCarthy (20.4%), owner General Insurance and president part-owner Hornell Fruit & Vegetable Co.; Vice President Donald L. Sellers (20.4%), station manager WLEA Hornell; Secretary-Treasurer Preston M. Rittenhouse (18.4%), program director WLEA; Thomas F. Kinney (20.4%), owner men's clothing store; Kenneth J. Beckerman (20.4%), president-general manager Hornell Wholesale Grocery. Granted June 6.

Montevideo, Minn.—Midwest Bestg. Corp. Granted 1450 kc, 100 w, fulltime; engineering conditions. Estimated construction cost \$19,985. Principals are President Edmond R. Donahue (6.66%), retail jeweler; Herbert E. Nelson (25.33%), part owner KMBU Breckenridge, Minn.; Don H. Bower (25%), part owner KMBU; Tom E. Davis (25.33%), part owner KMBU. Granted June 6.

WERH Hamilton, Ala.—Granted

# FCC roundup

New Grants, Transfers, Changes, Applications



## Box Score

Summary of Authorizations, Stations on the Air, Applications

SUMMARY THROUGH JUNE 7

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,276	2,239	144		269	141
FM Stations	651	532	135	1*	8	4
TV Stations	107	74	35		410	171

\* On the air.

**CALL ASSIGNMENTS:** KDLM Detroit Lakes, Mich. (Detroit Lakes Bestg. Corp., 1360 kc, 1 kw, day); WBAM Montgomery, Ala. (Deep South Bestg. Co., 740 kc, 250 w, day); WLFH Little Falls, N. Y. (Rock City Bestrs., 1230 kc, 100 w, fulltime); KEGW Englewood, Col. (The McMa Agency, 1220 kc, 1 kw, day); KABR Aberdeen, S. D. (Aberdeen Broadcast Service, 1220 kc, 250 w, day); KSFV Burbank, Calif. (Broadcasters of Burbank, 1490 kc, 250 w fulltime); KWCB Searcy, Ark. (White County Bestg. Co. Inc., 1300 kc, 1 kw, day); WADE-FM Wadesboro, N. C. (R. P. Lyon & Son, 95.9 mc, 285 w, fulltime); WORZ-FM Orlando, Fla. (Central Florida Bestg. Co., 100.3 mc, 18.5 kw, fulltime); WPJB Providence, R. I. (Changed from WFCD); WPJB-FM Providence, R. I. (Changed from WPJB (FM)); KATY San Luis Obispo, Calif. (Changed from KMNS); KMOR Oroville, Calif. (Changed from KDAN); KPUY Puyallup, Wash. (Changed from KPWN); KRLW Walnut Ridge, Ark. (Changed from KOCP); KWIK Pocatello, Idaho (Changed from KEIO).

switch in facilities from 1 kw to 5 kw on 970 kc and install new transmitter. Granted June 6.

### TRANSFER GRANTS

KWEW Hobbs, N. M.—Granted assignment of license from W. E. Whitmore to KWEW Inc., owned 99.98% by Mr. Whitmore. No monetary consideration. Granted May 23.

## New Applications . . .

### AM APPLICATIONS

Ft. Walton, Fla.—WFTW Inc., 1490 kc, 250 w, fulltime (requests assignment of call letters WFTW); estimated construction cost \$9,285; first year operating cost \$25,000; first year revenue \$35,000. Principals are President George E. Mead (31%), chief engineer and 10% owner of WBSR Pensacola, Fla.; Vice President and General Manager Boris Mitchell (31%), program director for WBSR; Treasurer Leonard Zepp (31%), engineer-announcer for WBSR; Secretary Kirke M. Beall (7%), attorney, formerly 10% owner of WBSR. Filed June 6.

La Grange, Ga.—Chattahoochee Bestg.

## FCC Actions

(Continued from page 89)

### Applications Continued:

Mod. CP new FM station for extension of completion date.

WEPM-FM Martinsburg, W. Va.—Same.

### License Renewal

Following stations request renewal of license: KDIA Auburn, Calif.; KAFP Petaluma, Calif.; WESB Bradford, Pa.; WIGM Medford, Wis.

### APPLICATIONS RETURNED

WEIN Findlay, Ohio—RETURNED application for CP to change ant. system.

### APPLICATIONS DISMISSED

Portsmouth, N. H.—WHEB Inc. request for CP for new TV station DISMISSED at applicant's request.

## June 7 Applications . . .

### ACCEPTED FOR FILING

Modification of CP

WSTR Sturgis, Mich.—Mod. CP new AM station for extension of completion date.

### License Renewal

Following stations request renewal of license: KOTN Pine Bluff, Ark.; KXRJ Russellville, Ark.; WJBS DeLand, Fla.; WMOC Covington, Ga.; WKRO Cairo, Ill.; WOPA Oak Park, Ill.; WKBV Richmond, Ind.; KRIB Mason City, Iowa; WMTW Portland, Me.; WHAV Haverhill, Mass.; WLAU Laurel, Miss.; KWEW, Hobbs, N. M.; WCSS Amsterdam, N. Y.; BTA Batavia, N. Y.; WMNC Morganton, N. C.; WMOA Marietta, Ohio; KGKR Baker, Ore.; WAZL Hazleton, Pa.; WARD Johnstown, Pa.; KORN Mitchell, S. D.; KIBL Beeville,

Co. Ltd., 620 kc, 500 w, daytime; estimated cost \$21,680; operating cost \$37,200; revenue \$49,200. Partners and owners of 1/3 each are Ralph C. Freeman, president Southern Loan & Investment Co.; Cecil Crew, postmaster at Whigham, Ga.; Byron H. Hurst, continuity director and assistant commercial manager WGRA Cairo, Ga. Filed June 6.

Clovis, N. M.—Radio Station KBIM, 1310 kc, 1 kw, daytime; estimated cost \$18,703; operating cost \$40,000; revenue \$60,000. Partners and owners of 50% each are Theodore Rozzell, owner of Rozzell Insurance Agency, and William Paul Brown, owner of Paul's Chinchilla Ranch. Filed June 6.

Rockland, Me.—Knox Bestg. Co., 1450 kc, 250 w, fulltime; estimated cost \$35,000; operating cost \$35,000; revenue \$40,000. (Equipment was purchased from WMTW Portland, Me. for \$25,000.) Principals are President Carleton D. Brown (28%), president, general manager and 76.4% owner of WTVL Waterville, Me.; Treasurer Kennedy Crane (8.3%), controlling interest in Senter Crane department store; Charles H. Berry (8.3%), president of and controlling interest in Fireproof Garage Co.; William D. Talbot (8.3%), part owner and director of First National Bank of Rockland, Me.; Roland G. Ware (8.3%), owner Maritime Oil Co.; and 11 other Maine businessmen. Filed June 7.

Sulphur, La.—Dixieland Bestg. Co., 1220 kc, 250 w, daytime; estimated cost \$13,750; operating cost \$26,000; revenue \$36,000. Partners and 1/4 owners are Cyril W. Reddock, 1/2 owner of WATM Atmore, Ala. and KDLA DeRidder, La.; John B. McCrary, 1/2 owner WATM and KDLA; M. A. Redmond, former teacher at Julliard School of Music; Klien Evans, chief engineer at KDLA. Filed June 7.

Ft. Walton, Fla.—Vacationland Bestg. Co., 1260 kc, 1 kw, daytime; estimated cost \$18,750; operating cost \$30,000; revenue \$36,000. Partners and 1/2 owners are Wilbur R. Powell, president and owner of Okaloosa News-Journal Co., Crestview, Fla., and Robert L. F. Sikes, former owner of same publishing company and member of U. S. House of Representatives from Florida since 1940. Filed June 7.

New Bern, N. C.—Luke H. Wether-

Tex.; WVEC Hampton, Va.; WVVW Fairmount, W. Va.

### CP Amended

New Brunswick, N. J.—Home News Pub. Co. CP for new TV station AMENDED to change from Ch. 8 (180-183 mc) ERP 54 kw vis., 27 kw aur. to Ch. 47 (674-680 mc or 704-710 mc) ERP 14.4 kw vis., 7.4 kw aur., antenna 440 ft.

### APPLICATIONS RETURNED

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

WSIR Winter Haven, Fla.—RETURNED application for license renewal.

WCOH Newnan, Ga.—RETURNED application for license renewal.

ington, 1490 kc, 250 w, fulltime; estimated cost \$7,000; operating cost \$48,000; revenue \$60,000. Mr. Wetherington owns Airline Cab Co., Havelock, N. C. and 51% of Coastal Cab Co. Inc., New Bern. Filed June 7.

Albion, Mich.—Calhoun Bestg. Co., 1540 kc, 250 w, day; estimated cost \$16,500, operating cost \$50,000, revenue \$60,000. Principals are J. C. Bedient, 25%, 1/2 owner Albion Evening Recorder; James Moses, 25%, publisher Marshall Evening Chronicle; George W. Campbell, 16.8%, part-owner Argus Press Co., Owosso, Mich.; George T. Campbell, 16.4%, part-owner Argus Press Co.; M. H. Wirth, 16.8%, manager WOAP-AM-FM Owosso. Filed May 29.

Reedsburg, Wis.—William C. Forrest, 1400 kc, 250 w, unlimited; estimated cost \$16,960, operating cost \$25,000, revenue \$35,000. Mr. Forrest is owner of WIBU Poyntette, Wis. and WWCF (FM) Baraboo, Wis. Filed May 28.

### TV APPLICATIONS

Detroit, Mich.—Booth Radio and Television Inc., Ch. 6 (82-88 mc), ERP 15.4 kw visual, 7.7 kw aural, antenna 430 feet; estimated cost \$212,066.83; operating cost \$285,000; revenue \$300,000. Applicant is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich. Filed June 7.

Royal Oak, Mich.—Royal Oak Bestg. Co. Inc., Ch. 62, ERP 73 kw visual, 36.5 kw aural, antenna 444 feet; estimated cost \$194,000; operating cost \$96,000; revenue unknown at present. Applicant is licensee of WEXL and WOMC (FM) Royal Oak. Filed June 7.

### TRANSFER REQUESTS

WSB-TV Atlanta, Ga.—Assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. for \$525,000. Principals in transferee: President Walter C. Sturdivant (8 1/3%), president and part-owner of Montgomery Knitting Mills, Sumerville, Ga.; Vice President John O. Chiles (4 1/4%), vice president and part-owner Adams-Cates Co., real estate firm; Secretary Alfred D. Kennedy Jr. (8 1/4%), vice president Davidson-Kennedy Co.; Treasurer Clement A. Evans (8 1/4%), president of Clement A. Evans & Co. Inc., investment bankers; Joseph L. Morris (10%), vice president The Robinson-Humphrey Co. Inc., investment bankers; Arthur L. Montgomery (12 1/2%), vice president Atlanta Coca-Cola Bottling Co.; Harris Robinson (12 1/2%), president and 1/4 owner of Dixie Drive-In Theatres Inc. and Peachtree Drive-In Theatres; James D. Robinson Jr. (10%), president of Trust Co. of Georgia; and nine other Atlanta residents owning less than 5% each. Transfer was necessitated by merger of Atlanta Journal Co., WSB-TV licensee, and The Constitution Pub. Co., WCON-TV licensee. Filed June 1.

KVIM New Iberia, La.—Transfer of control Queen City Bestg. Co. Inc., licensee, from G. H. DeClouet and A. P. McLachlan to Paul M. Cochran and W. H. Bland Jr. Mr. Cochran owns 25% at present and will own 85% after transfer. Mr. Bland is now chief engineer for KVIM and KLFY Lafayette, La. Monetary consideration, if any, is not available. Filed June 1.

KMBY Monterey, Calif.—Assignment of license from Monterey Radio Bestg. Co. to The Monterey Radio-Television Co. Principals and 1/4 owners are President Kenyon Brown, part-owner of KWFT-AM-FM Wichita Falls, Tex.; KEPO El Paso, Tex.; KGLC Miami, Okla.; KBYE Oklahoma City and licensee of KWRN Reno, Nev.; Vice President and Secretary George L. Coleman Jr., president of Coleman Motors Corp., 5.5% owner of KGLC; Vice President and Treasurer Harry L. Crosby Jr., minority stockholder in KMPC Los Angeles and 5.2% owner of KGLC. Filed June 1.

WDYK Cumberland, Md.—Assignment of license from R. A. Raese to The Western Maryland Bestg. Co., a new corporation owned 98% by Mr. Raese and 2% by James A. Avirett, attorney. Mr. Avirett pays approximately \$300 for his interest. Filed May 28.



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.

# SOLD

**PRODUCT:**  
*BC Headache Powders*

**AGENCY:**  
*Harvey-Massengale Co.*

**CAMPAIGN:**  
*3 announcements daily*

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

**WLOW**

**NORFOLK VIRGINIA**



## Transit Radio

(Continued from page 25)

approval of transit FM by "most passengers . . . would not be important, since the will of the majority cannot abrogate the constitutional rights of a minority."

● Transcasts "deprive objecting passengers of liberty without due process of law . . . service that violates constitutional rights is not reasonable service."

Judge Edgerton noted that the opinion applies to "commercials" and "announcements" and that the court is "not now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights."

Legal lights generally agreed that the term "announcements" is construed to include news briefs, weather forecasts and other "voice" descriptions, and pointed out that, while a sharp delineation was not drawn, the end effect of the ruling is the same in view of need for revenue sources.

Transit Riders Assn. was represented in its appeal by Paul Segal, of the Washington law firm of Segal, Smith & Hennessey; Washington Transit Radio Inc. by W. Theodore Pierson of Pierson & Ball. Two other attorneys—Franklin S. Pollak, a Justice Dept. lawyer, and Guy Martin—backed the anti-transitcasting faction, though their appeals were withdrawn before the case went to the Court of Appeals.

In announcing a decision to appeal, Mr. Strouse noted that the PUC "as a body of experts determined that Transit Radio is in the public interest" and that the decision was upheld by the District Court whose Judge Edward A. Tamm dismissed three suits by Transit Riders Assn., two by Messrs. Pollak and Martin, and another by Paul N. Temple. PUC earlier had dropped its own investigation [BROADCASTING • TELECASTING, June 5, 1950].

"The decision is so broad that it not only challenges transit radio broadcasts but is an implied challenge to all industry supported by commercial advertising," Mr. Strouse charged. "Because of this, we have no alternative but to take our case to a fourth tribunal, the

Supreme Court of the United States, for determination as to which of the three tribunals [PUC, District Court and Court of Appeals], thus far deciding, are correct."

Mr. Strouse told BROADCASTING • TELECASTING that, because of the far-reaching ramifications of the decision, Storecasting and other specialized services may be affected, should the high chamber sustain the Court of Appeals.

At least two attorneys, however, felt that the general principle was the same but that different factors were involved—principally that of the so-called "captive audience."

Thomas Dowd, attorney at Pierson & Ball, doubted whether the decision, if finalized by the higher tribunal, would have any effect on Storecasting or other specialized services, since the appeals body based its opinion on "forced listening."

### Concept Held Broad

Lawyers stressed particularly that the "concept of government action" is so much broader than heretofore that it could easily be a small step toward the banning of car card advertising and other commercial media.

One attorney, who asked that he not be identified, posed the question of whether a single-TV station market, also involving a government franchise, might not operate with FCC authorization to a so-called captive audience.

Attorney Segal interpreted the ruling to include all announcements including commercials, weather reports and newscasts, but doubted that it would have any future impact on specialized services. In the case of Storecasting, he pointed out the customer is free to enter any store and that the "captive" element is not involved.

Mr. Segal, representing the anti-transit radio faction, reiterated its position that the service "is bad for commercial radio" on grounds it antagonizes listeners who in their homes listen to radio fare without compulsion.

Compliance of transit FM with FCC's Rules & Regulations has been under study for many months. It was indicated last week, however, that the Commission would

## NARTB SUPPORT

Voted for FM Services

SPECIALIZED FM services will receive the protection of NARTB under a resolution unanimously adopted last week by the association's Radio Board.

The resolution was introduced by Frank U. Fletcher, WARL-FM Arlington, representing FM stations on the board. The president and general counsel of NARTB are authorized to take all reasonable steps to retain the opportunity of engaging in such services as Storecasting, functional music and transit FM.

While the Federal Court decision banning commercial transit FM [BROADCASTING • TELECASTING, June 4] was not mentioned specifically, the resolution calls for participation in court or FCC proceedings. It referred in specific terms, however, to the FCC policy statement construing use of beep signals to control special FM services as a violation of the Communications Act.

await SCOTUS action before releasing its study. Some FCC authorities indicated informally that Storecasting and Functional Music, in which FM also is involved, probably would not be affected by any high court ruling and, thus, in any Commission procedure.

Out of 650-plus FM outlets on the air, approximately 15—including WRD (FM) Miami Beach, Fla.; KFDC (FM) Sausalito, Calif.; WFMF (FM) Chicago; WACE-FM Chicopee, Mass., and WEAU (FM) Evanston, Ill.—hold or have held contracts for functional music service. About 10 stations have agreements for Storecasting operation.

### Steady TR Growth

Transit Radio Inc., the parent firm which holds contracts with stations in 14 cities, has grown steadily in the past three years, with a \$1.5 million investment in equipment, stock and other items. Local stations realize a combined gross revenue of approximately \$1 million from transit advertising, according to Mr. Crisler.

The TR president said he has talked with stations in local markets and that they will continue operation pending a decision on the appeal. Advertisers, he claims, are "extremely sympathetic" with Transit Radio over the ruling and many feel it received a "raw deal," he reported. Virtually none have cancelled contracts because of the decision, he added, and success stories still are reported.

Stations and cities which currently hold franchises (excluding those now temporarily suspended) include: KXOK-FM St. Louis; WWDC-FM Washington; WKRC-FM Cincinnati; KCMO-FM Kansas City, Mo.; WJHP-FM Jacksonville, Fla.; WKJF (FM) Pittsburgh; KTNT (FM) Tacoma, Wash.; WGTR (FM) Worcester, Mass.;

WTOA (FM) Trenton, N. J.; KBON-FM Omaha; WBUZ (FM) Bradbury Heights, Md.; WPLH-FM Huntington, W. Va.; WAJL (FM) Flint, Mich.; WIZZ (FM) Wilkes-Barre, Pa.

In virtually all cities—save possibly New York and Chicago where two or more firms overlap routes—one company dominates transportation service, a primary factor which the Court of Appeals took into consideration.

The functional music phase has cropped up in FCC's study contending that "beep" operations are a violation of the Commission's Rules and Regulations [BROADCASTING • TELECASTING, May 21, 7, April 16].

### No Effect Seen

Stanley Joseloff, president of Storecast Corp. of America, felt the transit radio decision will not affect Storecasting. "We're riding a different bus," he said. "There's nothing captive about our audiences." Shoppers, he points out, unlike transit riders, are always free to go to a competing store if they do not like music. He also points out that the stores know pretty well what type of music their patrons like, and stresses that store volume has increased with addition of music.

His organization, he says, is servicing about 650 supermarkets in five areas (usually several communities in each area). The stations are: WMMW-FM Meriden, Conn.; WGHF (FM) New York; WIBG-FM Philadelphia; KQV-FM Pittsburgh, and WFMF (FM) Chicago.

## Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

**KMBC**  
of Kansas City

**KFRM**  
for Rural Kansas

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

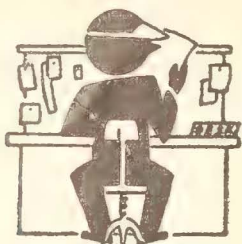
Another BMI "Pin Up" Hit—Published by Meridian

**I LIKE THE WIDE OPEN SPACES**

On Records: Arthur Godfrey-Laurie Anders—  
Col. 39404; Art Lund—MGM 10978; Jimmy  
Wakely—Cap. 1534.

**BROADCAST MUSIC INC. 580 FIFTH AVENUE**  
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.





...at deadline

## TRUST FUND CREATED IN G. A. RICHARDS WILL

WILL of late G. A. (Dick) Richards and two codicils set up trust fund for Mrs. Rozene Richards Moore, daughter, of Detroit, and other relatives. Filed late Thursday for probate in Los Angeles Superior Court, will is dated June 25, 1948 and codicils July 14, 1948, and May 13, 1950. Mr. Richards, principal owner of Richards stations, died May 28 [BROADCASTING • TELECASTING, June 4].

All personal effects bequeathed to widow, Mrs. Frances S. Richards of Beverly Hills. Bequests of \$10,000 each made to four sisters: Florence Richards, Clarinda Richards, Stella W. Richards and Mrs. Helen R. Watkins, all of Poughquay, N. Y. Sister-in-law, Mrs. Marguerite Richards, Kansas City, willed \$5,000.

Remainder of estate placed in trust with Walter S. McLucus, Detroit banker, and L. R. Jackson of Akron, president, Firestone Tire & Rubber Co.

## HOPE RISES FOR ASCAP ACCORD OUT OF COURT

HOPE that satisfactory arrangements for use of ASCAP music on TV may be secured without legal action rose last week with announcement that negotiations between society and All-Industry TV Per Program Committee would be continued for two weeks to permit collection and examination of further data from TV stations on which a formula for payments for music rights might be based.

Applications prepared by committee counsel for filing with federal court in New York today (June 11) asking for fair and equitable rates to be set for TV use of ASCAP tunes will now be held up at least until June 25. Meanwhile, video station operators may continue to use ASCAP music under interim agreement terms without fear of infringement suits.

## UHF TV OPERATION

(Continued from page 4)

delivers higher signal to compensate, hence comparable service possible.

New cameras and transmitters indicated to be readily adaptable to CBS field sequential color system. Interchangeability of GE units with those of other makes also pointed out. Host of other new VHF-UHF transmitting, antenna and studio equipment described and shown.

Complete costs for all station equipment outlined, with costs of transmitter-antenna combinations given as follows: VHF Channels 2-6 (100-kw ERP), \$140,000; VHF Channels 7-13 (200-kw ERP), \$134,000; UHF Channels 14-78 (200-kw ERP), \$125,000. Complete studio installation: Relatively small installation, \$38,779; medium installation, \$114,655; relatively large installation, \$195,186.

Heart of new UHF transmitter is klystron tube developed by Varian Assoc. of California in conjunction with GE. Tube heretofore has been used only in narrow-band transmission. Simplicity of design of tube and transmitter said to account for low cost.

## RADIO ANTI-GAMBLING BILL OFFERED BY 'CRIME' GROUP

FAR-REACHING measure affecting broadcast of gambling information introduced in Senate Friday by members of Senate Crime Investigating Committee.

Bill would (1) make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding new section to U. S. Criminal Code, and (2) extend present criminal law against broadcasting lottery information or advertisements to include other "gambling enterprises."

Crime Committee Chairman Herbert R. O'Connor said bill would help curtail illegal gambling activities of "big-time gamblers and racketeers." Legislation is of crime committee series, of which broadcast-exempt anti-gambling bills introduced fortnight ago were part [BROADCASTING • TELECASTING, June 4].

## KEFAUVER PROPOSES CONGRESS-CABINET TV QUIZ

SEN. Estes Kefauver (D-Tenn.) proposed Friday that Congress change its rules to permit its members to cross-examine Cabinet officers every two weeks on television.

He also advocated putting as many Congressional hearings as possible on TV. Sen. Kefauver pointed out that telecast hearings of his crime investigating committee showed public's great interest in what Congress does.

## FCC HALTS LOCAL GRANTS ON REGIONAL CHANNELS

CLASS IV (local) assignments on regional channels would be stopped under proposed rule making announced last Friday by FCC. The 20 Class IV stations, mostly 250-watters, already on regional frequencies will not be required to change frequency or increase power. Comments will be received by Commission on or before July 16.

Commission noted assignment of stations with less than 500 w to regional channels is inconsistent with FCC's basic allocation plan and tends to inefficient utilization of frequencies.

## ABC UPS O&O TV RATES

ABC, which cut radio time costs few weeks ago, will increase network evening hour rates on all its O&O television stations effective Aug. 1, Slocum Chapin, O&O station vice president, announced Friday. Evening hourly rates at WJZ-TV New York go from \$3,100 to \$4,000; at WENR-TV Chicago from \$1,650 to \$2,000; WXYZ-TV Detroit, \$1,100 to \$1,350; KECA-TV Los Angeles, \$1,650 to \$2,000; KGO-TV San Francisco, \$600 to \$850.

## HUDSON'S RADIO PULL

PRIME evidence of radio's pulling power, even in TV stronghold like New York, cited by WOR New York Friday in reporting that one-time offer of Hudson paper napkins on John Gambling's *Musical Clock* on WOR Thursday morning had reaped estimated 75,000 responses by Friday afternoon. Offer was part of Hudson Pulp & Paper Corp. test to determine whether radio or TV gives it better results.

## Closed Circuit

(Continued from page 4)

ABC would be 5:30-5:55 p.m., Monday, Wednesday and Friday, for its *Mark Trail* program, sponsored by Kellogg corn flakes and Pep, and 5:55-6 p.m., three times weekly, for its *Victor Borge* show underwritten by Kellogg's Gro-Pup. Kenyon & Eckhardt, New York, is agency.

WASHINGTON rounds were made last week by top brass of ABC and United Paramount Theatres in connection with projected merger (story page 29). In group were Leonard H. Goldenson, UPT president; Robert H. O'Brien, UPT secretary-treasurer, who will become executive vice president of radio-TV division under merger; Robert H. Kintner, ABC president, and Robert H. Hinckley, ABC vice president.

IN RE ABC-United Paramount fusion, it can be reported that government sources were assured that combined group has no present intention of divesting itself of AM network. On contrary, its plan is to expand and strengthen that operation as well as TV.

JACOB A. EVANS, manager of sales development, advertising and promotion in NBC's National Spot Sales Dept., slated for post of manager of radio advertising and promotion as successor to George Wallace, who is resigning to join *Readers' Digest International*.

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, New York, is resigning to form new firm of Armstrong, Gannon & Assoc., which will specialize in industrial public relations accounts. Spencer Armstrong is director of Opinion Leaders of America.

SEN. HOMER CAPEHART (R-Ind.) plans to talk to Federal Reserve Board officials in effort to get Regulation W relaxed for specified periods of time in manner RTMA recommended before Senate Banking & Currency Committee (see story, page 46). Sen. Capehart believes regulation ought to be relaxed and made "realistic" to give businessman chance and put people back to work.

BAB's basic presentation on radio values to be prepared by Dick Dorrance, Mutual's new director of public relations and press information. Mutual, which has come out strongly for more fundamental research to show radio's worth, has given its blessing.

## WCUO (FM) SUSPENDS

STOCKHOLDERS of WCUO (FM) Cleveland, operated by UAW-CIO Broadcasting Corp., voted to authorize officers to discontinue operations June 15-Aug. 15 while exploratory moves are made to determine if renewed operations are economically feasible.

## WARD ELECTED BY FAB

FLORIDA Assn. of Broadcasters late Friday in Jacksonville elected S. O. Ward, WLAK Lakeland, president; L. Herschel Graves, WTAL Tallahassee, first vice president; George W. Thorpe, WVCG Coral Gables, second vice president, and John B. Browning, WSPB Sarasota, secretary-treasurer.

## NBC ORDERS TEXAS LINK

NBC last week ordered from AT&T fulltime TV circuits connecting Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with present intercity TV network.

BROADCASTING • Telecasting



**CALLING  
ALL  
CUSTOMERS  
IN RICHMOND?**



Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

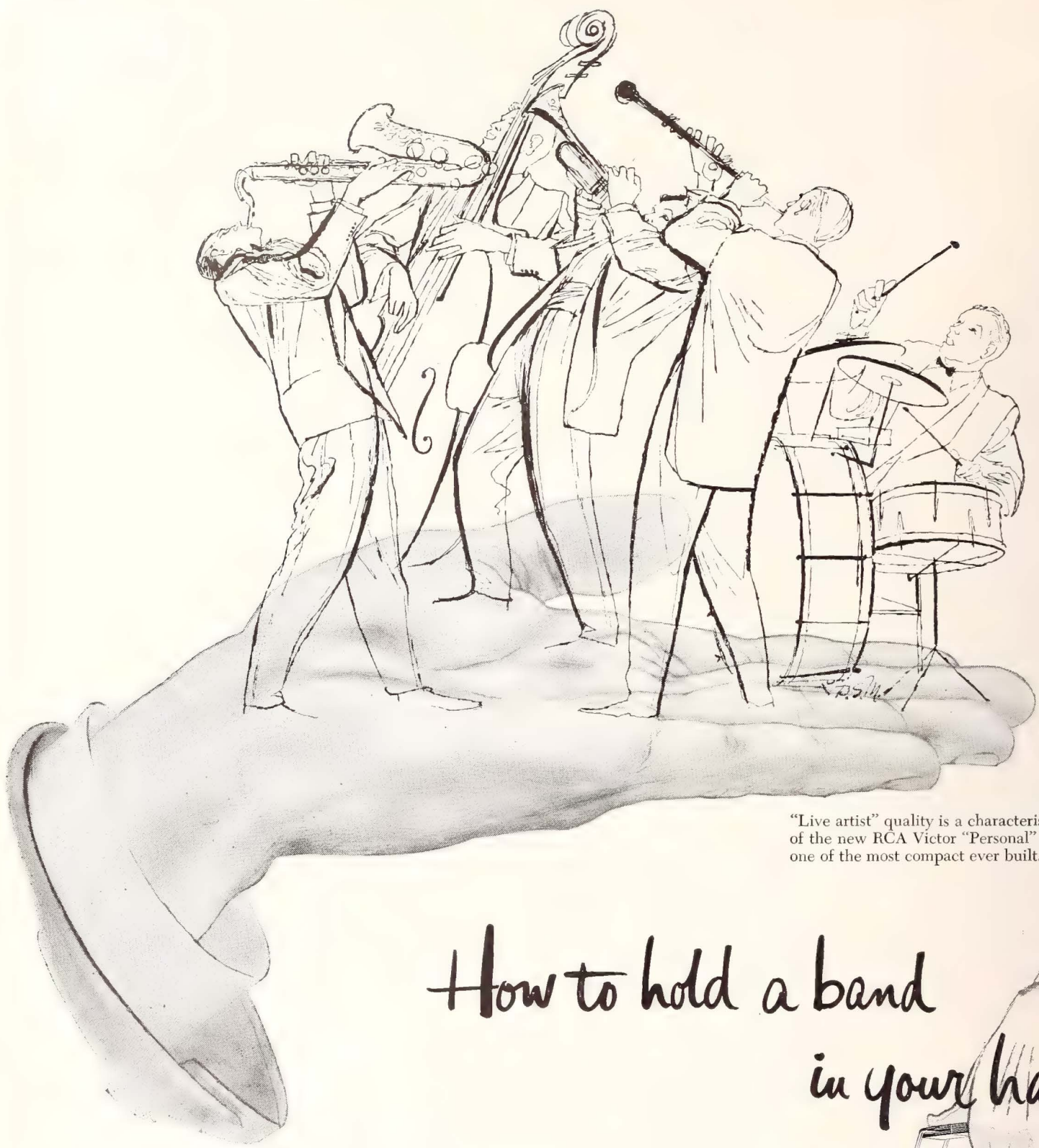
Havens & Martin Stations are the only complete broadcasting institution in Richmond.

**WMBG** AM  
**WTVR** TV  
**WCOD** FM

**FIRST STATIONS OF VIRGINIA**

Pioneer NBC outlets for Virginia's first market.  
Represented nationally by  
John Blair & Company





"Live artist" quality is a characteristic of the new RCA Victor "Personal" radio, one of the most compact ever built.

## How to hold a band in your hand!

Tune in this new RCA Victor "Personal" radio — no bigger than a book. From it pour the full tones of any orchestra—so full of life that it's like holding a band in your hand.

This compact instrument grows directly from research conducted at RCA Laboratories. Scientists and engineers here perfected highly efficient circuits and electron tubes—powered by compact RCA Batteries. Its built-in antenna gives peak performance at home or "on the road." Its miniature

loudspeaker offers fine acoustical performance in a minimum of space.

Development of this portable radio, weighing less than 4 pounds, is another example of RCA research and engineering at work for you. Result: a totally new satisfaction from a small personal radio.

\* \* \*  
See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



See the new RCA Victor "Personal" radio today (Model B411)—at your local RCA Victor dealer's



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