

TELECASTING

A Service of BROADCASTING Newsweekly

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"SURE-FIRE SALES FORMULA: WOMEN SELLING WOMEN ...THROUGH TELEVISION"

That's the title of the new Petry TV Report on the Woman's TV Program today.

It shows how these programs have rocketed into prominence. It shows how they work and how they sell.

So call or write for your copy of this Report at once, and schedule your advertising on the hard-selling Women's Programs aired over these TV stations.

WSB-TVAtlanta
WBAL-TVBaltimore
WNAC-TVBoston
WFAA-TVDallas
KPRC-TVHouston
KFI-TVLos Angeles
WHAS-TVLouisville
KSTP-TVM'p'l's-St. Paul
WSM-TVNashville
WTAR-TVNorfolk
KPHO-TVPhoenix
WOAI-TVSan Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
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"Unlocking words..."

The most modern method of teaching small children to read—the method by which new teachers are trained at Millersville State Teachers' College—was recently featured on "MSTC Presents" on WGAL-TV. Every other Sunday afternoon at three o'clock, living rooms in the WGAL-TV area become schoolrooms for one-half hour. Hundreds of adults learn broadening, worthwhile facts about today's living, are taught new, helpful, skills. Professor George Anderson of Millersville State Teachers' College is the moderator on these educational telecourses which have covered such subjects as: a series

on the use of the slide rule; a program on leatherworking; a demonstration and instruction period in carving; a program on linoleum cuts. Wide public interest, in this one of many community service programs carried on WGAL-TV, is evidenced in the fact that after each show the station receives an average of 180 requests for a copy of the complete program proceedings.

WGAL-TV

LANCASTER, PENNA.

A STEINMAN STATION • Clair R. McCollough, Pres.



Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles



ALLOCATION DEADLOCK

PUTTING ASIDE for the present its earlier proposals for a partial lifting of the television freeze, FCC last week informally surveyed Washington attorneys for views on proposals to shortcut the forthcoming lengthy hearing on city-by-city allocation proposals and to expedite the overall lifting of the three-year-old allocation deadlock [BROADCASTING • TELECASTING, June 18].

Climax is expected this Thursday (June 28) as the Commission hears oral argument on the fundamental legality of its policies of a fixed allocation plan by rule-making procedure and reservation of noncommercial educational channels.

Support appeared to be growing in the industry for some plan to boil down the lengthy city-by-city hearing, to begin July 9, and to expedite an overall thaw on grants for new TV stations.

Westinghouse Files First

Westinghouse Radio Stations Inc., reportedly the first to file a formal suggestion on the subject, last Thursday petitioned the Commission to accept its direct presentation at the city-by-city hearing in written form. WRS stated, however, its witnesses would be available in person for cross-examination if necessary and asked the same privilege of other participants.

The Federal Communications Bar Assn. is understood to be planning a similar suggestion.

Inside the Commission, staff members predict the freeze can be virtually guaranteed a thawing at year's end if the industry comes forth with a workable compromise to settle the allocation wrangle without extensive oral hearings and court litigation.

In declining to proceed "at this time" with its proposals to partially lift the freeze, the Commission explained its decision was because of conflicts in comments filed by various allocation proceeding participants and because of conflicts with respect to policy issues such as educational reservation and allocation legality.

FCC at the time of announcing its revised TV allocation plan [BROADCASTING • TELECASTING, March 26] had proposed, unless prevented by "conflicts," to (1) lift the freeze with respect to granting new stations in the U. S. terri-

tories, (2) lift the freeze on new UHF stations in the U. S. where applications were filed, and (3) lift the freeze on granting power boosts to certain existing VHF stations.

According to informed Commission sources last week, however, FCC may still consider acting on one of the three proposals—granting power boosts to some existing VHF stations—after the oral argument on allocation legality.

It was not known last week how many parties plan to participate in the oral argument this Thursday, although some observers seemed to feel a good cross section of the industry would be represented. CBS reportedly filed the first appearance and plans to support the fixed allocation as well as the lawfulness of the educational reservation.

In order to participate in the oral argument, notice of appearance must be filed with the FCC today (Monday).

FCBA, whose petition in part was responsible for scheduling of the argument, is expected to present the main challenge to the legality of the FCC plan. FCBA itself, however, is not expected to attack the legality of the educational reservation although some

individual attorneys may do so.

According to indications last week, FCBA is expected to suggest methods to shortcut the final phase of the allocation proceeding whichever way the Commission may rule on whether or not its fixed allocation by rule-making is allowed by the Communications Act.

Even if the fixed plan were modified into an informal allocation guide—which most feel is necessary to prevent unlimited chaos—some form of further hearing will be necessary to settle this plan, it was pointed out.

FCBA Unit Meets

The FCBA Rules and Procedures Committee met late Thursday to consider shortcut proposals, but no firm suggestion was agreed upon, it was reported. The group's Executive Committee is expected to shape up a firm presentation on this matter early enough this week so that it can be given to the Commission at the oral argument.

Meanwhile, the oral argument to settle the allocation policy issue seemed to please Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which shapes communications legislation. Sen. Johnson expressed his favor of the

argument in a letter Monday to FCC Chairman Wayne Coy, sent upon receipt of Chairman Coy's brief letter notifying the Senator of FCC's plan to hear the divergent views.

Chairman Coy's message, dated June 15 and stating simply that a copy of FCC's order scheduling the oral argument was enclosed, was believed to constitute the Commission's only answer for the present to Sen. Johnson's June 1 letter questioning the allocation legal issue [BROADCASTING • TELECASTING, June 11].

Commending the Commission, Sen. Johnson last week wrote, "I am sure the public will benefit from your wise and expeditious action in this matter." He continued:

Immediately after I released my letter to the public, the confused selfish bleatings of some "gloom spreaders" tended to convey the impression that disposition of the legal objections would unduly delay the lifting of the "freeze." It was for this reason that I was most gratified in reading in the Commission's Memorandum Opinion and Order that:

"It should be particularly noted by all interested parties that the Commission does not presently contemplate that the holding of this oral argument will result in any substantial delay in the commencement of such further proceedings in this matter which may appear appropriate after the oral argument."

I had in mind to save time and not
(Continued on page 76)

FCC Mulls Shortcut Proposals

PROGRAM NEEDS

Johnson, Coy Give Views

TELEVISION station operators took a cold, objective look at their programming Friday at an all-industry meeting held in Washington under NARTB auspices. What they found was not all good, and not all bad, but they agreed on the need for constant observation and improvement.

Aiding the telecasters in their one-day introspection were Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, and Wayne Coy, FCC Chairman.

Sen. Johnson, speaking in friendly sincerity, said he was not worried about television programming when he found station operators working out their problems in an all-industry program workshop session.

Chairman Coy warned of danger signs appearing on the horizon. He applied Blue Book program standards to television and called

on stations to take an active role in community affairs. He urged them to take a firm editorial stand on public issues while presenting both sides to viewers.

A set of TV program standards adopted by NBC was presented to the Friday meeting by Charles R. Denny, executive vice president of the network in behalf of Joseph H. McConnell, NBC president (see early story page 27).

Coy Gives Analysis

Chairman Coy offered an analysis of TV programs based on a composite week in 1950. Dr. Kenneth H. Baker, NARTB research director, presented preliminary results of a somewhat similar NARTB poll of program logs for a recent week, with results not far apart.

FCC found the average station devoted 0.9% of its time to religion,

3% to education and 3% to discussion, a total of 6.9% for these categories.

Dr. Baker reported the average station, on the air 5,000 minutes a week, devotes 6.2% of its time, or five hours, to educational, religious and forum-discussion types of programs.

The NARTB study applied "rigid definitions" to educational programs, excluding as educational "such obviously informative programs as news, special events, farm programs, weather reports, etc." The analysis covered 78 stations representing 55 of the 63 markets having TV.

An average of 3.2 announcements (spots) per hour is presented by the average station, Dr. Baker found, or 267 out-of-program announcements every seven days.

Robert D. Swezey, WDSU-TV

(Continued on page 72)

FAIR TRADE PARLEY

Revives Color TV Controversy

COLOR TV erupted as a bitter issue again last week—this time before the Federal Trade Commission—as manufacturing, dealer and trade representatives convened in Washington to discuss new proposed trade practice rules for the radio and television industry.

The one-day conference last Thursday was held under the auspices of the commission and at the request of the Radio-Television Mfrs. Assn. and other groups with the purpose of laying the basis for new rules to be extended to television practices.

Concrete proposals were laid before FTC by RTMA, the National Television Dealers Assn., National Appliance and Radio Dealers Assn., National Electronics Distributors Assn. and the National Assn. of Cathode Ray Tube Mfrs. FCC sent two staff members who attended as observers.

The colorcasting issue was projected during the discussion on the basis of an RTMA proposal that "advertisements . . . stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be adjudged an unfair trade practice.

Salant Questions Meaning

Recitation of the suggestion drew a comment from Richard Salant, of the law firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel, that the language was ambiguous and meaningless. He asked for an interpretation.

Glen McDaniel, RTMA president, explained that "if you represent that black and white of the field

sequential color system is the same as that of monochrome transmission," the advertising would be questionable. As a matter of fact, Mr. McDaniel stated, the black and white picture from the field sequential system "has 60% fewer dots and is inferior."

"The public is entitled to know the difference," he added.

Mr. Salant also was involved in a verbal exchange with Ben Abrams, president of Emerson Radio & Phonograph Corp. and chairman of the special RTMA trade practices committee.

Charges Picture 'Degraded'

In an obvious reference to the approved CBS color system, Mr. Abrams held that the black and white picture resulting from a set adapted to color broadcasts is "degraded" and said that the FCC decision in the CBS-RCA color fight recognized this. Mr. Salant insisted that the Commission's findings pointed up that the picture was an "acceptable" one and that the degradation was such as that involved in any black and white picture received from color transmissions over coaxial cable.

Mr. McDaniel was accompanied at the session by James Secrest, RTMA general manager; John W. Van Allen, association's general counsel, and Mr. Abrams. Representatives from Philco Corp., Allen B. DuMont Labs and other firms also attended. Harry Butz, FTC attorney, and Paul W. Cameron, assistant chief, Trade Practices Conference Division, presided.

The one-day session closed on an agreement that FTC's staff would compile a summary of the various suggested rules and comments and send them to interested parties for their consideration. An-

other conference was indicated within the next two or three months.

FCC was represented by Arthur Scheiner, Broadcast Bureau, and Wilmar Roberts, Office of Chief Engineer. On behalf of the Commission, Mr. Scheiner stressed the importance of proposals to cover possible misrepresentation on color TV and UHF and emphasized the interest of FCC in this phase [BROADCASTING. • TELECASTING, June 18]. Copies of the FTC staff compilation were requested with the statement FCC may submit further comments.

FTC Chairman James Mead opened the meeting by stressing the radio-TV's relationship with theatre, athletics and other fields, all of whom "have felt the impact of this growing industry." He stressed the need for "rightful guidance, exercise of prudence and adoption of sensible rules. Chairman Mead also noted TV's great growth and the promise of continuing expansion with possibility of some 2,000 UHF-VHF stations in 1,200 new communities in the future.

RTMA Reservation

Mr. McDaniel explained that, in submitting suggested rules, RTMA reserves unto its members the right to change its opinions. Since RTMA is a trade association, it cannot "bind its members," he noted, adding that some issues are necessarily controversial and that RTMA is unable to speak for dealers and distributors.

RTMA would describe a "television broadcast" set as one capable of receiving both bands of VHF and UHF. Mr. Salant had proposed two categories be set aside, one to include provision for color. Mr. Abrams claimed that a set

could be considered a TV receiver if it receives at least one band.

Rules proposed by RTMA underscored these as unfair trade practices:

- Use of marks, brands, advertisements or any other representations which are, directly or indirectly, "false, misleading or deceptive."

- Offering for sale and distribution radio, TV and FM sets, parts or accessories under practices which tend to mislead or deceive the public.

- Failure to disclose exact bands of frequencies which the sets are capable of receiving "with reasonable or adequate consistency."

Ad Prohibitions

RTMA also would prohibit advertisements which, for lack of basis as truth, state or imply that AM-FM-TV sets (1) can receive distant stations or foreign transmissions, (2) are not subject to interference or static, (3) are capable of "more consistent or satisfactory reception;" (4) possess a certain tube capacity when "one or more of the tubes are dummy or fake . . ."

With respect to use of adapters, Mr. Abrams felt that the public should not be misled into thinking that it can buy plug-in adapters and expect black and white pictures. "The set will have to be rewired and will cost money. We want to avoid the misunderstanding that an adapter will give the purchaser color and that it will be cheap."

Mr. McDaniel said he had noticed advertisements for color converters claiming they will convert up to a 20-inch tube with a disc mechanism but that actually only 10 inches of the color picture would be attained. He stressed the dif-

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THEATRE TV NO KNOCKOUT

AN EDITORIAL

MUCH OF the comment aroused by the Louis-Savold closed-circuit telecast in nine movie houses has been as addled as Mr. Savold was at the moment he was dumped by Mr. Louis.

People are saying that theatre television will become the rage and that if commercial telecasters want to broadcast a fight they will have to make a match between two of their page boys.

It isn't so. And even if it were, what would commercial telecasters be losing if they didn't get the rights to some sports events?

No matter how giddy they are over the box-office success of the Louis-Savold bout, theatre managers cannot possibly undertake a sports schedule of such frequency as television can accommodate. For one thing, there are not very many sports events that command as much public interest as a fight made by Mr. Louis. We don't think many cash customers will pay theatre admission prices to watch a couple of unknowns waltz around a ring.

Now suppose theatres do grab up the TV

rights to outstanding events, the World Series, for example. (The Series, of course, are tied up for the next six years by Gillette, so theatres will have to wait for that feature.) It would be a Godsend to telecasters if somebody else did pick up the tab for the baseball event, because they have had to pay Gillette large sums to broadcast the games.

The loss of the World Series to theatres would constitute a net financial gain to commercial telecasting. The loss of the few other important sports attractions that occur during a year would not mean a significant loss in revenue, since almost all the time thus freed, probably all of it, could be sold for other programs.

The only element that stands to lose money by theatrical usurpation of televised sports is, unfortunately, the public. Those people who bought television sets in the expectation of seeing their favorite sports on the air are not going to be pleased if, instead, they have to buy their way into the show at their neighborhood theatre. It is just possible that some of those people will refuse to pay again for

something they figure they already paid for, in which case the box-office receipts will not justify a continuation of theatre television.

It seems to us that the theatres are invading an area where they have no reasonable business. They would do well to consider the possibilities if the situation were reversed. We daresay a theatre manager would holler for help if some enterprising telecaster put up a large-screen TV set on, say, a parking lot near his theatre and admitted the public free to see the regular evening TV programs.

The television system in this country was founded on the same principles that have made American radio the biggest and most successful broadcasting system in the world. The presence of radio sets in 96% of all U. S. homes demonstrates that the people favor this system. We doubt that they will desire a television technique that is diluted by box-office TV, either in theatres or in the home.

The retail price of a radio or a television set should be the total admission charge to all the programs on the air.

Telecasting • BROADCASTING

CAPITOL TELECASTS

Debated at ATS Meet

WHETHER telecasting the proceedings of trials and Congressional hearings is actually in the public interest was debated pro and con last Monday by four authorities whose expressed views varied from positive stands of "yes" and "no" to less-certain "it all depends."

Speaking at the final luncheon session of the American Television Society for the 1950-51 season, held at New York's Hotel Roosevelt, Jack Gould, radio editor of the *New York Times*, voiced a strong affirmative opinion. Simon Rifkind, former federal judge who currently is serving as special counsel to the All Industry TV Per Program Committee, came out with an equally emphatic negative vote as far as court cases are concerned, tempered with a slight "maybe" for Congressional hearings. Margaret Webster, noted actress, director and producer, teetered between the extremes, and Rudolph Halley, who became a ranking television personality through his performance as chief counsel of the Kefauver Senate Crime Investigating Committee, argued vigorously for the admission of video cameras into Congressional hearing chambers, less strongly for their presence in the country's courtrooms. Lloyd Paul Stryker, noted criminal attorney, who was to have spoken, was detained in court and could not appear.

Preceding the discussion, which was broadcast by WNYC New York but not telecast as had been originally planned, results of the election of ATS officers and directors for the coming year were announced by the election chairman, Halsey Barrett, sales executive of DuMont TV network.

Seebach Elected

Jules Seebach, vice president of WOR-TV New York, was elected ATS president. Warren Caro, executive secretary of the Theatre Guild, was chosen vice president. Claude Barrere, program representative, was named secretary and Arch Braunfeld, accountant, was elected treasurer.

ATS board for coming year includes: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive vice president, The Katz Agency; George Shupert, vice president, Paramount Television Productions; Chris J. Witting, director, DuMont TV network; Jay Bonafield, executive vice president, RKO Pathe; N. Charles Rorabaugh, president, N. C. Rorabaugh Co.; Caroline Burke, TV producer, NBC; Sig Mickelson, director of public affairs, CBS; Don McClure, director of TV production, McCann-Erickson.

David Hale Halpern, vice president, Owen & Chappell, retiring ATS president, was named honorary president and an ex-officio member of the board. His fellow officers and directors presented him with a scroll at the luncheon

in commemoration of his outstanding contributions to television and to the society during his two years as president. ATS also presented a scroll to Mr. Halley, recognizing

his part in moving TV from the entertainment stage into the arena of public affairs and information.

Opening the discussion period, which was presided over by Mr. Caro, Max Chopnick, ATS counsel, reviewed the arguments for and against telecasting trials and Congressional hearings.

Those who oppose the telecast-



RECOGNIZING the vital role played by Rudolph Halley as chief counsel for the Kefauver Senate Crime Investigating Committee, the ATS presented him with a scroll during its luncheon last Monday. On hand for the presentation were (l to r) Mr. Halley; FCC Chairman Wayne Coy and Comr. Paul Walker, vice chairman of FCC; and David H. Halpern, outgoing ATS president. Mr. Halley also participated in a debate on telecast hearings.

NBC-TV RATES

Increases Effective July 1 Explained

NEW NBC-TV time charges, effective July 1, were announced last week by Edward D. Madden, NBC vice president for TV sales and operations.

He said the new rates, which provide increases in all but six cases, reflect "the fact that circulation will be more than seven times greater by July 1, 1951, than it was in July 1949. Translating this vastly increased circulation into terms of cost-per-thousand homes, the new rates will provide advertisers with a declining cost-per-thousand," he said.

"In July 1949," Mr. Madden continued, "the cost-per-thousand homes was \$6.04. In July 1950, it was down to \$3.85. Under the new rates, by July 1, 1951, the cost will be only \$3.46."

Advertisers who have contracted for network TV time before July 1, 1951, will not pay the new rates until Jan. 1, 1952, it was announced. By that time, cost-per-thousand homes for such advertisers will have dropped to an estimated \$3.03, Mr. Madden said.

Rates for the NBC-TV network stations were increased as follows:

Station and City	From	To
WNBT New York	\$3,100	\$4,000
WRGB Schenectady	650	775
WKTV Utica	275	375
WSYR-TV Syracuse	500	575
WBZ-TV Boston	1,250	1,700
WJAR-TV Providence	550	750
WPTZ Philadelphia	1,600	1,900
WDEL-TV Wilmington	400	475
WBAL-TV Baltimore	900	1,000
WNBW Washington	750	950
WTVR Richmond	400	475
WTAR-TV Norfolk	400	475
WSB-TV Atlanta	500	575
WBRC-TV Birmingham	275	400
WGAL-TV Lancaster	450	600

Station and City	From	To
WJAC-TV Johnstown	400	550
WNBK Cleveland	1,050	1,275
WBEN-TV Buffalo	750	900
WHAM-TV Rochester	475	550
WSPD-TV Toledo	500	600
WWJ-TV Detroit	1,100	1,350
WLW-D Dayton	500	625
WLW-C Columbus	500	675
WLW-T Cincinnati	750	925
WSAZ-TV Huntington	350	425
WAVE-TV Louisville	400	500
WSM-TV Nashville	225	350
WNBQ Chicago	1,650	2,000
KSD-TV St. Louis	850	1,100
WMCT Memphis	450	550
WTMJ-TV Milwaukee	750	950
WOC-TV Davenport	300	375
WOW-TV Omaha	400	450
WDAF-TV Kansas City	550	700
KSTP-TV St. Paul	650	850
WNHC-TV New Haven	700	800
WFMY-TV Greensboro	300	400
WBTV Charlotte	300	400
WMBR-TV Jacksonville	300	300
WDTV Pittsburgh	900	900
WICU Erie	450	500
WJIM-TV Lansing	300	425
WKZO-TV Kalamazoo	400	400
WITV Bloomington	175	200
WFBM-TV Indianapolis	550	550
WLAV-TV Grand Rapids	375	500
WOI-TV Ames	300	400
WNBZ-TV Binghamton	325	325
WTVJ Miami	375	550
WDSU-TV New Orleans	375	450
WFAA-TV Dallas	700	750
WBAP-TV Fort Worth		
KPRC-TV Houston	400	550
WOAI-TV San Antonio	300	400
WKY-TV Oklahoma City	400	600
KOTV Tulsa	400	500
KDYL-TV Salt Lake City	250	300
KOB-TV Albuquerque	200	200
KPHO-TV Phoenix	250	300
KNBH Los Angeles	1,650	2,000
KRON-TV San Francisco	600	850
KFMB-TV San Diego	450	550
KING-TV Seattle	450	600

ing of trials and hearings have simply failed to realize that we have now entered the "era of electronic journalism," Mr. Gould declared. Noting that the intense lights to which many have objected are needed by newsreel and not by TV cameras, he pointed out that television can operate silently and without creating any of the confusion that is entailed in the taking of flashlight still pictures by newspaper photographers, for example. "As long as one pair of eyes is permitted into the courtroom, TV has a right to be there," he stated.

Mr. Gould berated the television broadcasters for not fighting for their freedom to report "anything like as hard as they should."

Judge Rifkind dismissed the rights of television as irrelevant—"it's just a machine and has no rights"—and said that the rights of the public do not include that of peering over the shoulders of public officials while they perform their appointed duties. The function of a trial, he stated, "is not to inform or entertain the public but to resolve issues and settle controversies between individuals and between citizens and their government, and to promote justice." The traditional procedures of Anglo-American justice, he said, are designed to protect, not the rights of the public but those of the litigants.

Possible Bad Effect

Just as secret proceedings have been found to lead to miscarriage of justice, so might too-public proceedings turn out to be a bad thing, Judge Rifkind stated.

As to hearings, Judge Rifkind said that where their purpose is to investigate situations and determine facts he thinks TV has no place, but where their main function is to inform the public of facts already unearthed and to influence public opinion, then TV is an ideal tool.

Expressing broad agreement with the views of Judge Rifkind, Miss Webster discussed the self-consciousness that anyone feels at an unaccustomed public appearance, particularly in the witness chair, and wondered whether the viewing public can differentiate between the nervous behavior of a guilty witness or the embarrassed nervousness of an honest man.

She concluded, however, that as an actress, "I'd rather be judged directly on my own performance than on the basis of second-hand reports in the press or on the air," where the reporter's opinions and prejudices come between the performer (or witness) and the public. The American public," she said, "has the capacity to recognize the ring of truth when directly confronted with it."

Coming out wholeheartedly in favor of telecasting Congressional hearings, Mr. Halley said that any investigator who does not make a private investigation in advance

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WSPD-TV

500,000 on the BANDWAGON



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

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

125,000

13

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

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

WSPD

TOLEDO, OHIO

PORT INDUSTRY STATION
5000 WATTS • NBC



Represented by
THE KATZ AGENCY, INC.

WSPD-TV

CHANNEL 13

Full Sales Mgr. 488 Madison Avenue,
New York 17, ELdorado 5-2455

telestatus

ADVERTISERS using TV rose to a total of 5,316 in April, a gain of 4.4% over the previous month and 59.2% over April, 1950. These facts were published in the May *Rorabaugh Report on Television Advertising*, covering the month of April.

Network advertisers dropped slightly from 173 in March to 170 in April. These 170 sponsored a total of 222 shows on the four networks. NBC led the others with 87 accounts, CBS reported 75, ABC showed 43, and DuMont had 17. (See table of top network programs by number of stations used, page 76).

National and regional spot schedules jumped over the 1,000 mark for the first time since a scant total of 76 were reported in June, 1948. Total for April, this year, was 1,072, a gain of 85 over March's 987, and about 40% over April last year when 606 advertisers bought national and regional spot.

Local-retail schedules totaled 4,074, continuing their steady increase. The total for March was 3,933 and last year's April total was only 2,640.

Among the product groups (see table), food and food chain stores continued to lead the field, showing 42 network accounts and 346 spot schedules for a total of 388. Beer

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Rorabaugh Report On May Business

(Report 169)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot*	Total
1. Agricultural & Pet Foods	2	29	31
2. Automotive (cars, tires, accessories)	14	24	38
3. Beer & Wine	9	134	143
4. Beverages (non-alcoholic)	10	65	75
5. Clothing & Accessories	12	39	51
6. Confections	6	43	49
7. Dairy & Margarine Products	6	38	44
8. Drugs	9	45	54
9. Financial	1	12	13
10. Foods & Food Chain Stores	42	346	388
11. Gasoline & Oils	7	22	29
12. Household (appliances, furnishings, supplies)	21	81	102
13. Jewelry & Accessories, Cameras, etc.	11	16	27
14. Laundry Soaps, Cleaners, Polishers	18	72	90
15. Miscellaneous	8	77	85
16. Publications	2	7	9
17. Public Utilities	—	6	6
18. Radios, TV Sets, Phonographs & Accessories	11	11	22
19. Tobacco, Cigarettes & Accessories	20	32	52
20. Toilet Requisites	25	81	106
21. Transportation	—	20	20

* NOTE: From May "Rorabaugh Report," based on information supplied by 99 of the 107 TV stations and various networks.

* * *

FIRST FIFTEEN CITIES BY TOTAL NUMBER OF TV ACCOUNTS

City	National-Regional Spot*	Local-Retail**	Total Accounts
1. Los Angeles (2)	231	190 (2)	421
2. New York (1)	243	104 (9)	347
3. Chicago (3)	224	101	325
4. Miami	62	256 (1)	318
5. Philadelphia (4)	180	92	272
6. Erie	69	190 (3)	259
7. Cleveland (5)	163	94	257
8. San Francisco (7)	145	109 (5)	254
9. Baltimore (9)	139	107 (7)	246
10. Detroit (6)	149	90	239
11. Minneapolis-St. Paul (10)	109	104 (10)	213
12. Washington (11)	107	106 (8)	213
13. Pittsburgh	68	132 (4)	200
14. Atlanta	80	109 (6)	189
15. Boston (8)	141	44	185

* Figure in parenthesis after name of city gives standing in national and regional spot listings.

** Figure in parenthesis after numbers in this column shows standing in local-retail listing. Based on the May "Rorabaugh Report."

Weekly Television Summary—JUNE 25, 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	90,526
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	243,193
Binghamton	WNBF-TV	40,112	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Birmingham	WAFM-TV, WBRC-TV	46,200	Nashville	WSM-TV	31,671
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,800
Boston	WBZ-TV, WNAC-TV	867,756	New Orleans	WDSU-TV	62,150
Buffalo	WBEN-TV	204,754	New York	WABD, WCBs-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	79,948	Newark	WOR-TV, WPIX	2,250,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBC	920,470	Norfolk	WTAR-TV	69,130
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Oklahoma City	WKY-TV	87,636
Cleveland	WEWS, WBNK, WXEL	477,196	Omaha	KMTV, WOW-TV	79,688
Co'lumbus	WBNS-TV, WLWC, WTVN	176,541	Philadelphia	KCAU-TV, WFIL-TV, WPTZ	834,000
Dallas			Phoenix	KPHO-TV	37,900
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068	Pittsburgh	WDTV	260,000
Davenport	WOC-TV	56,384	Providence	WJAR-TV	152,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline		Richmond	WTVR	73,992
Dayton	WHIO-TV, WLWD	190,000	Rochester	WHAM-TV	83,077
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135	Rock Island	WHBF-TV	56,384
Erie	WICU	55,890	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Salt Lake City	KDYL-TV, KSL-TV	46,600
Grand Rapids	WLAV-TV	115,600	San Antonio	KEYL, WOAI-TV	47,044
Kalamazoo	WFMV-TV	69,556	San Diego	KFMB-TV	97,500
Greensboro	KPRC-TV	80,110	San Francisco	KGO-TV, KPX, KRON-TV	179,100
Houston			Schenectady		
Huntington	WSAZ-TV	46,100	Albany-Troy	WRGB	157,500
Charleston	WFBM-TV	148,000	Seattle	KING-TV	85,600
Indianapolis	WMBR-TV	32,000	St. Louis	KSD-TV	293,000
Jacksonville	WJAC-TV	87,275	Syracuse	WHEN, WSYR-TV	120,671
Johnstown			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	121,832	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	877,421			
	KTLA, KTLN, KTTV				

Total Markets on Air 63

Stations on Air 107

Estimated Sets in Use 12,435,000

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

No Summer Doldrums in Atlanta

The primary interest of WSB-TV is still audience . . . and lots of it. Despite the normal difficulties of summer programming (hiatuses, replacements, and replacements for replacements), WSB-TV has resisted the take-it-easy convenience of network scheduling.

Instead we've gone ahead with local efforts which are more to the liking of our neighbors and supporters. WSB-TV has the personnel, the studio facilities and the program know-how for doing just this.

Consequently, WSB-TV's summer audience expectancy is comparable to that of the winter months, and currently offers the advertiser a big dollar's worth.

In case you feel like arguing that point, your Petry man can show you a good time! Call him now.



AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

NCAA PLAN

Notre Dame Challenges

NOTRE DAME, bellwether of college football, last week challenged the legality of the National Collegiate Athletic Assn.'s plan for limited telecasting but still did not say whether it would telecast its home games.

Father John J. Cavanaugh, Notre Dame president, accused NCAA policy makers of exercising "dictatorial powers" in restricting live telecasts of college grid games.

He said that Notre Dame wants to cooperate in any program for the overall good of athletics, but questioned the wisdom of "blindly acquiescing to very dubious principles and procedures . . . simply because such policies and procedures are forced into practice under threat of boycott."

Father Cavanaugh said that the South Bend, Ind., university, at the possible risk of losing \$500,000 in television revenue, has refrained from making a definite decision on telecasting its four home games.

In the present dilemma, he said, we would prefer to abstain altogether from telecasting, or to telecast for nothing, "rather than be forced into policies and procedures which, in our minds, have very dangerous implications."

NCAA greeted the Notre Dame statement with silence. Hugh C. Willett, NCAA president, and K. L. (Tug) Wilson, NCAA secretary, said that no comment would be forthcoming until they could study the statement.

By contrast, Notre Dame's pronouncement stirred echoes of delight on the campus of the U. of Pennsylvania, which has openly defied NCAA.

Penn's Stand

Penn has long questioned legality of the NCAA plan as regards the Sherman Anti-trust Act. The Philadelphia school thus far is the only major institution to defy NCAA, and has said it would abide by the plan if the Department of Justice decided that no law has been violated.

Justice, in the meantime, is maintaining a discreet silence, while it studies the entire sports-telecasting picture. No Justice pronouncement was expected until after beginning of the next fiscal year, July 1.

Meanwhile the Pacific Coast Conference has approved a contract for delayed telecasting of its football games this fall.

W. J. Parry, president of Sportsvision Inc., of San Francisco, said that his company will present delayed telecasts of 93 or more big games this season, including several PCC games.

In Southern California, Loyola U. announced that it will telecast its games. What's more, Loyola added, it has NCAA's blessing because the games do not take place on Saturday afternoon.

Chevrolet dealers of Southern



RICHARD F. KIELING (r), of Free & Peters, explains the firm's new TELEstrip [BROADCASTING • TELECASTING, May 7] to J. Walter Thompson Co. Chicago officials (l to r): Jack Laemmar, account executive; Bob Brethauer, assistant timebuyer, and Hal Rorke, director of radio and television.

California will sponsor Loyola's games on KNBH (TV) Los Angeles and are reportedly guaranteeing gate attendance up to \$200,000. In addition to paying KNBH full-time rates, the sponsor will carry costs on camera pickup and other remote incidentals.

KTSL(TV) Los Angeles, CBS outlet, has installed new Simplex 35mm TV projector, with GE Sync-lite light source.

NEWSPAPER EFFECT Aids Circulation ICMA Told

TELEVISION has had little or no adverse effect on newspaper circulation and, in fact, has served as a "terrific sales medium" to sell and influence readers, the nation's newspaper circulation managers were told last week.

This view was reflected in three addresses before the 52nd annual convention of the International Circulation Managers Assn. in Washington June 19-21. Sessions were held at the Statler Hotel, with heavy emphasis on newspaper-television relationships among commonly owned interests.

The opening gun was fired by Jere C. Healy, retiring ICMA president and circulation chief of the *Newark News*, who told the 800 executives that TV has not materialized into the threat that early surveys initially indicated. In fact, he stated, the evidence now points to newspaper reading while sets are turned on, particularly in those families who have had their receivers a year or more. "We may look to further circulation increases," he added.

In an address prepared for convention delivery, R. B. Haan, *Detroit News*, recounted his experiences at WWJ-AM-TV Detroit, *News* outlets, which he said are being used continually to stimulate circulation by informing listeners of newspaper articles. "While we conceded that TV is stealing some time from the householder, we have not experienced any circulation losses due to this entertainment," he said.

A similar story was reported by Charles W. Staab, *Cincinnati Enquirer*, whose arrangements with WLW and WLWT (TV) there in-

Monogram Lease

SIGNING of contract is expected this week by Monogram Pictures Corp., negotiating seven-year lease of 52 old western and feature films with Telinvest Inc., New York, for TV release. Steve Brodee, Monogram president, is handling deal, which would comprise Monogram's only major block sale to TV.

involve considerable radio-TV promotion and advertising space. He told delegates "television is a terrific sales medium and might be used directly and indirectly to sell and influence readers whenever the newspaper's policy indicates a switch from prestige to SELL—backed by a plan that takes enough time to hit the target."

He cited a two weeks, no-strings-attached offer to test audience response. Under certain circumstances, he noted, radio-TV can produce new readers provided (1) the offer is easy to accept, (2) spots are used in a "saturation technique," and (3) a plan is agreed upon assuring complete cooperation among radio-TV, newspaper and other groups.

Mr. Staab was elected third vice president of ICMA during the convention. E. P. Schwartz, *Des Moines Register* (KRNT-AM-FM), succeeded Mr. Healy as ICMA president for the 1951-52 term. Jack Calvin, *Houston Post* (KPRC-AM-FM-TV), was named first vice president and Arthur Daniel, *Atlanta Journal and Constitution* (WSB-AM-FM-TV), second vice president.

Other addresses were given by Arthur Treanor, Printing & Publishing Div. of the National Production Authority, on newsprint, and Price Stabilizer Michael V. DiSalle, who addressed the banquet session Wednesday evening.

RTDG STRIKE

Threatens DuMont

THREAT of a strike against the DuMont network by Radio & Television Directors Guild's New York local was raised last Tuesday when RTDG local executive secretary and national executive director, Newman H. Burnett, announced that he had "given DuMont notice that a strike can take place at any time without further notice to them."

Alleging that DuMont had "reneged on an agreement and . . . gone back on their word," Mr. Burnett said the New York local had "voted to strike DuMont in order to get a contract."

A spokesman for the network said that while its officials were aware of the RTDG threat, they had "no comment."

The union statement said that "after many months of negotiations the DuMont network and . . . (RTDG) . . . signed an interim agreement on Jan. 25, 1951, covering wages, hours, retroactivity, vacations, commercial fees and also provided for the execution of a formal agreement embodying the above provisions and other provisions to be mutually agreed to." These provisions applied to directors and associate directors, it said.

"On April 19, 1951, a formal written contract was submitted to DuMont containing all the provisions mutually agreed to by DuMont and the Guild," the statement continued, "a contract similar to, and in many cases identical with existing contracts between the Guild and . . . (ABC, CBS and NBC) . . . and having the same termination date. DuMont now refuses to sign this contract. . . ."

VEECK FOR TV

Seen Bolstering Browns

TV in baseball parks last week added a strong ally to its cause when Bill Veeck, currently concluding negotiations to buy the St. Louis Browns, emphasized he would stress television under the new ownership.

Mr. Veeck, long recognized as one of baseball's shrewdest salesmen and promoters, said Thursday that TV would "help to sell the product" and that, unlike many other club owners, he was going to telecast as many games as possible. The Browns' home games have not been on TV thus far.

The Cleveland Indians under Mr. Veeck rose from attendance and league standing doldrums in 1946 to new records in box office attendance, and it can be expected that a repetition of this effort for the weak box office of the Browns will immeasurably aid the proponents of baseball TV.

PERMISSION to telecast regular sessions of the Los Angeles City Council has been granted local stations by unanimous vote of Council members.

K O T V

TULSA, OKLAHOMA

*announces
the appointment of*

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DALLAS DETROIT LOS ANGELES

ST. LOUIS SAN FRANCISCO

*as its
Exclusive National Representatives*

EFFECTIVE JULY 1, 1951



FOR TV IN TULSA—IT'S KOTV

Owned and operated by
Cameron Television, Inc.

HOFFMAN BUYS

Football Slate on KFI-TV

SCHEDULE of 23 college football games will be telecast this fall under negotiations completed recently by Hoffman Radio Corp., KFI-TV Los Angeles and officials of the Western State and Metropolitan City conferences. The series will run Sept. 21-Dec. 1.

In announcing that Hoffman will sponsor the telecasts—the firm has picked up the tab for nearly 100 games in the past three years—H. L. Hoffman, company's president, lauded the college officials for permitting their schedules to be telecast.

Jim Hardy, Hoffman's sports program director, will supervise the series of videocasts, which are scheduled on a twice-weekly basis (Friday and Saturday evenings). This arrangement will enable Southern California TV owners to televise more football than that seen by any other TV area in the nation, according to Mr. Hoffman.

KNBH RATES

New Card Shows Increase

EFFECTIVE July 1, KNBH (TV) Hollywood, NBC-owned station, will issue Rate Card No. 4, representing an approximately 25% increase over its old rates. New hourly rates will be, for Class A time (7-10:30 p.m.), \$1,250; Class B (5-7 p.m.; 10:30-11 p.m.), \$950; Class C (all other time), \$575. Rates for spot announcements and station breaks will be, for Class A time, \$200; B, \$150; C, \$100.

Present advertisers will be protected at current rates for six months, if there is no lapse in scheduled orders accepted prior to the effective date of the increase. Commitments made for announcements and station breaks in Class A time, however, will be protected for only three months after July 1.

SOCIAL CYCLE

NBC, Sloan TV Project

NEW 13-week television series, *American Inventory*, a survey of social and natural sciences and the humanities—undertaken jointly by NBC and the Alfred P. Sloan Foundation as an experiment in adult education—will begin July 1, 8-8:30 p.m., it was announced last week.

To be produced by William Hopp, the series will endeavor to "interpret to the viewer the problems of the world in which he lives, show him his stake in the subjects under consideration . . . and his responsibilities as man and citizen."

Adams Film Director

M. CLAY ADAMS, with 20th Century Fox Film Corp. and RKO-Pathe for 15 years and more recently film producer for State Dept.'s international motion picture programs, was named June 15 as film director for NBC-U. S. Navy's TV documentary of Navy, scheduled for late 1951. He will report July 1 to Henry Saloman Jr., producer of the unit.

'SECOND SETS'

Color Inducement

COLOR TELEVISION is generally foreseen as the influence that will produce the "second set" TV market for retailers, according to the "NRDGA Television Report," distributed last week to retailers by the Merchandising Division of the National Retail Dry Goods Assn.

In addition to its discussion of color, the report contains charts of 1949 and 1950 set sales in various types of markets with various types of TV service and provides a formula whereby the retailer can estimate the future trend of video set sales in his own market area.

Dane F. Hahn, manager of the NRDGA merchandising division, in a foreword, takes manufacturers to task for shortsighted policies in the past and urges them in the future to discuss distribution and promotion policies with dealers before putting them into effect.

TV INDUSTRY'S 'SLEEPER'

Slavick Points to Multi-TV Antenna System

H. W. SLAVICK, general manager of WMCT (TV) Memphis, believes that multi-TV antenna receiving systems are "a sleeper" in the television industry.

In his air-cooled Hotel Statler room in sweltering Washington last week, Mr. Slavick enthusiastically described a "mild revolution" in the WMCT coverage area.

He believes that multi-TV antenna systems are the answer to the problems of poor reception in fringe areas and the absence of communities which otherwise might have to wait years for any television at all.

Mr. Slavick is not alone in holding this opinion. In Wisconsin, Edwin F. Bennett, regional advertising representative of the Arrowhead Network and WJMC Rice Lake, has petitioned the Wisconsin Public Service Commission for permission to construct a master antenna system in Rice Lake, now a "dead" reception area. The commission is expected to rule favorably.

In town to attend the NARTB television program meeting, Mr. Slavick was bearing up well under the wilting Washington heat.

"Just like Memphis," he commented, settling back in a chair and trying to look comfortable.

Getting back to currently his favorite topic, the community antenna system, Mr. Slavick said that the "mild revolution" to which he had referred was brought about by the Mid-South Television Systems Inc., of Memphis, and Jerrold Electronics Corp., of Philadelphia.

A few weeks ago, he explained, WMCT presented two short television programs describing the Jer-



PLAQUE is presented to Edward Lamb (l), owner of WICU (TV) Erie, Pa., by C. C. Grinnell, Colgate-Palmolive-Peet Co., for winning first place in Colgate Comedy Hour promotion contest. WICU (TV) and Erie Dispatch staged a popularity contest, including a trip to New York, and other events. Drive credited with sale of over 55,000 Colgate products. Supervising were Herbert Stewart, WICU manager, and Charles L. Fuller, of Dispatch.

rold system. Response was spectacular. Within a few days, Mid-South Television Systems Inc., had requests from 67 communities for the service.

"The reason we're so interested in this development," he added, "is that we estimate that 300,000 to 400,000 more persons can be serviced with this system in the WMCT area alone!"

Holds Jerrold Franchise

Mid-South, a newly-formed corporation, has the franchise for handling Jerrold products in Tennessee, Arkansas, Mississippi and parts of Kentucky. President of the Mid-South corporation is James Sumpter, former regional sales representative for Philco.

Video is brought to TV-barren communities in this fashion:

After tests, a receiving antenna of sufficient height is raised. From this antenna, cables are strung along community streets atop telephone poles. From these cables, smaller cables connect into each subscriber's television set. Every 2,000 feet amplifiers strengthen the signal so that subscribers living on the far side of town receive the signal in the same strength as those living nearer the antenna.

The subscriber pays \$75-\$100 for the installation, plus a monthly fee for use of the cable, explained Mr. Slavick.

Mr. Slavick said that dealers and distributors are the most likely candidates to pay the costs of the necessary tests and the raising of the antenna.

PRICE PANEL

WHAM-TV Times Program

HEADS-UP station programming can give a public service panel that extra something that brings it out of the cut-and-dried category.

A panel on "What can we do about prices?" scheduled locally by WHAM-TV Rochester, N. Y., for a Thursday, 10:30 p.m., audience had been worked on in advance for several weeks by the station.

When WHAM-TV was informed that President Truman's anti-inflation speech was scheduled for that hour June 14, the station asked the panel to go on the air immediately afterward with a discussion of the Chief Executive's speech.

As expressed by A. N. (Ben) Bender, station's promotion director, the program "couldn't have been planned any better. The whole thing set the city on its ears." The Rochester Democrat & Chronicle the next morning ran a four column picture of the panel and carried story coverage.

Participants were Sol M. Linowitz, attorney and moderator; Marion B. Folsom, treasurer, Eastman Kodak, and chairman, Committee on Economic Development; Dr. William Dunkman, economics professor, U. of Rochester, and Morton J. Baum, executive vice president, Hickey Freeman Co. and ESA consultant.

General Manager William Fay and Program Director Charles Siverson handled arrangements.

FILM RIGHTS

To CBS-TV From Lippert

ACQUISITION by CBS-TV of exclusive rights in metropolitan New York for the telecasting of 20 full-length films from Robert L. Lippert, independent producer, who recently cleared distribution rights on the films with the American Federation of Musicians, has been announced by Richard K. Doan, network program director.

The films, none of which was released to theatres "before 1947, and several . . . dated 1950," will be fed into three WCBS-TV film shows—the seven-a-week "Late Show," five-a-week "Early Show," and Saturday "Late Late Show."

Seek Color Spots

TWO Chicago agencies placed orders last week for spot schedules on CBS-TV in color. Dri-Glor furniture polish, made by O' Cedar mops, and Phoenix Aristomats, will use live commercials starting Thursday and Friday, respectively. Dri-Glor has scheduled use of flip cards with voice off camera, while Phoenix, for its stove attachment, will telecast an actor delivering the commercial on camera. Each has contracted for one spot weekly for 13 weeks, the minimum order, and each is 20 seconds long. Dri-Glor's agency is Young & Rubicam and Phoenix Aristomats is Bozell & Jacobs.

A large, industrial-grade Eastman Television Recording Camera is shown from a three-quarter front view. It has a large, rounded top section and a rectangular base. A large lens assembly is visible on the front left. The camera is mounted on a sturdy metal frame.

To see it... again

For the record . . .

for review . . . for future release . . .

put television programs on 16mm. film with
the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube.

Available in two versions

—for image recording only,
or image and sound recording.

For complete information

write to: Motion Picture

Film Department,

Eastman Kodak Company,

Rochester 4, N. Y.

Record every program on film

EASTMAN TELEVISION RECORDING CAMERA

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

Program Needs

(Continued from page 63)

New Orleans, an NARTB TV director and chairman of the NARTB's Program Standards Committee, presided at the all-day meeting, held at the Statler Hotel. In opening the session, he sounded this keynote: "It's up to us to take a cold, objective look at television programming. Are we right? Are we wrong? If we're wrong, let's correct it ourselves."

Mr. Swezey appointed a resolutions committee including W. D. Rogers Jr., KEYL (TV) San Antonio; Dwight Martin, WLWT (TV) Cincinnati, and Eugene S. Thomas, WOR-TV New York.

Chairman Coy was introduced at the morning meeting by Clair R. McCollough, WGAL-TV Lancaster, an NARTB TV director. George B. Storer, Fort Industry Stations and also a TV director, introduced Sen. Johnson at the luncheon session.

Ardent TV Fan

Explaining he is an ardent radio and TV fan, Sen. Johnson said TV is restoring the home, contrary to most modern inventions. He called it "the grandest development ever to come to the human race and a medium second to none in the spread of education and information."

Sen. Johnson said he had asked Sen. William Benton (D-Conn.), at a recent hearing, to define education but the definition was not forthcoming. "Until Sen. Benton defines education he has no right talking about it in general terms," he said.

In a recent trip to Europe Sen. Johnson said he observed BBC television. "I missed the emcee livening up things," he said. "I missed advertising. I even like the advertising. It gives a sort of break. Advertising cleverly done is really entertaining. I like every part of TV. There are few programs I don't like. Some programs are foolish, but you don't have much trouble pleasing me. I get a great deal of good out of both radio and television."

Recalling a recent comment by Faye Emerson about "bluenoses," he pleaded with telecasters not to think of their critics as "bluenoses." Critics are more helpful than yes men, he said, applying the observation to his own political career.

Sen. Johnson warned of the danger of thrill programs, which he said could be like narcotics, as he quoted several observations of TV programming by critics. He recalled the 1948 broadcasters creed adopted by the NAB, adding, "You

don't have to preach to the saved. I think you are on the beam. There's no danger of television censorship as far as I can see."

Although stating FCC believes any national censorship board as has been proposed in Congress "would be extremely impractical," and noting the Communications Act forbids censorship, Chairman Coy pointed out "it is true that the Commission has the responsibility of reviewing a station's over-all performance in determining if it is operating in the public interest as stipulated by the Communications Act."

"Despite all the loud noises you have heard about censorship," he continued, "it is well to remember that this right [over-all review] has been upheld by the courts."

He noted FCC, "pursuant to its responsibility to see to it that the public interest is served," has called a conference "for the discussion of television broadcasting problems from the viewpoint of the public, the Commission and industry."

"Your meeting," he told the broadcasters, "seems to me to be a logical forerunner to such a meeting as the Commission plans."

Stating he was "delighted that you are exploring ways and means here today to strengthen television as a vital mechanism of our democracy and as a weapon of defense, by moving in on these problems yourselves," Chairman Coy added, "I would also like to see them discussed at state and district meetings."

"Were this done," he observed, "then I venture to predict that we would see an instant and continuing improvement in standards and an immediate upsurge of public confidence in its broadcasting system."

"And this," he added, "all without the benefit of government intervention."

Chairman Coy noted the desirability of "re-examining program practices by television broadcasting is brought into sharp focus by other recent developments," citing the potential competition of "substantial interests" supporting subscription TV and theatre TV.

Agenda Suggestion

Chairman Coy's seven points for consideration included:

1. Your assistance in civic improvements.
2. Your promotion of educational and cultural opportunities.
3. The integrity of your news.
4. The fairness of your presentation of controversial issues.
5. Your enterprise and zeal in promoting good community labor relations and inter-racial understanding.
6. The wholesomeness of your entertainers and their sense of responsibility as visitors at the family hearth.
7. Advertising on your station: Its reliability, its good taste, its listenability, its excesses.

"I hope also that one of the subjects you will explore will be the problem of advertiser domination of program schedules," Chairman Coy said. "Until the broadcaster schedules the kinds of programs

REPUBLIC PICTURES

Makes Facilities Available

BESIDES licensing a backlog of old motion pictures for television showing, Republic Pictures Corp. is making production facilities at its North Hollywood studio lot available to outside independent video producers on a rental basis starting today (Monday).

Earl Collins, president of Hollywood Television Service Inc., a subsidiary of Republic Pictures, so informed some 50 advertising agency and network executives last week during a studio showing of old films being offered for sponsor consideration. Bids for use of production facilities are acceptable starting today "to give everyone an equal opportunity," he said.

Republic is the first major Hollywood film studio to make this move.

Meanwhile, Gene Autry joined Roy Rogers in protesting rental to television of Republic Westerns in which they starred. Mr. Rogers threatened to sue for using his "name, voice or likeness for advertising purposes," thus barring possible sponsorship. Mr. Autry warned he will sue any TV station that uses his old Republic Westerns since he is now making his own films for television.

that he knows are right and until he builds a schedule that he knows is properly balanced, he cannot realize his full potentialities."

"Under the law that is his responsibility," he warned.

"Under the law it is not the advertiser's responsibility nor the networks' responsibility," he added.

"Therefore, the proper role for the advertiser is not that of the program director. His is the role of a purchaser of time on what is demonstrably the most effective and productive of all advertising mediums of mass communication," Chairman Coy summarized.

Reviewing an analysis of FCC mail in a 75-day period, he said that of a thousand complaints 255 dealt with alcoholic beverage advertising due to a campaign by temperance interests; 221 with indecency, obscenity or profanity; 128 with misleading advertising; 107 with lotteries and giveaways; 73 with crime and horror; 47 with excessive advertising; 36 with need for more educational and classical music programs; 32 with news commentators; 22 with fortune telling; 21 with attacks on religious faiths; 19 with refusal to grant time for a point of view.

He summarized a 1950 composite program week:

1. Entertainment: The average station devoted 72% of its time to entertainment. One station devoted 92% and another 90%. Nine other stations devoted between 80 and 90% of their total time to entertainment.
2. Religion: The average station devoted .9% to religion. Fifteen stations carried no religious programs at all.
3. Agriculture: The average station devoted .2% to agricultural programs. Seventeen carried no programs of this type.
4. Education: The average station devoted 3% of its total time to educational-type programs (i.e., programs offered by or in behalf of educational institutions). Eight stations reported

carrying no programs of this type.

5. Discussion: The average station devoted 3% of its time for discussions. Seven stations reported that they carried no discussion-type programs and 10 other stations reported that they devoted only 2% of their time to this type of program.

"I think that there are some self-evident facts that stand out from this analysis like sore thumbs," he said. He concluded these to be:

(a) You can't serve the religious needs of your community when you do not carry any religious programs at all.

(b) You can't serve the educational needs of your community when you do not carry any educational programs.

(c) It is clear that some steps must be taken by the television broadcasters to discover what the needs of their communities really are.

"It seems to me, therefore," Chairman Coy said, "sound advice . . . that I urge you to get acquainted with your community in a real sense so that if called upon at any time you could state the 10 most important needs of your community and it is of even greater importance that you could tell anyone with great pride what you are doing or proposing to do about those needs."

"When you have reached that point," he said, "you need no longer asks questions about what constitutes the public interest."

Question-Answer Session

In a question-answer session Chairman Coy emphasized the need for integrity and objectivity in reporting the news and recalled radio's reputation as the most objective news medium. Replying to Mr. McCollough, he said he had no preconceived ideas on minimum percentage of program types, adding that the real test is whether a station serves the public interest.

FCC has never felt that a commercial program could not be in the public interest, the chairman said in answering Mr. Swezey. "FCC is just as committed as you are to the commercial radio system," he said, "but we favor allotment of sustaining periods for new program ideas." He felt that a program must be by or for an educational institution to be classed as educational but agreed the definition perhaps should be looked at again.

Harry Bannister, WWJ-TV Detroit, recalled his station had tried for two years to work out a format for religious programming. A solution was reached after another year, he said, by a local church council which advised erection of a church set in the studio. Chairman Coy agreed the problem was difficult and thought new stations could benefit by such experiences.

When Walter J. Damm, WTMJ-TV Milwaukee, asked about possible network pressure on stations, Chairman Coy parried the question but observed, "Walter doesn't need any help." He added that the station must keep its programming in its own hands.

The chairman conceded, on questioning by Leonard Marks, attorney, that his program observations constituted application of Blue Book standards to television but explained he had deliberately refrained from mentioning the Blue Book in his talk.

TELEFILM, INC.

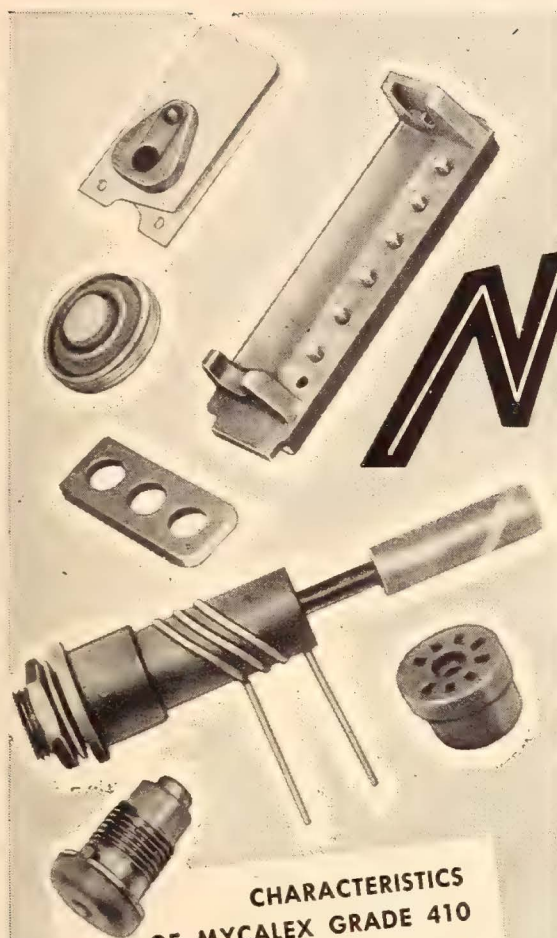
COMPLETE FILM PRODUCTION
FOR

TV SPOTS-PROGRAMS

All Production Steps
In One Organization

6039 Hollywood Blvd., Hollywood 28, Calif.

HOLLYWOOD 9-7205



The Ideal Dielectric
FOR NEW **UHF-TV** APPLICATIONS

MYCALEX

Glass-Bonded Mica INSULATION

**- for low loss
at low cost!**

- LOW-LOSS FROM 60 CYCLES/SECOND
TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST
ADAPTABILITY, LOWEST COST
- AVAILABLE MOLDED TO PRACTICALLY
ANY SHAPE OR SIZE WITH OR WITHOUT
METAL ELECTRODES OR INSERTS

**CHARACTERISTICS
OF MYCALEX GRADE 410**

Power factor, 1 megacycle	0.0015
Dielectric constant, 1 megacycle	9.2
Loss factor, 1 megacycle	0.014
Dielectric strength, volts/mil	400
Volume resistivity, ohm-cm	1×10^{15}
Arc resistance, seconds	250
Impact strength, Izod, ft.-lb./in. of notch	0.7
Maximum safe operating temperature, °C	350
Maximum safe operating temperature, °F	650
Water absorption % in 24 hours	nil
Coefficient of linear expansion, °C	11×10^{-6}
Tensile strength, psi	6000

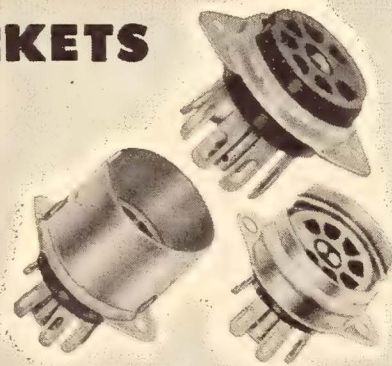
WRITE FOR 20-PAGE CATALOG
This comprehensive compilation of
technical and manufacturing data in-
cludes complete dielectric information.

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be molded in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

TUBE SOCKETS

MYCALEX glass-bonded mica sockets are injection molded to extremely close tolerance. This exclusive process affords superior low-loss properties, exceptional uniformity and results in a socket of comparable quality but greater dimensional accuracy than ceramics—all at no greater cost than inferior phenolic types. These sockets are available in two grades, featuring high dielectric strength, low dielectric loss, high arc resistance and fully meet RTMA standards.

Write for Tube Socket Data Sheets



MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only .015 1 mc., insulation resistance 10,000 megohms. Fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

MYCALEX 410X is low in cost but insulating properties greatly exceed those of general purpose phenolics. Loss factor is only one-fourth that of phenolics (.083 at 1 mc.) but cost is comparable. Insulation resistance 10,000 megohms.



MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

WESTERN RESERVE Does Not Want TV Outlet

WESTERN Reserve U., which has been actively producing educational television programs on WEWS (TV) Cleveland for nearly four years, announced last week it did not want its own TV station and felt that "the interests of education can best be served by cooperation with existing commercial TV stations."

The announcement was made by the university's Radio and Television Council, which makes the school's policy in the broadcasting field.

Barclay Leatham, head of the Western Reserve department of dramatic arts and director of TV activities, said that the university at least for the present feels it would be difficult to operate a station of its own.

"We feel the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading ourselves thin preparing an entire program schedule," Mr. Leatham said.

Western Reserve students have produced 186 shows, most of them half-hours, on WEWS (TV). These included 42 dramas ranging from Shakespeare to Shaw and some originals.

VIDEO EQUIPMENT DuMont Signs KXEL, WOI-TV

CONTRACTS specifying complete TV broadcasting installation at KXEL Waterloo, Iowa, and camera equipment for WOI-TV Ames, Iowa, have been negotiated with the Television Transmitter Div. of Allen B. DuMont Labs., Clifton, N. J.

The KXEL order, signed by Joe DuMont, president of Josh Higgins Broadcasting Co., calls for a DuMont transmitter, control and monitoring facilities, monochrome scanner, film projectors, dual image orthicon camera chain, and tower and transmission line equipment for a six-bay antenna.

The WOI-TV contract with C. Scott Fletcher, president of the Fund for Adult Education, specifies dual image orthicon camera chain, associated amplifier and monitoring facilities. In announcing the contract, the DuMont division lauded WOI-TV as "an excellent example" of a university station.

TELESCRIPTIIONS

**ANIMATED AND
LIVE ACTION** TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG. • WASH. D. C.

Sterling 4650



PLANNING intensive membership drive for Academy of Television Arts & Sciences, Los Angeles, are (l to r) Alan Young, video comedian; Ralph Levy, TV producer-director; Hal Roach Jr., TV film producer, and Mal Boyd, recently resigned partner of P. R. B. Inc., packaging firm. Mr. Boyd is general chairman of the drive.

WGST OPPOSES

ASSERTING that Atlanta Newspapers Inc. is making "a bald attempt to have its cake and eat it," WGST Atlanta last week filed with the FCC a petition opposing the proposed assignments of WSB-TV's channel 8 facilities to Broadcasting Inc.

Assignment request is an outgrowth of last year's merger of the *Atlanta Journal*, licensee of WSB-TV, and the *Atlanta Constitution*, permittee of the channel 2 WCON-TV. In its consent at the time, FCC stipulated that Atlanta Newspapers Inc. must dispose of one of the TV outlets.

Subsequently, ANI proposed to take over the facilities and channel 2 of WCON-TV, when completed, and substitute the WSB-TV call letters. The channel 8 properties would then be sold to Broadcasting Inc., a new firm of leading local citizens [BROADCASTING • TELECASTING, June 18].

Opposition last week was filed by Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, on behalf of Georgia Tech, WGST licensee. Mr. Porter last April was named a deputy assistant attorney general for the State of Georgia to handle WGST's case.

Ask License Surrender

Petition pointed out that Commission had specifically stipulated that authorization for WCON-TV was not to be issued "except simultaneously with the cessation of operation of WSB-TV and surrender of its license" [emphasis supplied in petition]. FCC also directed, according to the opposition, that on or before Sept. 15, 1950 application for license to cover WCON-TV's CP was to be filed, and that license of WSB-TV was to be surrendered for cancellation.

WGST said that the present TV quota of channels 2, 5, 8 and 11 to Atlanta would be altered under the FCC proposed allocation plan to move channel 8 from Atlanta to Athens, allowing the present WSB-TV to move to channel 11. Since Atlanta Newspapers would have channel 2 and WAGA-TV already has channel 5, WGST and other applicants will be foreclosed from VHF assignments in that city, the

TV Assignment In Atlanta

petition claimed.

"The net effect is to give Broadcasting Inc. a vested right in channel 8 if it should be restored to Atlanta or a vested right in channel 11," WGST declared.

Surrender of license, not its transfer or assignment was specified in the Commission's order of last year," continued the petition, adding that the "attempt" to sell the license is in "complete defiance" of the order.

WGST cited communications to the FCC by the parties in the newspaper merger and subsequent FCC letter of reminder and referred to "direct contravention of the Commission's mandate and the assignee's own representations."

Tried to Buy WSB-TV

Petition referred to WGST's record in the broadcasting field and said that WGST had sought to buy the facilities of WSB-TV, "with a full view towards ultimate comparative consideration with other applications but Atlanta Newspapers Inc. refused to consider its offer." Public interest demands "experienced qualified applicants" be afforded comparative consideration with competitors for the facility, WGST claimed.

Grant of the assignment application would violate the decision of the Supreme Court in the Ashbacker Radio Corp. case, which held that a licensee does not have a vested interest in any frequency, the opposition declared.

In summation, WGST urged that in alternative: (1) the assignment application be dismissed with prejudice, or; (2) the application be placed in the pending file until the TV freeze is lifted, and then put in comparative hearing with other Atlanta TV requests or; (3) the application be designated for hearing and WGST made a party thereto.

HEARING DELAY

ASCAP Formula Sought

THREAT of litigation between ASCAP and the nation's TV broadcasters, which has hovered over the world of video music since last December, was postponed for another two weeks on Thursday, when committees representing the TV station operators and the society agreed to continue negotiations at least until July 9.

Decision to work a little longer on their attempt to reach a satisfactory formula for the payment for the use of ASCAP music on television was announced at the end of a two-day meeting between the All Industry TV Per Program Committee and the TV Committee of ASCAP, held at ASCAP headquarters in New York. Details of the discussions were not revealed as "too tentative to be made public at this time for fear of destroying progress made so far," according to a committee spokesman. He added that "satisfactory progress" had been made and said that counsel for the parties will continue to meet during the coming fortnight, with the full committees being recalled if and when that should be desirable.

Long Negotiations

The two groups have been striving to work out a TV music program fee arrangement for about a year and a half. Former Federal Judge Simon H. Rifkind is special counsel for the All-Industry Committee, and with the group's regular counsel, Stuart Sprague, has been discussing the problem with Herman Finkelstein, general attorney of ASCAP. These discussions seemed promising enough that the stipulated June 10 deadline was postponed—first to June 11 and now to July 9—in hope of reaching agreement without resort to litigation.

Meanwhile, some 55 TV stations have authorized legal action if needed and have contributed more than \$25,000 to support the committee in any activity on their behalf.

All-Industry Committee members attending last week's meeting were:

Chairman Dwight W. Martin, WLWT (TV) Cincinnati; Nathan Lord, WAVE-TV Louisville; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; Edward McCrossin, DuMont TV network; Thomas N. Dowd, Pierson & Ball, attorney for Yankee and Don Lee networks and other broadcasters. Unable to attend were Roger Cliff, WFIL-TV Philadelphia; Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises.

Messrs. Rifkind and Sprague and Ben Schankman of Judge Rifkind's staff, were also present. ASCAP was represented by Richard F. Murray, George Hoffman and J. M. Collins, all assistant general managers, and Mr. Finkelstein.

Fair Trade Parley

(Continued from page 64)

ference between adapters and converters and scored the claim you can "adapt your set to color for \$40."

To that end RTMA recommended prohibition on advertisements stating or implying that (1) a device will convert an existing TV receiver to receive color without also stating the size of the resulting picture if it will be smaller than the original picture; (2) an adapter or other device for color TV is capable of TV pictures in color; and (3) that a TV set with a built-in antenna will perform as satisfactorily as one using an outdoor antenna.

The practice of some manufacturers claiming that a built-in antenna is adequate without equivocation was scored during the meeting. RTMA also proposed rules governing sponsorship, alteration of brand names, deceptive use or change of cabinets, imitation of trade marks, commercial bribery, and so-called "spiffs" or "push money." Many of the suggestions also were supported in drafts prepared by NEDA, NARDA, NACRM, and NTDA.

Question of discounts among dealers also was raised. Judge Van Allen posed the degree of responsibility among manufacturers for price policy. Mr. Butz said informally FTC's feeling is that the responsibility rests on all groups—manufacturers, dealers, distributors, etc. One representative suggested flatly that FTC can not promulgate price-fixing.

Mr. McDaniel said that as a trade association, RTMA could not concern itself with price policy within the industry and felt the question of discounts, warranties, etc., also were beyond its realm. Gratuities and bonuses to dealers to push national brands also was aired during the discussion, as was the relationship of manufacturers to distributor subsidiaries.

Edwin Dempsey, executive director, National Television Dealers Assn., charged that approximately 4 million out of 12 million sets now in use were defective when received by dealers, costing them an estimated \$10 million annually in labor. NTDA requested a rule prohibiting manufacturers from charging dealers for complete TV sets where they receive frequently "an assemblage of parts in a cabinet."

Tom Mix TV Series

RICHARD K. POLIMER, president of Inspiration Pictures, Hollywood production unit, has closed a pact with the Tom Mix estate to film a series of TV Westerns in color bearing the late cowboy star's name. David Todd Jr. will be production manager of the Westerns. Mr. Polimer is in New York with the first of three completed scripts to consult with agencies and sponsors and launch a nationwide talent search for an actor to portray Tom Mix.

TV CONVERTER

Shown by Westinghouse

A NEW built-in UHF television tuner and a separate UHF converter, both permitting reception of the full UHF range, were demonstrated by Westinghouse's Television-Radio Div. last Tuesday at Bridgeport, Conn.

J. F. Walsh, division sales manager, who conducted the showing for Westinghouse distributor representatives including top officials of Westinghouse Electric Supply Co., emphasized that sets employing either the continuous tuner or the converter can still tune all existing VHF channels as well as the full UHF range, and that no additional modifications are necessary.

He said it was impossible to estimate retail prices now. The new tuner, he said, can be installed in a majority of Westinghouse TV receivers, while the converter, can be connected to all Westinghouse TV sets now in use.

RURAL RADIO

USDA Signs Iowa State

CONTRACT has been signed by U. S. Dept. of Agriculture and Iowa State College for research on techniques of presenting farm information to urban and rural viewers. Project is an extension of TV research activity within the department under federal funds, under direction of Kenneth M. Gapen, assistant director of information.

Iowa State operates WOI-TV Ames. The effectiveness of TV programs will be tested by audience reaction surveys conducted by the college. G. M. Browning, associate director of the Iowa Agricultural Experiment Station, and C. R. Elder, agricultural extension editor, are to direct the research project.

CBS Hollywood has leased Keywest Studios for manufacture and storage of TV scenery and props.

Capitol Telecasts

(Continued from page 65)

but puts a witness on the stand without knowing what he's going to say is "a plain fool." A primary function of a Congressional hearing is to give the public the facts and to build public opinion, he said, "and television does that perfectly."

Agrees With Rifkind

He agreed with Judge Rifkind that there is a difference between hearings and trials, but he recalled that a lot of trials have been turned into circuses without the benefit of television. He added that "one way to stop such horsing around is to have TV cameras on hand and all the public watching."

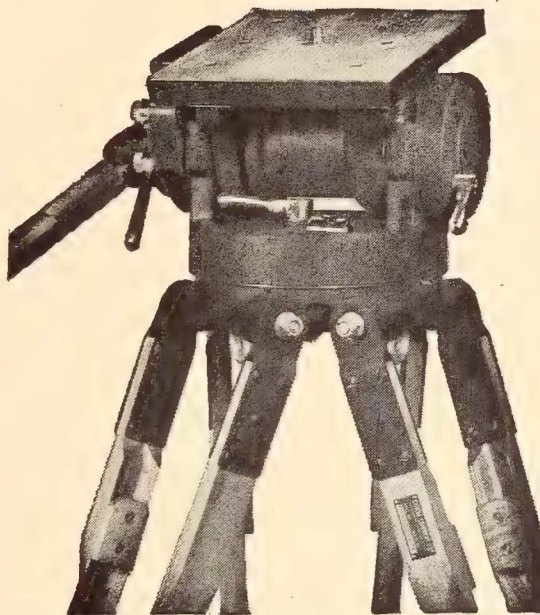
"I think," Mr. Halley concluded, "that public interest will require that we let the public know what's going on and give the public a chance to raise its voice and the encouragement to do so."

Floating Action!

for all TV Cameras

'BALANCED' TV TRIPOD

(Pat. Pending)

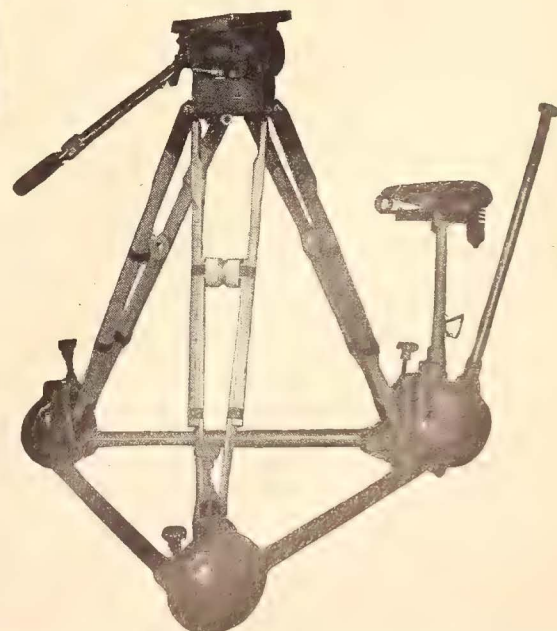


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Telestatus

(Continued from page 66)

and wine were second with 143. Toilet requisites totaled 106 for third place.

TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

Sponsor	Programs	No. of Stations
NBC		
1. DeSoto	"You Bet Your Life"	61
2. Hunt Foods	"Kate Smith Show"	61
3. Manhattan Soap Co.	"One Man's Family"	61
4. Texas Co.	"Texaco Star Theatre"	61
5. Crosley Div.	"Show of Shows"	61
6. Swift & Co.	"Show of Shows"	61
ABC		
1. Ralston Purina Co.	"Your Pet Parade"	62
2. B. T. Babbitt	"Two Girls Named Smith"	60
3. Maiden Form Brassiere Co.	"Faith Baldwin Theatre"	58
4. General Mills	"Stu Erwin Show"	54
CBS		
1. Coca-Cola Co.	"Charlie McCarthy Show"	62
2. Nash-Kelvinator Corp.	"Morton Downey Show"	55
3. American Tobacco Co.	"This Is Show Business"	53
4. Philip Morris & Co.	"Horace Heidt Show"	53
5. Procter & Gamble	"First 100 Years"	53
DuMONT		
1. Drug Store TV Productions	"Cavalcade of Bands"	24
2. General Foods Corp.	"Captain Video"	23
3. Drug Store TV Productions	"Cavalcade of Stars"	20
4. Johnson Candy Co.	"Flying Tigers"	20

U. OF ILLINOIS

Gets Educational TV Funds

THE U. of Illinois last week fell heir to a \$90,000 TV transmitter, the gift of General Electric Co. Also the National Assn. of Educational Broadcasters, whose headquarters are at the university, was given \$245,350 by the W.K. Kellogg Foundation.

The new windfalls will help the school to go into educational telecasting, assuming it is granted an educational channel by the FCC, and will bolster the NAEB plan for building big educational radio shows. Recently the NAEB got \$300,000, to be administered by the Lowell Institute of Boston, from the Ford Foundation to produce five series of programs.

The Kellogg grant last week will be used to some extent for administrative purposes in the NAEB project.

The GE transmitter gift was announced by George D. Stoddard, president of the U. of Illinois who said that the university was building a 580-foot tower.

Wilbur Schramm, dean of the university's division of communication, told BROADCASTING • TELECASTING that the university hopes eventually to connect its Chicago and Champaign campuses by TV relay. He said that the school needed to build studios and acquire equipment in addition to the transmitter. Funds for those projects will have to come either from philanthropic grants or from state allotments. The university's division of communication is maintained by money allocated by the state legislature.



PEL SCHMIDT (l), prominent in Maryland radio for more than a decade, has joined **WAAM (TV)** Baltimore as local sales manager. Mr. Schmidt formerly was an account executive at **WITH** Baltimore. Welcoming him to **WAAM** are **Ken Carter** (c), general manager, and **Armand Grant**, assistant general manager in charge of sales.

Allocation Deadlock

(Continued from page 63)

to cause delay when I wrote the letter. I felt then and I feel now that the Commission can adequately dispose of the legal objections without unduly delaying the ultimate lifting of the television "freeze" and perhaps in fact save many months of delay thereby. Your action in this Memorandum Opinion and Order proves once again that the Commission is acting in the public interest.

The oral argument Thursday was ordered upon those portions of petitions by FCBA, WKMH Dearborn, Mich., and WTTM Trenton, N. J., relating to the general legal issues of allocation and reservation. FCC asked that participants "give particular attention" to the following questions in their arguments:

A. Whether pursuant to the provisions of Sections 1, 4(i) and (j), 303(a), (b), (c), (d), (f), (g) and (r), of the Communications Act, the Commission may, as public convenience, interest, or necessity requires.

(1) Prescribe as a part of its rules and subject to change through rule making a table specifying the channels upon which television station assignments may be made in specified communities and areas; and

(2) Designate and reserve certain of the assignments provided in such table for use by noncommercial educational television stations.

B. Whether and to what extent the provisions of Section 307(b) of the Communications Act affect the authority of the Commission to make such provision for television channel assignments.

C. Whether the provisions of Section 307(b) of the Communications Act, if applicable, are met, if

(1) The assignment table prescribed by the Commission provides reasonably for a fair, efficient, and equitable distribution of services among the several states and communities, and

(2) The rules and procedure of the Commission provide a reasonable opportunity for change or modification of the table through rule making, rather than through consideration of individual applications inconsistent with the table, whether or not they are mutually exclusive with other applications, and

(3) The Commission in acting upon mutually exclusive applications consistent with the table takes into account the provisions of Section 307(b) with respect to fair, efficient, and equitable distribution of services among states and communities.

D. Whether the provisions of Section 309(a) of the Communications Act with respect to hearings on applications preclude the Commission from adopting through rule making engineering standards, tables of channel assignments, or other rules or regulations which prescribe the basis upon which applications may be considered.

E. Whether the provisions of Section

307(c) of the Communications Act limit in any respect the Commission's authority to reserve channels in the assignment table for use by noncommercial educational television stations.

FCC specified all parties wishing to argue must show in their notice of appearance what side of the issue they will present. Supporting briefs may be filed through tomorrow (Tuesday), the Commission said.

NARTB by late Thursday had not decided whether it would take part in the argument. NARTB initially supported a pre-determined allocation plan but vigorously opposed educational reservation.

DuMont is understood planning to argue in support of allocation by rule-making and is believed would not be favorably disposed toward abandonment of this policy for any "informal allocation guide" procedure. DuMont earlier charged the educational reservation proposal was "unrealistic" and "impractical."

DuMont meanwhile has suggested an amendment to the Communications Act to Sen. Johnson which would grant FCC specific power to make a firm TV allocation plan. Reportedly endorsed by NARTB Board Chairman Justin Miller, the proposed amendment would be used if it is felt the present law might be found not to support fully the Commission's authority in this respect.

ABC also is expected to participate in the argument, although its views had not been officially disclosed. It is believed ABC may favor an allocation plan as a guide.

JCET's Stand

The Joint Committee on Educational Television is expected to argue for holding firm to allocation by rule-making in addition to supporting legality of the educational reservation.

Views on the allocation problem among Washington attorneys last week ranged widely. Some felt no plan, formal or informal, is legal and FCC should act only upon firm applications for specific channels in specific locations, while others see no end of delay, chaos and conflict unless the allocation is fixed by rules. Still others take the middle road, considering an allocation guide will best settle the deadlock.

They all seemed agreed, however, that further delay in lifting of the freeze should be averted at all reasonable cost.

To most minds this appears to mean cutting to the bone the forthcoming city-by-city allocation hearing, which many also agree will have to be covered in one form or another whether the fixed allocation table or informal allocation guide wins out in the legal battle.

Even if only about half of the original 700 "participants" who filed comments plan to give further testimony on their respective proposals, and each presentation and cross examination is limited to one hour, observers estimated

an oral hearing would run 30 weeks, or 7½ months. This would be upon basis of FCC's sitting its usual three days weekly in such a proceeding.

Few seem to feel many participants will be able to make their direct presentation anywhere near within an hour, let alone include cross examination.

Westinghouse's petition, noting the freeze has been in effect since Sept. 30, 1948, and some 700 parties have indicated their intention to take part in the city-by-city hearing, asked FCC to enter an order "permitting your petitioner to submit all of its direct testimony and evidence in writing on July 9, 1951, or at such later date as may be specified by the Commission, with the same force and effect as if such testimony and evidence had been presented orally at the hearing scheduled to begin on said date."

This would be upon condition all rights as a party would be preserved, Westinghouse stated.

'MASTER PLAN'

More Outlets by March—Coy

IF the FCC could issue a decision on its television allocations by the first part of January 1952, it could begin authorizing new TV stations in March 1952, FCC Chairman Wayne Coy has advised readers of the *Oregon Daily Journal*. The June 12 guest editorial entitled "TV Master Plan" was inserted in last Wednesday's *Congressional Record* by Rep. Homer D. Angell (R-Ore.).

The by-lined piece gave a resume of the post-war history of television problems that confronted the FCC and described the "tedious, painstaking" work that went into the allocation plan. He said that under the Commission proposal, the country can have as many as 2,000 stations.

Mr. Coy stated that the addition of color will have a "highly accelerating" effect on TV development and said that the trend in other mediums is toward more color.

Council TV Forum

A "Films on Television" all-day forum of the National Television Film Council will be held Wednesday at the Warwick Hotel, New York, to celebrate the organization's third anniversary. Founded by Melvin L. Gold, National Screen Service advertising and publicity director, the council's function has been "the standardization of business procedures for films on television . . . and the research and development of film for use on video," the official said.

Film Report . . .

TAURUS PRODUCTIONS, Hollywood, organized by Mary Ross to film bull fights in Tijuana for TV. Films will be cleared through American Humane Society before offered to stations. Filming will be done every two weeks under direction of Mort Halpern, production head.

BEACON TELEVISION Pictures Inc., Boston, announces *Goin' Places With Gadabout Gaddis*, new quarter-hour outdoor-fishing series featuring fishing trips to a different place each week. Subjects include tarpon fishing in Tampa Bay, trout fishing in the Adirondacks, surf casting on Cape Cod, and others ranging from Canada to the Florida Everglades.

ROYAL FIVE Productions, Hollywood, headed by Bill Scott Brown, is planning series of 25-minutes

color films for TV titled *The Calico Kid*. Don Stewart is writer, with Christine Jensen and Victor Cordero supplying original songs. Mr. Brown is producer-director.

ALLARDALE Productions Inc., headquartered at Hal Roach Studios, Culver City, Calif., has started filming series of 15 minute TV comedy shorts starring Arthur Blake. They will be made at rate of four monthly, under title *Hollywood Star Time*, according to Albert Allardale, executive producer.

WILLIAMS Productions, L. A. has completed 16 films in new quarter-hour television film series. Five of the films will be packaged into one feature entitled *Quintette*. Same firm has also acquired American TV rights to 26 English feature films made in last 10 years.

SCREEN GEMS Inc., New York, announces that sale of TV *Disc Jockey Toons* for use of TV disc jockeys will begin in six markets about Sept. 15. Producer Will Bal-tin said negotiations had been completed with Harold Kaye, Mail Order Network head and executive in charge of TV at Dorland, Inc., New York, for premiere showing at that time. Series will include cartoons, live action entertainment, shadow-graphs and silhouette dancing.

FIRST MILESTONE

KPRC-TV, 'Post' Collaborate

SECOND annual Television Show sponsored jointly by the *Houston Post* and KPRC-TV drew over 40,000 spectators in three nights as the station marked its first birthday anniversary with elaborate promotion, according to Jack Harris, general manager of the *Post* stations (KPRC-AM-FM-TV).

Local distributors cooperated with the newspaper in the three-day celebration, which was held at Houston's City Auditorium. Nine TV receivers were awarded at a special drawing along with a 90-day service policy and a year's subscription to a television magazine.

Commemorating the special occasion, the *Houston Post* June 10 published a special TV-radio Section supplement reviewing the station's plans for live network program coverage. Work is to begin on TV facilities (probably microwave relay) linking Houston with Kansas City. A coaxial cable tie-up between Dallas and Houston also is under construction. Completion of all facilities would link Houston with both the East and West Coasts late in 1952.

The *Post* recounted that the number of TV sets and programs have tripled in the past year. Additionally, Mr. Harris in a signed full-page advertisement noted that KPRC-TV production facilities and staff have doubled, and that program fare has increased from 35 hours to 85 hours per week. He also predicted other developments, including programming from mid-morning to late evening, and addition of new TV stars, to supplement the array carried by KPRC-TV the past 12 months.

upcoming

June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.

June 25-29: Summer General Meeting, AIEE, Toronto, Ont.

June 26: NARTB - Radio - Television Manufacturers Assn. FM Conference, NARTB Hqtrs., Washington.

June 26: Directors Meeting, BMI Canada Ltd., King Edward Hotel, Toronto.

July 7-13: International Advertising Conference, London, England. U. S. registration handled by E. G. Borton, AFA, 330 West 42nd St., New York 18.

July 9: FCC City-by-City TV Allocations Proceeding Begins, Washington.

July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20-25: AIEE Pacific General Meeting, Portland, Ore.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

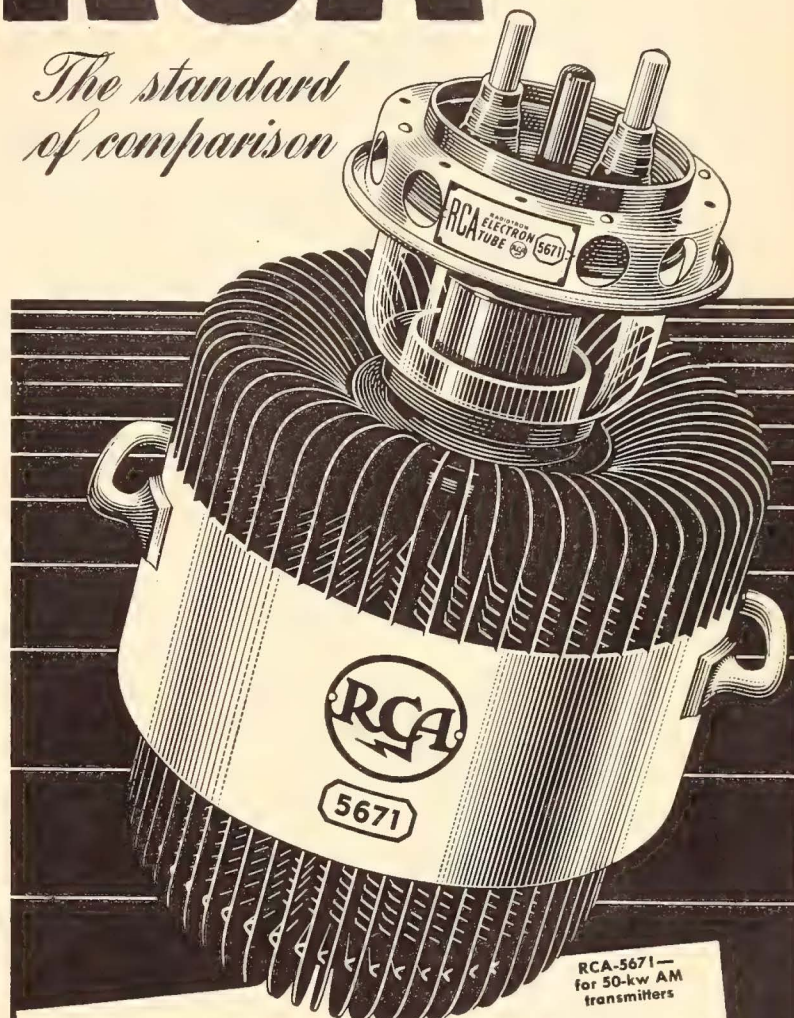
Aug. 23: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

RCA TUBES

The standard of comparison



RCA-5671—
for 50-kw AM
transmitters

**IT SAVES YOU
\$1300 a year!**

This high-power triode is still setting new records for economy and long service* in broadcasting. Thoriated-tungsten-filament design reduces filament power 60% over previous pure-tungsten-filament tube types . . . saves you \$1300 or more a year on filament power alone for a 50-kw transmitter. The improved air-cooled radiator reduces tube weight approximately 100 pounds . . . makes for easier handling . . . lowers cost.

Make your RCA Tube Distributor "local headquarters" for the tubes you need. He knows the business. For prompt action, call him!

*Service records on request



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.

Code for Radio-TV

(Continued from page 27)

as part of the time allowed for advertising, provided that each such billboard does not exceed 10 seconds in the case of a program sponsored by one advertiser, or 20 seconds in the case of a program sponsored by multiple advertisers.

(B) Opening and closing billboards in television programs are not counted as part of the time allowed for advertising, provided that they are limited to the identification of the sponsor or the sponsor's product advertised on the program, and provided also that each such billboard does not exceed 10 seconds in length.

In both TV and radio, the code says, NBC will seek to avoid "cow-catcher" and "trailer" announcements.

Costuming Standards

Respecting TV costuming, the standards provide that "nudity or costumes permitting indecent exposure are not allowed. Scenes involving disrobing are generally avoided and are used only when essential to the plot, in which event they are presented in a manner which avoids indecency."

On the subject of political broadcasts, "NBC seeks to have the various sides of political issues presented to the public fairly and adequately." Since the network cannot censor political speeches for defamatory material, "political speakers are required to indemnify NBC against liability arising from material broadcast by them."

PACKAGE FIRM

Formed by Roosevelts

FORMATION of Roosevelt Enterprises Inc., New York, TV and radio package and production firm, was announced Wednesday by Elliott Roosevelt, president of new organization. John Roosevelt, vice president of Lee Pharmacal Co., is executive vice president, and Noran Kersta, former radio-TV vice president of William Weintraub Agency is vice president and sales manager.

Properties include a series of 52 half-hour marionette tales, *Once Upon a Time*, with narration by Mrs. Eleanor Roosevelt; *Actors Studio*, dramatic TV series and winner of Peabody Award on ABC in 1949; two 15-minute daytime serials, *For Better, for Worse*, and *I'm Annabell*; half-hour musical comedy, *Mermaid Gardens*; 30-minute antique-evaluation and participation show, *Treasure Hunt*; audience participation quiz show, *When Your Ship Comes In*, and food



Organizing trio of new Roosevelt Enterprises Inc., New York, comprises (l to r) John Roosevelt, executive vice president; Noran Kersta, vice president and sales manager; Elliott Roosevelt, president.

* * *

program, *Pleasures of the Table*.

At least one other show, a mystery series, is in production.

Although no definite sponsorship plans have been completed, several of the shows are under option to prospective advertisers. Other associates of Roosevelt Enterprises, which is located at Park Sheraton Hotel, New York, are: Dee Tucker, director and producer of Eleanor Roosevelt programs, and Henry Morganthau III, executive producer of *Mrs. Roosevelt Meets the Public* and former program director of WNEW New York.

L.A. DRIVE

AFL Combats CIO

LAUNCHING its threatened campaign against CIO "invasion" of the amusement field, Los Angeles Central Labor Council of the AFL has set up a Radio & Television Organizing Committee and started issuance of pamphlets to present its side of the controversy to workers at radio and television stations.

First pamphlet is entitled *Radio and Television Workers, Look Before You Leap* and stated the committee's intention to "expose the unholy alliance within the television industry, which is now attempting to destroy the gains which the AFL unions in the amusement industry have built and maintained."

Berating various CIO unions, the pamphlet urged workers to "think before you finally decide who should be your bargaining agency," and not to be misled by "false propaganda."

Chief target in the AFL campaign is the National Assn. of Broadcast Engineers and Technicians which is affiliated with the CIO.

Another factor which helped bring on the storm was the appointment of George Mulkey, representative from the IBEW (CIO) international office to take over management of Los Angeles Local 45; resignation of Roy Tindall, business manager of the local who had disagreed with international policies of the IBEW, and Mr. Tindall's subsequent joining of NABET as national representative. Mr. Tindall is particularly singled out for criticism in the pamphlets.

IBEW and NABET are currently vying for representation of technicians and engineers at several radio and TV stations in the area [BROADCASTING • TELECASTING, June 18].

RADIO VETERANS

Form Chicago Group

OLD-TIMERS in Chicago radio, who can boast of 25 years' experience in the industry, met for dinner Thursday night at the Radio Club to organize Les Vingt' Cinq Ans (The Twenty-Five Years).

Jack Russell, vice president of Mutual Entertainment Agency, with Jules Herbuveaux, NBC Chicago manager of television, and Roz Metzger, vice president and radio director of Ruthrauff & Ryan agency, proposed the informal organization for radio veterans because "we would like to emphasize that Chicago radio has accomplished much."

The club may "offer indisputable proof of the durability of Chicago as a radio center, as well as the people who have created it," Mr. Russell added.

Among those 25-year veterans invited were Walter Preston, George Isaacs, Gene Dyer, George Poessler, Sen. Kaney, Norman Ross, Eugene F. McDonald Jr., Judith Waller, Carol Myers, Cong. Richard Hoffman, Glenn Snyder, Paul Galvin, Ralph Atlass, Emil Denemark, Herbie Mintz, Harold Stokes, Al Morey, Joe Rudolph, Howard Neumiller, Rex Maupin, Herb Carlin, Edgar Bill, Art Linick, Kaye Ronayne, Frank Sylvano, Pat Flanagan, Don Lavery, Lawrence Salerno, Joe Kayser, Art Jacobson, "Tweet" Hogan, Wayne King, Dave O'Malley, Eddie and Fannie Cavanaugh, Marty Bloom, Joe Gallicchio, Bob Trendler, Earl Hoffman, F. C. E. Lund, Gus Edwards, Everett Mitchell, Al Melgarde, Mr. and Mrs. Preston Sellers, Quin Ryan, Frankie Masters, Fred Killian, Jerry Sullivan, Ray Jones and Cliff Soubier.

CAMPAIGN COSTS

Benton Cites Radio-TV

SEN. WILLIAM BENTON (D-Conn.) last week cited radio-TV costs in campaigning in stressing the rising electioneering budget of candidates for public office.

His comments were presented to the Senate Executive Expenditures Committee looking into Congressional procedures. According to the Senator, "for one half hour on TV and radio in the 1950 campaign, the Democratic National Committee is said to have spent \$100,000. If it wasn't so in 1950, it will be in 1960, and perhaps for 15 minutes." Sen. Benton said reportedly \$10 million was spent to elect the 82nd Congress.

The Senator also told the committee the Kefauver Crime Committee telecasts were "landmarks in public education," adding, "civic education of this kind was one of the things Sens. Hunt, Bricker and Saltonstall and I had in mind when we introduced our resolution and bill on television two or three weeks ago. I commend [them] to your committee . . ."

Vincent Appointment

KENNETH T. VINCENT of Cunningham & Walsh Adv. Agency, New York, has been appointed an executive of Campbell-Ewald Co., New York, it was announced last week. He will be a member of the Campbell-Ewald plans board of both the New York and Detroit offices, with headquarters in New York for the present.

NBC's Silver Jubilee

A WEEKLY interview series, *Silver Jubilee of NBC*, was to be started on the network last Saturday, 11:15 p.m., as part of the summer-fall observance of NBC's 25th anniversary. Vincent Lopez, orchestra leader, who appeared on the first NBC broadcast on Nov. 15, 1926, was to be first guest on the series, in which Ben Grauer will interview radio personalities selected for their contributions to the growth of the industry. The series is produced by Samuel Kaufman, directed by Jack Cleary, and written by Jack Wilson.

'Giveaway' Case

CHICAGO Federal District Court June 11 continued the giveaway case of Radio Features (now known as Walter Schwimmer Productions) vs. the U. S. until October pending the outcome of a similar case in New York. Litigation is taking place there in the Southern District Court, and was brought by the networks against the FCC decision against giveaways. Parties in both Chicago and New York gained orders for restraining injunctions about two years ago.

*** 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

POTTSVILLE
STAR
MARKET
READING
HARRISBURG
OF
LEBANON
CENTRAL
PENNSYLVANIA
YORK
LANCASTER

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMBEAU

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

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

WTTN WATERTOWN, WISCONSIN

Strictly Business

(Continued from page 18)

Advertising Club as best of the year.

That honor, when he was dubbed the "miracle man of merchandising," is only one of many that has come Mr. Schafer's way in the past few years. All of them serve as proof that opportunity still abounds on the Main Streets of America. For it was from a basement home-owned business in the state of North Dakota that this business started and is still growing with the pace of his mile-a-minute fountain of ideas.

The Horatio Alger route to fame and fortune included stints as a traveling salesman, a haberdashery clerk, a door-to-door silk stocking salesman, a farm laborer and a whirl at daredevil "human fly" performances.

North Dakota dealers remember the 230-pound salesman for a local hardware supply concern from his peddling days only 10 years ago. Dissatisfied with the product he was selling, Mr. Schafer decided to start his own floor wax business. He personally called on housewives and replaced the inferior wax with his improved product.

Takes Carload Order

Mr. Schafer hit the jackpot in 1945 when he was offered the rights to a chemical formula developed during the war for cleaning windshields on airplanes. He took a chance on a carload order of the pinkish liquid which the young North Dakotan tagged Glass Wax. Before the carload arrived, he had already sold twice that much and wanted more.

Housewives clamored so loudly for the product in test markets that Mr. Schafer gambled everything on cracking Chicago. Radio was included in a full-scale attack via all media. Within six weeks, 44% of the housewives in Chicago were using Glass Wax.

Similar markets were opened in Cincinnati, Detroit, Cleveland, New York and on and on until the nation was his marketplace. Mr. Schafer is proud of the capital of that market—Bismarck, N. D.

For it was in Bismarck that he spent six years as clerk in the Dahl Clothing Store dreaming about the opportunities which have come his way. America, he believes, is typified by the wheat fields of North Dakota which reap golden harvests from such dreams.

After traveling thirty to forty thousand miles a month visiting distributors and dealers, Mr. Schafer can return home to Bismarck and keep his perspective.

He is a member of the Shrine, Elks, United States Chamber of Commerce, National Sales Executives and Minneapolis Athletic Club.

In Bismarck he is proudest of

the fact that he is a director of the local Assn. of Commerce. And its members are proud of him. Today, recalling Schafer's early sales calls, home state dealers proudly display the Gold Seal products which include Glass Wax, Wood Cream and a self polishing floor wax. At present, Mr. Schafer is testing the market with a powdered bleach called Snowy.

WOOF Power Boost

INITIAL DECISION recommending that WOOF Dothan, Ala., be granted an increase in power from 1 kw to 5 kw, operating daytime only on 560 kc, was issued June 11 by FCC Hearing Examiner Leo Resnick. In his conclusions, the examiner noted WOOF through measurements showed no objectionable interference would be caused to either WQAM Miami or WIS Columbia, S. C.



IN RECOGNITION of his contributions to the Kentucky Broadcasters Assn. and the industry generally, Robert T. Mason (l), WMRN Marian, Ohio, has been designated a Kentucky Colonel. Mr. Mason, who also is NARTB District 7 director, is shown accepting a "Colonel's" certificate from J. Porter Smith, WGRC Louisville, retiring KBA president. Presentation took place at the Kentucky Broadcasters Assn. meeting.

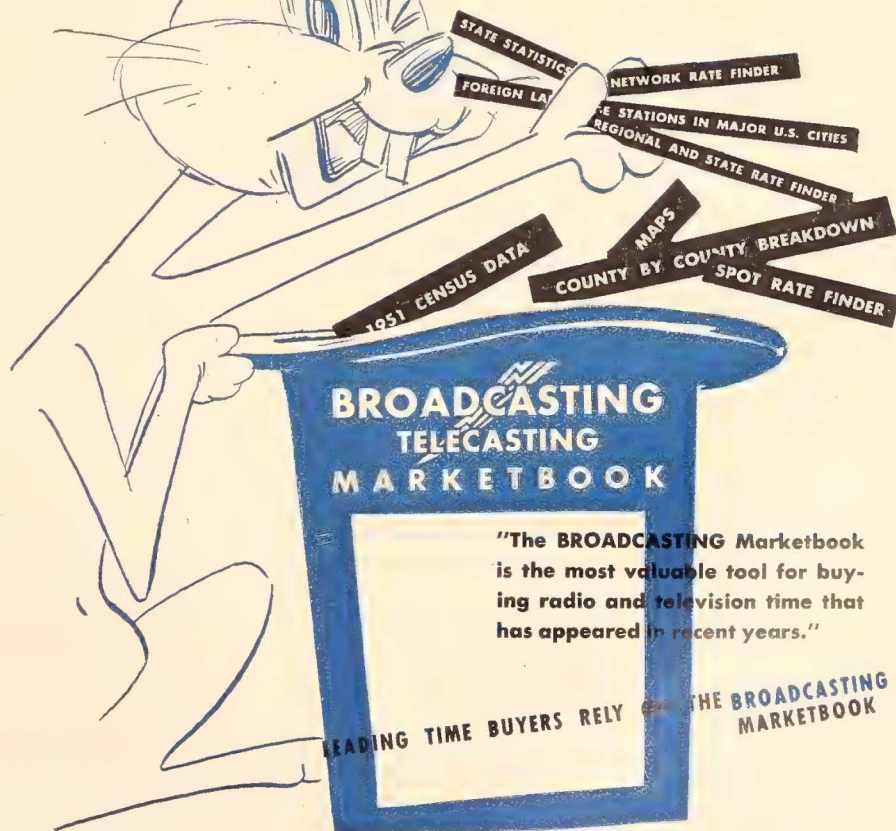
WARTIME MARKET

Firms Urged to Advertise

THOUGH a sellers' market results from a war economy, the committee on advertising of the U. S. Chamber of Commerce urged advertisers to keep their name before the public. This was the Chamber's answer to those who asked, "What's the point in spending money on advertising when I've got more orders now than I can possibly fill?"

As "danger of curtailing advertising, the Chamber pointed to a case history: During World War I, demand exceeded supply of Pear's Soap, Force Breakfast Food and Sweet Caporal Cigarettes. To "save money," the Chamber reported, these companies stopped advertising for the duration. These companies were never able to regain a high degree of acceptance.

Radio Buyers want . . . fast facts



Publication Date: August 13
Circulation: 17,000

R E S E R V E S P A C E N O W !

JOHN WRISLEY appointed program director WFGM Fitchburg, Mass., succeeding **ED PENNEY**, now with WTAO Cambridge, Mass.

PHILIPPE de LACY, night time executive director KTTV (TV) Los Angeles, named assistant program director of station. Other station changes include: **JOHN ROVICK**, staff announcer, named chief announcer; **BOB SEAL**, head of traffic department, named head of new department as production coordinator; **JAMEE JAMET** secretary on *Hollywood Studio Party*, appointed acting traffic manager.

CHUCK GAY, director of radio and television Kircher Helton & Collett Inc., Dayton, appointed sales promotion manager WHIO-AM-TV Dayton.

C. D. CRITES appointed publicity and promotion director WAVE-AM-TV and WRXW (FM) Louisville, replacing **BOB ELVERMAN**, appointed promotion director for Louisville Community Chest.

JOHN PHILLIP SHERIDAN named continuity director WRFD Worthington, Ohio.

ROBERT F. SPINA, commercial department WCPO Cincinnati, appointed program director and promotion manager WMOH Hamilton, Ohio.

TONI LAMM, production staff CBS Hollywood, named production office manager for network.

Mrs. MARGARET SCHAFFERT continuity acceptance department NBC Hollywood, named assistant commercial editor of department.

RALPH P. WIETHORN, chief announcer WKJF (FM) Pittsburgh, appointed program director, replacing **WILLIAM LOTT**, now at WDTV (TV) Pittsburgh.

air-casters



FRANK DeVOL, has signed for fourth consecutive year as musical director-arranger CBS *Tide Show* starting Aug. 27. Sponsor is Procter & Gamble.

JEANNE GRAY, m.c. of five weekly *Jeanne Gray Show* on KTSN (TV) Hollywood, signed to a two-year CBS-TV contract.

RALPH LEVY, CBS-TV Hollywood producer-director, elected to board of directors Academy of Television Arts & Sciences.

VIC ROWLAND named acting director of ABC Western Division publicity department on a pro tem appointment. He temporarily takes over duties of **JERRY ROSS** who reported June 22 to active duty as captain in Air Force.

JOHN SMOOT, program director WKAI Macomb, Ill., recalled to active duty with Navy.

BOB ROBB, ABC Hollywood TV continuity acceptance editor, elected senior vice president for air, Dept. of California, Reserve Officers Assn. of the U. S.

HARRY LIGHT, WSN Allentown, Pa., to **WARD Johnston**, Pa., replacing **DAVE SHALLENBERGER**, recalled to active duty in Marines. **JAMES HAYNES**, WCRO Allentown, to announcing staff **WARD**. **JOE SMITH**, **WARD**, to handle sports and promotion exclusively for station.

ALAN FREED, WXEL (TV) Cleveland, signed to daily disc jockey show on WJMO Cleveland.

JOHNNY CLARKE appointed announcer-producer WOR New York. Mr. Clarke is also father of boy, John Timothy, born June 15.

WALLY PEARSON, announcer WMT Cedar Rapids, Iowa, called to active duty with Army. **BOB LILLY** replaces him.

JACK BENNY, star of his own CBS AM-TV shows, will head talent list at Illinois State Fair, August 18, 19, following his return from entertaining troops in Korea.

JEANETTE M. LEOPOLD, traffic manager WFBR Baltimore, elected president of Women's Advertising Club of Baltimore.

HAZEL MARKEL, women's commentator MBS, presented "Liberty Bell Award" from U.S. Treasury Dept. for "outstanding support she has given to the U.S. Defense Bond drive."

RAY MICHAELS, emcee-announcer WNBW (TV) Washington, father of daughter.

CLARK PALMER, announcer WRFD Worthington, Ohio, and Shirley Rinkoff, married.

NBC and **HERBERT BAYARD SWOPE, Jr.**, producer of NBC-TV *Lights Out* series, have received citations of merit from Delta Sigma Theta sorority, prominent organization of Negro women, at special conference in Radio City Studios, New York.

WILLIAM F. BROOKS, NBC vice president for public relations, accepted award for NBC, which was cited for a "distinct contribution to the transmission of intercultural art designed to broaden the mutual appreciation of all peoples." Mr. Swope was honored for "his pioneering efforts . . . to integrate the talents of all people . . ."

RALPH KINER, star first baseman-outfielder for Pittsburgh Pirates baseball team, will begin *Ralph Kiner Show* on WDTV (TV) Pittsburgh, July 8.

LLOYD STILES, market director WRFD Worthington, Ohio, resigns.

BILL BRABSON, WVKO Columbus, Ohio, to announcing staff WBUD Morrisville, Pa.

AUGUST A. RICKERT, director of publicity and promotion, **WILLIAM A. COLEMAN**, director of special events and emergency planning, and **JUDSON LAHAYE**, supervisor, resigned last week from WFUV (FM) New York, Fordham U.'s outlet. The three men had left commercial radio to organize and operate the university station. WHUV (FM) will continue operation with a staff of undergraduates and graduates under Rev. Leo McLaughlin, S. J., director of station.

BETTY ROSS, assistant director of public affairs and education NBC Chicago, named Illinois chairman of American Women in Radio and TV. She is also national secretary of Assn. for education by Radio and TV.

JUDY CLARK, singer, to KTSN (TV) Hollywood on *Singing Rails* Western musical program series, as co-star with **KIRBY GRANT**. She replaces **JANE DAVIDS** on program.

WILLIAM G. HARLEY, program director U. of Wisconsin (WHA) Madison, appointed program coordinator for National Assn. of Educational Broadcasters. He will serve in this capacity for several series of educational programs. He has been granted one year leave of absence from school.

ART BROWN, disc jockey and personality WWDC Washington, presented "Award of Merit" from American Automobile Assn. in recognition of his *Orders of the Day* school safety program.

CLARENCE YOUNG, continuity staff WFDF Flint, Mich., will have two poems published in national magazines this month simultaneously.

AL CRETAROLO appointed director of continuity department WOTW Nashua, N. H.

RICHARD A. HEHMEYER, with Hamilton College station, New York, to WMTR Morristown, N. J., as general announcer replacing **PAUL IRVIN** who has joined a six weeks R.O.T.C. training group in Georgia.

DOLORES CUMISKEY, graduate Saint Elizabeth's College Convent, N. J., to WMTR Morristown, N. J., as advertising copywriter.

BOB ATCHER, singer on WLS Chicago's *National Barn Dance*, father of boy, Robert Whitehill, born June 12.

CHET RANDOLPH, assistant farm program director WLS Chicago, leaves today (Monday) for Norway, where he will live with a Norwegian family during the summer and study farming methods.

PATRICIA McCARRAGHER, women's personality WTMJ-TV Milwaukee, and William Manzer, married June 4.

ANDREW ALLAN, drama director Canadian Broadcasting Corp., Toronto, and Dianne Foster, actress, married in London, England.

JACK McCORD, business manager of program department ABC Chicago, father of boy, born June 4.

WILL REGAN, emcee of *Irish Hour* on WDAS Philadelphia, father of daughter, Marianne.

MARVIN SMITH, public information office Fort Sill, Okla., formerly with WHLI Hempstead, N. Y., and Cora Rathje, married.

ALLAN BAER named publicity director WPEN Philadelphia.

OSCAR TREADWELL, disc jockey WDAS Philadelphia, father of boy Alan, born June 5.

RENZO CESANA, disc emcee KHJ Hollywood, starts similar type 15 minute record and chatter program twice weekly on KNBH (TV) that city.

SID FULLER, newscaster KHJ Hollywood, named outstanding guest lecturer for 1950 and presented annual plaque by current events students at Los Angeles City College.

IRENE FOLEY, women's commentator and continuity director KMOM Great Falls, Mont., awarded key of Delta Epsilon Sigma, national scholastic honor society for graduates of Catholic colleges and universities, by Caldwell College, Caldwell, N. J., from which she graduated in 1945.

ELIZABETH BAIN, film librarian WGN-TV Chicago, to New York on film scouting trip. She will headquarter at station's eastern sales office.

JAMES S. POLLAK, program manager WJZ-TV New York, lectured

Mr. Dick Hurley
Compton Advertising, Inc.
New York City

Dear Dick:

Folks in th' WCHS area 'round Charleston, West Virginny, reely lissens ter th' radio.

'Course they've had lots uv good thin's ter lissen at, 'cause WCHS has alus given tops in entertainment ever since hit went on th' air, so's they's got th' habit. But Dick, do you know thet in th' evenin's here thet durned near 33% uv th' homes have their radios turned on? An' 'nother thin', Dick, 46.3% uv them is turned ter WCHS at 580! That ud be good anywhere, but here whur they's five stations in town, hit's shore sumthin' when WCHS has as many evenin' lissensers as th' next three rankin' stations combined! That's sumthin ter keep in mind!

Yrs.
Algy

WCHS
Charleston, W. Va.

TOPS THE FIELD

FROM 12 NOON TO 6 P.M.

WIBA	39.6
"B"	19.2
"C"	13.2
"D"	10.2
"E"	5.3
"F"	2.8

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

Monday at Columbia U., New York, on "Television and Its Potential as an Art Form," as part of summer course on "The Cultural Resources of New York City."

STUART BARONDESS, former film editor WTVJ (TV) Miami, and for last five months script writer for Gabriel Heatter's MBS program, rejoins WTVJ (TV), as copywriter.

LES WITTEN, assistant director WNBW (TV) Washington, resigning to start European vacation tour.

CHET BEHRMAN, writer WFBM-AM-TV Indianapolis, and **RUTH WHEELER**, former women's director KOEL Oelwein, Iowa, married.

NEAL WALLACE, announcer KFBC Cheyenne, Wyo., to staff KDKA Pittsburgh, replacing **BOB POWELL**, resigned. **NANCY CORMAN**, U. of Pittsburgh journalism student, to promotion department KDKA, replacing **GRACE BUCCI**, resigned. **KATHERINE MELNICK** named to temporary position in sales department.

JIMMY W. KENDALL appointed staff announcer WKY Oklahoma City. He was with KBYE Oklahoma City.

JACK CALLAHAN resigns from WBBM Chicago to free-lance, and will handle the first quarter-hour of the *Breakfast Club* on ABC from Chicago.

SYBIL SPAIN named to continuity staff WCPS Tarboro, N. C., replacing **MARGARET JOHNSTON**, resigned.

BUD CHASE, announcer-disc jockey, to WKRC-TV Cincinnati, on staff. He replaces **LYN BALLARD**, resigned. **BOB JONES**, announcer WKRC-AM, appointed to announcing staff WKRC-TV.

ESTHER BILZERIAN appointed script-writer WTAG Worcester, Mass. **LOUISE JORORIAN** named special program assistant on *Julie 'n' Johnny* show.

ROC HILLMAN, musical director KLAC-TV Hollywood, father of girl, June 9.

BOB KESTEN, Toronto freelancer, has started *Kesten's TV Corner* on CKY Toronto.

VICTOR ROWLAND, acting director of publicity ABC-Western Div., father of boy Ronald Gregory, June 13.

ART BAKER starts weekly *Foods, Facts and Fantasies* program on KNBH (TV) Hollywood. New program features information on unusual food facts. Rich Plan Corp., L. A. sponsors.

GEORGE JAY, Hollywood disc jockey, starts after-midnight record program on KRAM Las Vegas, Nev.

JOHN BAIRD, director of public affairs KMPC Hollywood, is recuperating at home from a minor operation.

DAVE BALLARD, announcer KING Seattle, to KMPC Hollywood, in similar capacity.

News . . .

JAMES M. McGAFFIN Jr. appointed news director WOW-AM-TV Omaha, replacing **HAROLD BAKER**, resigned to accept similar position at WSM-AM-TV Nashville.

ALBERT LARSON Jr., appointed assistant news editor WALL Middletown, N. Y.

RALPH TURNER, newscaster KMPC Hollywood, called to active duty in Army with rank of captain.

C. GREGORY JENSEN, U. of Minnesota, to WHAS Louisville, Ky., as summer replacement in newsroom.

LARRY PRIBYL, news director KWBE Beatrice, Neb., appointed to six-man continuing study committee of Associated Press Radio Assn. of Nebraska, for purpose of improving AP wire service.

CARROLL ALCOTT, news analyst WINS New York, to KNX Hollywood.

WILLIAM NIETFELD, news director KCBS San Francisco, named president of Northern California professional chapter of Sigma Delta Chi, national journalism fraternity.

CLIFTON UTLEY, radio and television commentator NBC, cited by U. of Chicago as a "useful citizen" as part of the university's annual alumni reunion week.

LES KEITER, sports director KPOA Honolulu, to KYA San Francisco, in same capacity.

JOHN F. HORSTMANN Jr., sports department field director WOR-TV New York, father of boy, John F. III, June 8.

WALLIS BISHOP, graduate Northwestern U., to WMTR Morristown, in news department replacing **RAY WATTERS**, who joins news staff WNJR Newark, N. J.

WALTER W. WHITE, news analyst, recently appointed executive editor KFMB San Diego, starts evening *Editorial Page*, with opponents of station's opinions offered equal opportunity to present their side on controversial subjects.

FREDERICK MANESS, WCAU Philadelphia, to WINS New York, as newscaster.

LOWELL THOMAS, noted newscaster, elected as one of four new trustees of Adelphi College, Garden City, N. Y.

HARRY GIANARIS, news director WTMA Charleston, S. C., father of daughter, Francesca Jeanne, June 13.

John Swinehart

JOHN SWINEHART, 60, director of advertising and publication relations for Atlas Powder Co., died June 16 in the Delaware Hospital, Wilmington, after a six-week illness. In the Twenties, Mr. Swinehart organized a university broadcast station and became one of the nation's earlier radio announcers. He joined Atlas in 1929 as an advertising manager. He was a member of the Advertising Club of New York, the Assn. of National Advertisers and the National Industrial Advertisers Assn. His widow, two sons and a daughter survive.



Advertisement

From where I sit by Joe Marsh

Just "Can't Get Over" Easy's Fence

Few years ago, Easy Roberts took a lot of kidding when he planted that hedge of Multiflora roses—along his property line. Folks said he was getting pretty high-falutin'.

But today plenty of people who laughed at the idea slow down when they drive by Easy's place—just to look at those roses. Most beautiful sight you ever saw.

Practical, too! The hedge is a good four foot high now, and at least five foot thick—even a shoat couldn't get through that prickly mass of shrubbery. Best of all, it cost less than ordinary fencing. (Might be well worth your while looking into.)

From where I sit, there's no sense in looking down on something just because it's different from what we like. For instance, some people think ice-cold lemonade's the best "cooler-off" on a hot day. Some of us would rather have a glass of beer. The important thing is not to "hedge ourselves in" against other people's ideas and preferences.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

The **LITTLE** Station with
the **BIG WALLOP!**



Open Mike

(Continued from page 16)

couraged into leaving the air with your help. . . .

WFRS is an FM only station, of which I am one of the owners and founders. We have had a profitable operation for the better part of a year now, with the future looking even better. How this is possible, after reading BROADCASTING • TELECASTING, I don't know. . . .

What I can't understand is why is it such a news story for you when a foolishly run FM station leaves the air? . . .

Robert L. Epstein

WFRS Grand Rapids, Mich.

[EDITOR'S NOTE: It's news for BROADCASTING • TELECASTING when ANY station, FM, AM or TV, leaves or goes on the air.]

Everyone Who's Anyone

EDITOR:

Just a quick note to tell you how pleased I was . . . with the picture and mention of my twenty-fifth year in radio [MILESTONES, May 21].

Needless to say, the letters, phone calls and telegrams that came as a result of the notice prove again . . . that BROADCASTING • TELECASTING comes to the attention of everyone who is anyone. . . .

Joseph M. Seiferth

Vice President

Liberty Broadcasting System
Chicago

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!



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



PRINCIPALS at the unveiling of a new RCA tube plant in Cincinnati are (l to r) Walter A. Buck, vice president and general manager of Victor division; L. W. Teegarden, vice president in charge of RCA technical products; Frank M. Folsom, RCA president, and Harold DeMooy, manager of the new plant. The building was dedicated to the late John G. Wilson, who served as executive vice president of RCA Victor. It will produce miniature and sub-miniature electron tubes [BROADCASTING • TELECASTING, June 11].

In The Public Interest



WCCC Scholarship

FREE one-year scholarship worth \$1100 is being offered by WCCC Hartford in cooperation with the CRL School of Electronics there to some qualified young man in that area. Applicants, who must file for examination by July 7, need not have completed high school but should have had elementary algebra, WCCC said.

WANT Tornado Relief

WANT Richmond, Va., following mid-June tornado that struck there, aided local pastors in campaigning for relief funds through special Sunday musical request program. Many feature entertainers in town at time also took part in special program, WANT reported.

CKNW Donates Swings

GROUP of six "ocean wave" circular swings, carrying as many as 50 children at a time, has been donated by CKNW New Westminster, B. C., to local institutions for children and public playgrounds.

Airs Graduations

CONDENSED half-hour version of local high school commencements has been aired each morning during the past month by WIEL Elizabethtown, Ky. Musical numbers, speeches, special awards were highlighted in the excerpts.

KAYS Averts Panic

FLASH FLOOD hitting Hays, Kan., in middle of the night fortnight ago gave occasion to KAYS there to render extensive public service in alerting and informing city's population of danger, can-

celling commercial schedule for full day and airing constant stream of messages and instructions. KAYS took air in middle of night as curfew blew to awaken sleeping citizens. After initial day's shock, station remained on semi-emergency basis for full week.

WEIR Gets Quick Reply

ONLY 37 seconds elapsed after "Tiny" Fisher, 435-lb. "monster of ceremonies" at WEIR Weirton, W. Va., aired Red Cross appeal for a wheel chair before telephone rang with offer of wheel chair from listener. Plea was made on "good neighbor" portion of his regular program.

International Friends

COLLEGE age student visitors to Cincinnati from Germany and Austria, scheduled to arrive in August under State Dept. Experiment in International Living program, are to be welcomed with tours and parties by WKRC-TV, Wiedemann Brewing Co. and its agency, Strauchen-McKim Inc. TV outlet has aired special show on State Dept. program.

WDRC Camp Fund

DRIVE for funds to send children to camp this summer is well under way by *The Needle Club* program on WDRC Hartford. Front page publicity on drive also was carried by Hartford *Courant*, featuring WDRC program. Station meanwhile has been commended by The Open Hearth, local institution for homeless men, for aiding in publicizing employment availability of the men.

CIVIL DEFENSE

Radio Aid Studied

EXTENT of the use of radio-television aids on the state civil defense level was among the subjects to be explored by state public information specialists and officials of the Federal Civil Defense Administration at a conference slated to be held last Friday and Saturday.

Information directors were to be asked what use of audio-visual aids furnished by FCDA is being made on the local levels. In turn, officials of the FCDA Audio-Visual Division were to have apprised public affairs directors of plans for distribution of radio-TV scripts, films and other materials.

Specialists from at least 26 states had accepted invitations to attend the Washington conference by last Thursday, according to Jesse Butcher, Audio-Visual director and former network and agency executive. Mr. Butcher said that the full proceedings would be tape-recorded for the use of information personnel.

Another topic slated for discussion was a uniformly-patterned plan for civil defense networks along the lines of those adopted by the states of New York and New Jersey. Under those networks, civil defense programs are aired throughout the state on a weekly basis.

FCDA authorities observed that similar plans are underway for Minnesota, Wisconsin, California and other states. A proposal now in the working stage links FM stations together in Wisconsin. Objective is to develop a uniform government blueprint for all states it was explained.

John Arrington Jr.

JOHN ARRINGTON Jr., 39, manager of WLBG Laurens, S. C., died unexpectedly. He was recovering from an operation several months ago to remove shrapnel from wounds suffered in World War II. A native of Lebanon, Va. Mr. Arrington is survived by his widow, his father and a brother.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In AUTOS & TRUCKS

GREENVILLE 56,772

Columbia 44,975

Charleston 38,030

S. C. Highway Dept., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

programs promotion premiums



GOVERNOR STANDS IN

WRAL Raleigh, *Tempus Fugit*, Mon. through Sat., 7:05 to 9:30 a.m., will have guest emcees during absence of Fred Fletcher, who will be vacationing June 30 until July 14. Guests include noted people in Raleigh, who will bring little twists to the show. The Governor of North Carolina, W. Kerr Scott, will set aside his governing duties for a few hours and handle the show, reading commercials and all, July 13.

KIDS PARTY

KSTP-TV Minneapolis - St. Paul, *Jimmy's Lawn Party*, 12:30 to 1 p.m., Sun., presented in front of studio. Show features games of all sorts for children attending. In case of rain the show moves inside and is called *What To Do When It Rains*. So many youngsters showed up for first show that limit had to be enforced. Jimmy Valentine, emcee of show, now invites youth groups from one of local churches each week.

PLUGGING FOR FM

WEAW (FM) Evanston, Ill., sending out mailing piece plugging FM. The copy: "There are now 350,649 FM homes in which 1,227,272 people live in the metropolitan Chicago primary areas of WEAW (Pulse Inc.). Of those who have receivers with the FM band, 88.8% listen to FM regularly. (Pulse.) In the month of January 1951, dollar volume of FM home receiver production exceeded AM only (RTMA). In the month of January 1951, AM only and TV receiver production dropped from December 1950; only FM increased. (RTMA.) February, 1951, FM production rate was substantially above any preceding year. (RTMA.) In New York City, the nation's number one TV market, the number of FM sets in use increased 36% between January 1950 and January 1951. (Pulse, MARTB.)"

WHAT FATHER WANTED

WTMJ-TV Milwaukee, *Shopping Time*, sponsored by Gimble Bros. Dept. Store, featured results from pre "Fathers Day" wants by fathers employed at Gimbles. One of fathers participating in survey was interviewed on pre-Father Day show. Of the 300 fathers that took part in the survey over half of them wanted neckties.

GOLF TOURNEY

WHBF Rock Island, Ill., sponsoring golf tourney for employes of WHBF-AM-TV. Winners will be presented trophies for low gross score, low handicap score and special award for high total.

NOT ENOUGH

WBT Charlotte, *French Market Coffee Shop*, 4:15 to 4:30, Mon.-Wed.-Fri., offered Bible coin to persons writing in for it. Sponsor expected anywhere from 2,500 to 5,000 responses would come in during two week period. After first week offer was withdrawn because there were no more coins. Some 6,137 listeners from 244 North Carolina towns and 142 South Carolina towns requested the coin.

"WEEGEE" POPS UP

WDGY Minneapolis mailing out small, one-fold card, printed in two-tone gray and red on white, asking on cover "What is Weegee?" The answer inside, is a pop-up blonde with a microphone head topped with WDGY call letters. Copy reads: "Introducing—WEEGEE—the talk of the town! She's the personification of WDGY, but more than that, WEEGEE is a new conception of positive merchandising service for radio sponsorship. Watch for her, listen for her, be with her, wherever you are."

STRICTLY G.I.

WNAO Raleigh, N. C., *News from Mars*, 1 to 1:05 p.m. daily, broadcasts messages being received by the Army short wave amateur network. Show is written and handled by Sgt. Bob Erlander, who gives news from all Army camps in North Carolina and South Carolina. Program is pointed toward G.I.'s and families and friends who may be listening.

THE MEAT CRISIS

WCCO Minneapolis, *Showdown*, June 12, 9:30 to 10 p.m., documentary program dealing with developing meat shortage. Show gave complete picture of problems that have arisen due to roll back on beef prices. Housewives, butchers, restaurant owners, livestock officials and local members of the Office of OPS, told the story via tape recordings and telephone calls.

HOMEMAKERS SHOW

KCRV Caruthersville, Mo., *Home-maker Harmonies*, 11 to 11:30 a.m., Mon. through Sat., gives music, fashion news, beauty tips and cooking information. Show also has "Woman of the Week Contest" featuring mystery voice. First person to send card or letter correctly naming mystery voice of week receives all-expense trip to Hot Springs National Park, Ark.

A HELPING HAND

WJR Detroit, *Operation Sunshine*, Sat., 9:15 a.m., plays song requests from hospitalized servicemen, patients and home shut-ins. Harold Kean, station singer, acts as emcee, working with Judy Carroll who joins him in songs and chatter. Mr. Kean, blind since his youth, also visits different hospitals during the week in addition to his program.

TOP BILLING

WFMY-TV Greensboro, N. C., sending brochure to trade and advertisers on market information and facts on TV advertising. Piece has figures and facts compiled from many sources including BROADCASTING • TELECASTING Marketbook and the U. S. Census Bureau. Brochure titled, "There's a gold mine in the South and it's in Greensboro, N. C." Along with facts there are letters from advertisers that are pleased with results from advertising on station.

EARLYWORM WEEK

WBNS Columbus sending pair of ceramic EarlyWorms to advertisers using *EarlyWorm* program. Green and white worms attached to card proclaiming "EarlyWorm Week," in celebration of 4000th broadcast. "The Early Bird gets the Worm, and the Smart Advertiser Gets the EarlyWorm," according to card. Station reports "The EarlyWorm"

(Continued on page 85)



CARDINAL RECORD STORAGE RACK

- OVER 300 STATIONS use the Cardinal Record Storage Rack.
- DIVIDERS cut at angle to facilitate reading labels on envelopes.
- HEAVILY CONSTRUCTED, will not sag, an ideal, modern way to store records.
- PRICED FAR BELOW the average custom-built units.

RECORD RACKS

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

TRANSCRIPTION RACKS

Model GS 1636 36"x16" deep \$79.50
Model GS 1648 48"x16" deep \$89.50

All units are 84" high

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

Write or wire . . .

CARDINAL CORPORATION

P. O. Box 887—Alliance, Ohio

Phone: Louisville, Ohio 2411

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting

Merchandising

(Continued from page 40)

Mon.-Sat. WLS, which has carried the program since 1935, gets a premium rate for participations, about 30% more for a minute on Feature Foods than for other daytime minutes.

Sponsors on WLS are Rap-in-Wax, Drackett, Satina, LaFrance, Lite, Heublein A-1 sauce and mustard. Creamettes (macaroni), Joan of Arc (canned foods), Fleischmann's Yeast, Michigan mushrooms and Cudahy (margarine).

At WOW Omaha the program features Martha Bohlson and is heard at 10-10:30 a.m., Mon.-Sat. Sponsors are Borden (evaporated milk), Cargill Nutrena Dog-food, Nebraska Consolidated Mills, Realemon and Omaha Flour Mills.

On WHO the program is *Iowa Feature Fair*, with Betty Brady, 1:30-2 p.m., Mon.-Fri., and 10:30-11 a.m. Sat. Current sponsors are Nabisco, Borden and Nebraska Consolidated Mills for Mother's Best Cake Flour and Dixiana Cake Flour.

Feature Radio Inc., whose headquarters are in Chicago and whose president is Lyman L. Weld, sets up the merchandise routines and continuously staffs the projects. There are plans in the wind to expand the system into the drug field. KYW and other Westinghouse stations are expecting to take the lead in this new development, with the first program scheduled for Philadelphia soon.

The Feature Foods technique was



The decal that is on the door of "headquarters stores."

summed up recently by Frank P. Fogerty, general manager of WOW, who said:

"Through our radio advertising we are laying down a heavy and we think effective barrage for the sponsor. The Feature Foods staffers provide the foot soldiers to take and hold the positions in the retail stores."

RICHARDS' WIDOW

Named Estate Executrix

MRS. FRANCES S. RICHARDS, widow of G. A. (Dick) Richards, was appointed sole executrix of his estate when the will was admitted for probate in Los Angeles Superior Court Tuesday.

Mr. Richards, principal owner of Richards stations KMPC Los Angeles, WJR Detroit, WGAR Cleveland, died May 28 [BROADCASTING • TELECASTING, June 11]. It also provided for his widow who was bequeathed all his personal effects. The remainder of the estate was placed in trust with Walter S. McLucus, Detroit banker, and L. R. Jackson, president, Firestone Tire & Rubber Co., Akron. The will further specified that if daughter or widow is in need of funds to maintain the standard of living to which they are accustomed the principal part of the trust may be used.

An appraiser will be appointed by the court at a later date to take inventory to determine the value of the estate.

Feature of Week

(Continued from page 18)

has always placed the business directly with the station.

The contract calls for continuance of the American Stores' ASCO Rings Your Bell program, which stars Gladys Webster. The fifteen-minute show is heard Monday through Friday from 10:15 to 10:30 a.m.

Commenting on the new contract, Mr. Eden said, "We have found our advertising on WCAU to be as effective now as it was 20 years ago and that is the primary reason we are extending our contract another full year."

Through the years, the grocery chain adhered to its women's format and built up a large and loyal listening audience.

Besides its five-a-week show, the American Stores also carries a heavy schedule of spot announcements on WCAU-TV. The chain has also expanded its activities into television.

'VOICE' HIT

Soviet Steps Up Programs

VOICE of America and Radio Moscow fortnight ago found themselves the center of controversy ranging from the USSR to the U. S. Congress on Capitol Hill.

Highlights evolved around reports that Radio Moscow has:

(1) Increased its jamming of U. S. overseas radio operations at least 100% in recent months.

(2) Stepped up its own English-language radio propaganda broadcasts, with reports that transmissions have extended as far as the Middle West in the U. S.

On the domestic side, a high Voice official rebutted charges relating to the Voice of America's quality and effectiveness.

Officials estimated that Radio Moscow's broadcasts to foreign countries — and particularly the U. S.—have been doubled in the past six months, and that the Russian shortwave put out an "exceptionally strong signal throughout the Middle West," with reception recorded at Grand Island, Neb.

FCC monitors attributed the strong signal to either increased power or switch to "summer frequencies," which the USSR undertakes each June. Listeners reported reception of programs in Des Moines, Iowa, but FCC monitors said they may have been listening instead to WABC Brentwood, N. Y., or KWID San Francisco, both shortwave stations. Moscow beams programs to the U. S. daily in the afternoon and evening hours.

'Most Powerful'

As to jamming, a report quoted Soviet engineers as claiming that "Soviet radio stations are now the most powerful in the world." Additionally, technical dispatches said that Soviet engineers have studied and copied western jamming techniques. The step-up in Soviet jamming was cited by Rep. Tom Steed (D-Okla.) June 12 when he quoted an editorial published by the *Baltimore Sun*. This is "further evidence," he said, "that the Soviets are more than concerned in their efforts to combat American broad-

casts through jamming."

Radio Moscow also made a great play over a directive sent to U. S. officials abroad in December 1949 and to the Voice of America, urging that the strategic value of Formosa be minimized. The document prepared by Secretary of State Dean Acheson, was disclosed during the MacArthur hearings. Moscow Radio, reviewing the Voice's role in the incident, said it indicated the U. S. was "pursuing a false and dishonest policy" in Asia.

Domestically, Foy D. Kohler, chief of the State Dept's International Broadcasting Division, took exception to charges in a *Pathfinder* magazine article, a copy of which also drew the attention of Rep. Steed.

Mr. Kohler countered that (1) there is liaison between government agencies, (2) "bureaucratic slowness" does not unnecessarily delay clearance of program ideas, (3) "the competence of (certain individuals is probably a matter of opinion," (4) the Voice maintains its own monitoring force checking for "off-key material."

MAYFAIR PLAN

Sets Bankruptcy Action

SEEKING an extension of time to pay off creditors, Mayfair Transcription Co., Hollywood, has filed an extension request under Chapter 11 of the Federal Bankruptcy Act in Federal Court, Los Angeles.

Chief Mayfair creditor is American Federation of Radio Artists, 94 members of which are owed approximately \$12,000 for re-release and foreign distribution fees of the firm's "box" transcription series, in accordance with a judgment handed down by a Los Angeles superior court judge last April. Names of other creditors were not released.

Filing of the new proposal, which seeks to maintain operation of the firm under the court jurisdiction and pay all creditors in full over an 18 months period, came more as a surprise to AFRA which very recently has accepted a new payment offer from Mayfair.

Quittner & Stutman, Los Angeles, are the attorneys representing Mayfair.

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.



U. S. Representative—Weed & Co.

KGW

carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,478
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,448

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Programs, Promotions

(Continued from page 83)

appeared with Patti Page on stage of local theatre three days last week.

MRS. AMERICA PROMOTION

KNEA Jonesboro, Ark., Mrs. America, 9:15-9:30 a.m. daily. Program publicizes Mrs. Jonesboro, selected from contestants throughout state, who will be entered in Asbury Park, N. J., finals in August. Station signed exclusive franchise for Mrs. America contest in Arkansas, and station breaks carry slogan "Your Mrs. America Station."

MOVING PROMOTION

KWSH Wewoka, Okla., sending trade and advertisers post card with red lettering announcing change of address and inviting recipients to visit new location on highway 270 between Seminole and Wewoka. Station call was formerly KSMI.

SAFETY COUNCIL AWARD

KPIX (TV) San Francisco sends promotion sheet to trade publicizing fact station received National Safety Council Public Interest Award for second year. Copy points out KPIX was only TV station on West Coast—and one of seven in nation—to receive award. Text concludes that KPIX leads way with programming in public interest in West Coast television.

STREET INTERVIEWS

WFDF Flint, Mich., Man on the Street, interviewed "Congo," a chimpanzee. Congo had no mike fright at all as he playfully tinkered with the mike. Bud Haggard, WFDF chief announcer, who handles the program reports that this is just one of the amusing incidents that happen during the shows.

TEAMSTER INTERVIEW

WNJR Newark June 6 broadcast three-day tour of world famous, eight-horse hitch of Budweiser's champion Clydesdales. "Farmer

Will" Peigelbeck, staff announcer, climbed aboard the big beer wagon, at the start of a five-hour tour of downtown Newark, and interviewed the wagonmaster.

SHUT-IN DAY

KNOE Monroe, La., on June 10, "Shut-In Day" in Monroe, treated group of shut-ins to baseball game. Aided by Grey Ladies of the American Red Cross the station placed the shut-ins in special box seats where all enjoyed hotdogs, soda pop and peanuts in addition to the ball game. The ages of the guests ranged from 69 to 90. Station reports it was all designed to honor some of radio's most loyal listeners.

SHARP MAILING PIECE

KXOK St. Louis sending trade and advertisers sharp mailing piece headed "Want to know something?" Inside before getting to folded center spread there is drawing of talking mike running and saying "Look what we've done!" In center spread there are pictures of stars appearing on station assembled in large circle.

"PULLING POWER"

JESSOP ADV. Co., Akron, has registered its service mark "Pulling Power," showing two rugged work horses in wood-cut effect with U. S. Patent Office for 20 year period. Company using it on all office stationery and promotion pieces. Promotion pieces include gift paperweights, match covers and transcription disc labels.

WINNERS TRIP

WGAR Cleveland, "My Share in America" contest, sent winners on all expense weekend trip to Washington, D. C. Ten top companies in Cleveland underwrote prizes and conducted smaller similar contests in their own companies. Contest was also open to general public. Contestants had to submit a 500 word essay on "My Share in America." The contest lasted ten weeks.

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

1,250 GUESTS

WTAG Invites Radio Admen



Mr. Brown (l) explains the hospitality cards to Robert W. Booth (c), WTAG vice president, and Herbert L. Krueger, station manager.

BOB BROWN, commercial manager for WTAG Worcester, Mass., hopes to have 1,250 overnight guests drop in this summer or fall.

WTAG, under Mr. Brown's supervision, has mailed out 1,250 hospitality cards to persons in the radio advertising field. The cards entitle the holder and guests to overnight privileges and meals at one of four hotels in the WTAG coverage area.

The project, says the station, is another phase of a continuing campaign to acquaint advertisers and agencies with the unusual advertising opportunity WTAG offers in the Worcester and Central New England area. WTAG feels that a visit to any part of the district will give ample chance to see first-hand the size, and the agricultural and industrial prominence of the area.

MARCONI BOOKLET

Dunlap Readies New Issue

NEW BOOKLET based on years of friendship with Guglielmo Marconi, inventor of wireless communication, and on experiences in preparing an authorized biography of the scientist, has been written by Orrin E. Dunlap Jr., RCA vice president, and published privately by RCA.

The booklet, issued to commemorate the 50th anniversary of the first transatlantic wireless signal, contains hitherto unpublished correspondence of Marconi and gives a "new picture" of the great scientist.

It tells of the inventor's yearning to learn the "cause" of the phenomena he had discovered. "...the 'why' of radio continually challenged Marconi," Mr. Dunlap wrote. "After a night of vigil in long distance test of wireless between the English Channel and Australia, he turned to his friend David Sarnoff (now chairman of the board of RCA) on board the Elettra (Marconi's yacht) and with a perplexed expression remarked: 'There is one thing I would like to know before I die—why this thing works!'"

PAPER PRICES

Government Duo Acts

TWO top-level government officials have taken up the cudgels for U. S. newspaper publishers, who are confronted with a \$10-per-ton increase in the price of newsprint levied by Canadian manufacturers.

Defense Mobilizer Charles E. Wilson announced June 12 he will personally meet with Canadian government officials to discuss the problem in the next fortnight. He indicated he is not satisfied that the "increase is really based on cost increases."

At the same time Michael DiSalle, Office of Price Stabilization chief, abandoned a tentative plan to impose a ceiling on newsprint prices paid by American publishers pending a similar meeting with the Canadian government. The legality of such an OPS order is questionable at present, however, under the Defense Production Act, which exempts newspapers from price controls—at least those prices charged by publications and newspapers.

Alleged "gouging" of American publishers has been charged by certain factions on Capitol Hill, notably by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly subcommittee probing newsprint, and Sen. Ed C. Johnson (D-Col.). Rep. Celler has asked Stabilizer DiSalle to set "just and reasonable prices" [BROADCASTING • TELECASTING, June 11].

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

allied arts



OT HAMPTON, director of public relations department Fort Worth Community Chest, appointed to staff Witherspoon & Ridings Inc., public relations firm, Fort Worth.

S. W. CALDWELL Ltd., Toronto, has obtained Canadian and British West Indies rights to an Australian National Airways recorded series of serious music by Glenda Raymond of Melbourne, Australia. Series of 52 half-hours consists of songs by Miss Raymond, the Westminster Singers and the Australian Symphony.

IVAN S. COGGESHALL, president Institute of Radio Engineers, and general traffic manager international communications Western Union Telegraph Co., N. Y., awarded honorary degree of Doctor of Engineering by Worcester Polytechnic Institute, Worcester, Mass., June 17.

C. B. SUGAR, assistant public relations director Rexall Drug Co., L. A., named manager radio-television department Burns W. Lee Assoc., L. A., public relations firm.

LAWRENCE MOSES resigns as *Cisco Kid* products division merchandising director Frederic W. Ziv Co., N. Y.

HARRISON M. DUNHAM, general manager KTTV (TV) Hollywood, named director of television for Commodore Productions, Hollywood.

Equipment . . .

E. L. HULSE, comptroller electronics department General Electric, Syracuse.

A value . . . PLUS in "BRUSH CREEK FOLLIES"



with
HIRAM HIGSBY
on
KMBC KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!
PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse!
PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!



... 6th oldest CBS Affiliate ...

cuse, appointed manager of newly formed components division. **G. L. CHAMBERLIN**, auditor electronics department, named comptroller, succeeding Mr. Hulse.

T. KEVIN MALLEN, general manager Ampex Electric Corp., San Carlos, Calif., elected chairman of the board.

STANLEY SALES, Owensboro, Ky., announces new TV booster for high channel performance. SEC booster uses tuned circuit design, minimizing loss of signal voltage or higher channel.

SUPERIOR ELECTRIC Co., Bristol, Conn., has released new 12-page bulletin featuring complete line of standard Stabiline automatic voltage regulators. Bulletin S-351 describes in detail workings and regulators.

HOBERT M. MURDOCK named sales manager The Turner Co. (electronic equipment), Cedar Rapids, Iowa. He was vice president in charge of sales with Cedar Rapids Engineering Co.

OVID RISO, advertising and sales promotion manager Philco International Corp., Phila., appointed vice president in charge of advertising.

Technical . . .

LEE HODGES, WRRF Washington, N. C., appointed chief engineer WCPS Tarboro, N. C., succeeding **CHARLES E. NEER** who has been called to active duty with Army.

GEORGE SMITH, cameraman WHAS Louisville, father of daughter, June 11.

JIMMY BUMGARNER, studio engineer WNAX Yankton-Sioux City, father of boy.

YMCA COVERAGE

Networks, Others Aid

SIX network radio programs and more than 35 regional or local radio programs were to be broadcast late last week in connection with the Centennial Convention of the Young Mens Christian Assn. of the U. S. and Canada, held Thursday through Sunday in Cleveland, according to Henriette K. Harrison, convention radio and TV director.

Paul G. Hoffman, Ford Foundation executive director, discussed "Democracy as a Way of Life" over MBS, 2:45-3 p.m., on Friday. The following day, NBC was to carry from Cleveland a round-table discussion of "Youth Comes of Age," 3-3:30 p.m., with Dr. Paul Limbert, Springfield College president, as moderator; and at 11:30-12 midnight, was to broadcast the Cleveland Summer Symphony Orchestra conducted by Dr. Rudolph Ringwall.

Over ABC on Saturday, Sports-caster Harry Wismer was to report on the physical education aspects of the conference; and on Sunday, ABC scheduled a round-table discussion of "A Faith for these Times," 10:45-11 p.m.

NBC REAL ESTATE

Buying Burbank Land

WITH the city council having eliminated, by resolution, the formality of a public auction, 19 acres of Burbank, Calif., owned land which NBC is buying as part of its projected new \$25 million West Coast radio-TV center is now in escrow [BROADCASTING • TELECASTING, June 11].

Having submitted several weeks ago, a \$10,500 check signifying intent to acquire the land, NBC has until Aug. 31 to make the final payment. Total amount is \$263,287. The agreement calls for NBC to notify the Burbank City Council six months in advance of its intention to build. This will give Burbank city officials ample time to construct a storm drain or flood control adjoining the property, NBC to pay 17% of the cost involved, it was said.

The property being bought adjoins 30 acres which NBC is acquiring from Warner Bros. for a reported \$750,000. Deal with Warner Bros. also assertedly involves a working agreement for sound stages and other facilities of the film studio.

NBC Hollywood executives continue to deny any immediate building plans. At the moment not a single line or sketch has been drawn in the way of plans for utilizing the property, it was said. Burbank officials stipulated in selling the property that a radio-television center must be erected there.

Denial also was made that NBC will sell its present Western Division headquarters at Sunset Blvd. and Vine St. It was pointed out that Studio D, until recently used for originating radio network shows, is now being converted to TV. El Capitan Theatre, on Vine St. off Hollywood Blvd., and recently taken over under long term lease, also is being remodelled and converted to TV. Cost for both remodelling jobs is around \$750,000.

NEW SALES UNIT

STARS To Begin July 1

FORMATION of a new corporation, Southern Television and Radio Sales Inc., to be known as STARS Inc., was announced last week by E. D. Rivers Jr., president of WEAS Decatur, Ga. To begin operation July 1, the new unit is owned by stockholders in Georgia, Florida, Alabama, Tennessee and Louisiana. Mr. Rivers said that the initial number of stations to be represented by STARS Inc., will exceed 15.

Announced also was the appointment of Winston S. Dustin to head and actively manage STARS. Mr. Dustin recently resigned from WNOE New Orleans and KNOE Monroe, La., as vice president in charge of sales to become executive secretary of the multi-million dollar educational project, The Cordell Hull Foundation.

B & B SUED

By Raymond R. Morgan Co.

WITH five causes for action cited, a \$2.5 million damage suit has been filed by Raymond R. Morgan Co., Hollywood, in Los Angeles Superior Court against Benton & Bowles Inc., New York; Al Kaye, vice president and Hollywood manager of that agency, and General Foods Corp. (Maxwell House Coffee).

Asking \$500,000 on each count, the complaint charges (1) use of a promotion idea without compensation; (2) unfair competition; (3) wilful invasion of the plaintiff's rights and property; (4) reduced value of the property; (5) impaired rights to use and license of the plan.

Raymond R. Morgan Co. alleges that Benton & Bowles requested a presentation and detailed working account of a copyright promotion plan used by the former agency in promoting Folger Coffee. It is licensed to other agencies and firms in areas that do not conflict with Folger Coffee. Complaint charges Benton & Bowles wanted to use it for its client General Foods Corp. to promote Maxwell House Coffee in markets where Folger Coffee is not sold. Price for its use was quoted, it is charged. Complaint further declares the plan was appropriated by Benton & Bowles and used in Folger Coffee territory and without payment to Raymond R. Morgan Co.

Promotion is identified as the door-bell ringing plan. It is a combination of radio broadcasting, couponing, house-to-house selling and sampling. Under licensed arrangement, it has been used by Los Angeles Soap Co., (White King soap), a client of Raymond R. Morgan Co., and by other agencies for various national accounts.

WTNJ Suit

SUIT OF three former employees against WTNJ Trenton for \$15,000 for breach of contract is scheduled for hearing in Trenton, N. J., court this week. The station management contends that it did not have contracts with the employees at the time they were dismissed.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

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



WBAL Renewal

(Continued from page 42)

does, have exactly the opposite effect."

Citing the majority's concessions to Public Service Radio Corp. on programming, ownership and management, local ownership and diversification of control, he said, "the majority is able to outbalance all of these considerations by virtue of the existing operation of WBAL when such operation is compared to the risks attendant on the execution of the program service proposed by Public Service Radio Corp. In my opinion this conclusion is unsupported."

The chairman further stated that he did not find any support for the conclusion that risks attendant on execution of the proposed programming of Public Service Radio Corp. constituted a basis for preferring WBAL.

Ownership Compared

Mr. Coy compared the ownership of the competing applicants and noted Hearst's Radio's connection with other AM-FM-TV properties as well as the daily newspaper in Baltimore. He said:

On the other hand, the persons who control Public Service Radio Corp. do not publish any newspaper and have no other broadcast interests. The Commission is committed to the principle that unless there are overriding considerations, preference should be given to a non-newspaper, no multiple-owner applicant as against an applicant which published a newspaper or has other broadcast stations in order to encourage the greater diversification of control of the media of mass information. This principle . . . is a reflection of the Congressional policy expressed in the Communications Act and . . . public interest is best served by having as wide an ownership as possible of the media of mass communications.

He expressed his preference for Public Service Radio Corp., "not unmindful of the fact that the Commission should not lightly disturb extensive investments which are made in broadcast properties." Mr. Coy declared such an opinion, if adopted, would not introduce instability in the radio industry, "because under this opinion and the consistent opinions of this Commission, a licensee may invest in broadcast facilities with full confidence that its license will be renewed even against competition from others, if such licensee utilizes its station to render a real public service to the community."

Comr. Webster, joining with the Chairman's dissent, expressed his general position on license renewal applications involving "unsatis-



SURVEYING progress on the new KPIX-KSFO San Francisco studios are (l to r) Richard Bell, assistant to the president; Wesley I. Dumm, president; Philip G. Lasky, general manager, and Franklin Dumm, secretary-treasurer. It is expected that the new studios will be completed in December.

factory" public service records. He cited Sec. 307 (d) of the Act requiring that when renewal applications are filed, the Commission is required to apply the same considerations and practice which affect the granting of the original application.

He said "granting of proprietary rights in radio frequencies is a violation of the Act."

"Furthermore, and of the utmost importance," Comr Webster added, "for the Commission to establish such a policy would discourage the filing of competing applications by newcomers to the field. This, in turn, would remove one of the principal factors which inspires licensees to operate in the public interest."

RADIO-TV COUNCIL

Long Island Group Formed

LONG ISLAND Radio-Television Council has been formed by representatives of 26 schools, with Worthington A. Gregory, radio director at WSHS-FM and lecturer in educational radio-TV at Hofstra College, as temporary chairman.

Purpose of the organization is to foster increased and more effective use of radio and TV for education, and to insure for Long Island a share in the planning for and use of proposed state educational facilities. Support was pledged to work of the Joint Committee for Educational Television.

WRNL Covers Tornado

SEVEN minutes after a tornado ripped through the city. WRNL Richmond, Va., had its first bulletin on the air. The bulletin was followed with complete coverage through the remainder of the day and throughout the following day. Interviews covered civic officials, victims and rescue workers.

Grandpa Fellows

HAROLD E. FELLOWS, president of NARTB, became a grandfather for the sixth time fortnight ago when his daughter, Mrs. Arthur Spangler, of Weston, Mass., gave birth to a daughter. The grandchild was named Janet Edgerly after Mrs. Fellows.

CHOICE OF MEDIA

Use of All Advised

ANALYSES of the reasons people buy merchandise show that retailers should use multiple-media campaigns, Joseph B. Ward, managing director of Advertising Research Bureau Inc., Seattle, told the Advertising and Sales Club of Seattle at its June 19 meeting.

ARBI is making radio and television comparisons for networks, with results to be ready in the near future, Mr. Ward said.

Retail advertisers should consider such audience factors as kind of audience, with attention to ear-minded as well as eye-minded people, he told the club. He suggested they give greater consideration to effectiveness of advertising in newspapers and consider carefully the type of copy used for radio advertising in order to get the most results from selling emotionally on an entirely different medium.

"Results should be judged not by tradition but rather by effectiveness at the point-of-sale of multi-media," Mr. Ward concluded. He said factual evidence ARBI is gathering in large and small communities belies the traditional use of newspapers by retailers as the answer to their advertising problems.

ARBI doesn't suggest retail advertisers would be better off by using radio alone, he said, but is concerned with the power of radio and other media to increase the impact of newspaper advertising.

Mr. Ward said 72% of ARBI's studies have developed more traffic from radio than from newspaper advertising while 23% of the studies have shown greater traffic resulting from newspaper advertising. He said a higher percentage of radio traffic buys goods as compared to newspaper traffic, with 67.4% of those subjected to advertising in both media buying goods compared to 34% of those who merely came into stores to shop.

RCA Victor, in cooperation with the U. of Pennsylvania, beginning today (Monday) will conduct a 10-weeks training program in electronic engineering for 15 combat officers selected from the U. S. Army Ground Forces. The program will be conducted at the RCA Victor plant in Camden, N. J.

SALES SUCCESS

AM Sells Farm Machinery

McCULLOCH Farm Machinery, noting combine sales for January-February of \$193,000, says that "Our radio advertising brought the farmers into the office and it's the only advertising we're doing."

The farm machinery firm sponsors a *Weather Roundup*, weekdays at 12:25 p.m. over CKX Brandon, Manitoba. The copy was a straight pitch to farmers plugging the sale of combines and guaranteeing delivery.

CKX points out that "It is important to note that a year ago when McCulloch did no radio advertising the firm had sold only three combines by June 15." The station added that combine sales usually begin about June 15.

BAB Special Assignment

LEE HART, assistant director of BAB, has been temporarily assigned, effective July 1, to Chicago for special duties including work on retail projects and Advertising Research Bureau Inc. point-of-sale survey reports which BAB will publish. Miss Hart, author of many retail presentations including BAB's "Radio's Feminine Touch," will make announcement shortly of her Chicago office address and BAB sales and advertising services.

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.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

KSVC DECISION

License Denial Proposed

DENIAL of Sevier Valley Broadcasting Co.'s application for renewal of license for KSVC Richfield, Utah, was proposed last week in an initial decision by FCC Hearing Examiner Fanney N. Litvin on grounds of illegal transfer of control.

According to the decision, the construction permit for KSVC was granted to William L. Warner Sr. on Aug. 29, 1946.

"The facts are that William L. Warner Sr.," the decision contended, "the individual to whom the Commission had granted an application for construction permit . . . on or about April 19, 1947, without prior consent of the Commission, assigned and transferred the construction permit to the applicant corporation [Sevier Valley Bestg. Co.] in violation of Section 310 (b) of the Communications Act . . ."

Referring to the licensee's defense of the alleged action, the initial decision said the "applicant attempts to escape responsibility for its actions, contending that they were 'on advice of counsel,' and to excuse its misfeasances and nonfeasances on the ground of ignorance and inexperience, asserting no willful intent to violate the law or any rule or regulation of the Commission."

The decision maintained, however, that "whatever advice . . .

the applicant corporation received . . . cannot excuse their repeated submission of untrue facts and data to the Commission with respect to the finances and ownership of the permittee, and which they admit they knew to be untrue . . ."

According to the decision's conclusions, the licensee corporation was formed in April 1947, issuing a total of 30,996 shares, of which William L. Warner Sr., original permittee, owned more than 50%. "However, by some date in October 1947," maintained the decision, "... the total number of shares . . . had been increased to 43,500" through sale of stock to 12 additional stockholders. This had the effect of "diminishing the stock control of William L. Warner Sr. from 50 plus percent to about 36%."

This transfer of control "was accomplished . . . with full knowledge of its president and secretary-treasurer (both of whom were then directors) without prior consent of the Commission and in violation of Section 310(b) of the Communications Act," the decision charged.

In commenting upon testimony relative to KSVC's program service to its community, the decision noted that "we do not overlook the fact that the Commission has expressed its satisfaction with the program service rendered by station KSVC . . . or the fact that KSVC is the only station located in Richfield and that a need appears for that service. But the conclusions reached here leave us no other alternative than to deny this application for renewal of license."

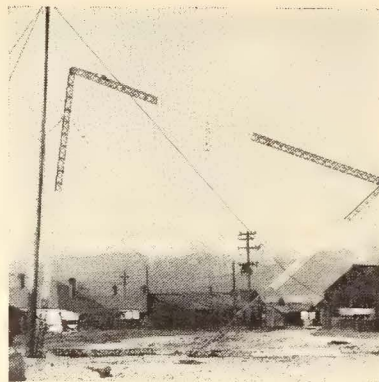
CANADA AWARDS

CAAE Winners Announced

AWARDS OF THE Canadian Assn. for Adult Education for radio programs went to Canadian stations throughout Canada. Canadian Broadcasting Corp. network programs originated at CBC stations won most of the network awards. In non-network classifications, CKCR Kitchener, won the community variety award; CJOR Vancouver won the community service award. CBC stations also won most children's class program awards and a number of regional community awards. Maurice Rosenfeld Memorial Award, a gold key, for the most promising newcomer to radio, went to Toronto musical arranger Jack Kane, for his network program *Star Time*. Award was made in memory of Moe Rosenfeld, former radio director of MacLaren Adv. Co. who helped many Canadian youngsters get a start in radio.

BMI Canada Meet

KEN SOBLE, CHML Hamilton, will be introduced as the new director of BMI Canada Ltd. at a directors meeting of the organization being held June 26, at Toronto. The agenda has not yet been announced.



A SUDDEN gust of wind recently snapped off a tower being constructed for KLVC Leadville, Col. At the time it crashed, the tower had reached 160 feet. The crashed tower frames Mt. Massive, lofty peak of the Rockies

HAMTRAMCK

Two AM Bids Refused

FINAL decision was announced by FCC last week to deny on technical grounds both applicants competing for a new AM facility at Hamtramck, Mich., namely Hamtramck Radio Corp. and Atlas Broadcasting Co. Assignment sought is 500 w daytime on 1440 kc, directional.

Earlier, Hearing Examiner Hugh B. Hutchison proposed to grant the Hamtramck Radio Corp. application and to deny the bid of Atlas [BROADCASTING • TELECASTING, July 10, 1950].

In its final ruling, the Commission concluded the proposed directional antenna of Hamtramck Radio failed to meet the minimum requirements of FCC's standards, while concluding that the Atlas proposal would result in substantial interference to WBCM Bay City, Mich.

Hamtramck Radio is headed by Charles S. Gray, former salesman for WJBK Detroit, who is president and 6.6% owner. A 20% interest is held each by Frank E. Pellegrin, one-third owner of WATO Oak Ridge, Tenn., and 39% owner KSTL St. Louis, and Lynne C. Smeby, Washington consulting engineer, who respectively are first and second vice president. There are seven other stockholders.

Equal owners of Atlas Broadcasting are Dr. Stephen S. Skrzycki, mayor of Hamtramck; Stanley Formaniak, uncle of Dr. Skrzycki and local businessman, and Casimer Zbierski, office manager of Wayne County Dept. of Social Welfare.

Anniversary Show

WCOJ Coatesville, Pa., programmed a 4½-hour *Salute to Gap* when the nearby town of Gap celebrated its 250th anniversary in mid-June. The show was sponsored by merchants and businessmen of Gap, historic town in Lancaster County, Pa. Included on the special show was a description of the anniversary parade, and a tape recording broadcast of the dedication of a new firehouse and new fire-fighting equipment.

NY HEARINGS

Hill Red Probe Continues

NEWS media have "magnified beyond proportion" what few reports have been gathered by Senators studying subversive or Communist elements in the radio-TV industry, Sen. Willis Smith (D-N. C.) told BROADCASTING • TELECASTING last week.

The group that has been conducting "top-secret" hearings in New York is the Senate Internal Security subcommittee, an investigative arm of the Senate Judiciary Committee [BROADCASTING • TELECASTING, June 11].

It was learned that the hearings which were reported by the radio and press were the second in a series. According to Sen. Smith other hearings may be held, not necessarily in New York.

The North Carolinian said the committee's scope was not restricted to labor, entertainers or other groups within the industry but that the probe is part of an overall study of the Communist question. "The committee in its objective had to start somewhere in gathering information," the Senator said.

At present the subcommittee is sifting testimony it has received regarding alleged Communist activity. Sen. Smith refused to say how much information has been gathered on such alleged activity in the radio-TV field.

While he admitted that a few witnesses or "informants" testifying before the committee in New York were associated with the media, he pointed out that that fact does not indicate necessarily that a full-scale probe of the industry will be conducted.

From other sources, it was learned that most witnesses appearing before the subcommittee were subpoenaed although some persons volunteered information.

Some witnesses have been helpful and had specific evidence to offer, Sen. Smith disclosed, but others had only general information or "hearsay" to give to the investigators. Sen. Smith directed the New York hearings.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE

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

**Employers
Reinsurance
Corporation**

Insurance Exchange Bldg.,
Kansas City, Missouri

Advertising succeeds
with continuity.
Continuous advertising in
Printers' Ink develops
a cumulative impact
that creates a
vivid picture of
your station and
market in the minds of the
leading buyers
of advertising and
helps you sell
more advertising.

TRI-STATE AREA

Evansville Show A Success

TELEPHONE communication between an Army sergeant and his mother and sister bridged the distance from Tokyo—8,147 miles of transoceanic cable—and provided the basis for a recent edition of the weekly *Evansville Story* on WJPS Evansville, Ind.

The occasion was another in a series of programs designed by the station as a community relations vehicle for the tri-state area of southern Indiana, northern Kentucky and southeastern Illinois. Program has been sponsored since last November by the Evansville Works and Refrigeration Div. of International Harvester Co.

The *Evansville Story* highlights the week's news in the tri-state area as well as activities of local people away from home. Other features are on-the-spot reports



On hand for special broadcast of *Evansville Story* are (l to r) Mr. McLean; Mrs. Afra Malone, mother of Sgt. Bill Malone, and Sister Rachel; and Mr. Paule.

* * *

with actual voices of people in the news, human interest stories and special background material. Sponsor reports tremendous public reaction from the show.

Series is written, produced and narrated by Jack McLean, WJPS program director, and reports compiled by Verne Paule, station's special events director. Other broadcasts have included an \$8 million fire that swept downtown Evansville and an actual combat report of a battle led by an Evansville officer.

KECA MARATHON

Held for Cancer Hospital

FIFTEEN hour marathon on KECA-AM-TV Los Angeles, under auspices of the Greater Los Angeles Press Club, for the benefit of the City of Hope new cancer hospital at Duarte, Calif., brought in a total of \$146,379.09 from "phone in" contributors.

This does not include contributions which have been and will be mailed in as result of the simulcast, according to ABC and hospital fund officials. Marathon started at 9:30 p.m. June 9 and continued through to 12:30 p.m. the following day without a break. More than 300 radio, television, film, stage and night club personalities appeared on the program. The new free non-sectarian hospital opens July 2.

MEDIA COSTS

Canadian Groups Set Pact

EXPECTED battle over the Canadian broadcasting industry's promotion comparing the cost of radio to newspapers and magazines [BROADCASTING • TELECASTING, May 28] did not materialize at a joint meeting at Toronto last week between directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. It was decided at the joint meeting that future promotion of all media should sell each medium on its merits and not attempt to disparage other media.

"All media realize that this is authenticated and tested research," stated Jim Allard, CAB general manager, in commenting on the decision. Advertisers, he pointed out, are asking for more research all the time. Pressure from newspapers with radio stations against CAB research, showing radio the cheaper buy for advertisers, brought about the meeting. Newspapers had threatened to withdraw their stations from CAB membership. It is understood that the research which brought about the complaint is not to be further circulated.

CAB directors meeting following the joint session discussed the recently-issued Royal Commission report and appointed a committee to study further moves of the industry in light of the report's findings against a separate independent regulatory body.

Committee members are Harry Sedgwick, CFRB Toronto; W. Burgoyne, CKTB St. Catharines; William Guild, CJOC Lethbridge; Henri Lepage, CHRC Quebec; Ralph Snelgrove, CKBB Barrie, and Malcolm Neill, CFNB Fredericton.

The CAB board also decided to pay its full fees to the Inter-American Assn. of Broadcasters "in recognition of the important work it is doing for free enterprise broadcasting."

CJON St. John, Newfoundland's new 5 kw station, was admitted to membership. The agenda for the 1952 annual meeting was adopted in principle and a silver tray was presented by CAB to William Guild, CJOC Lethbridge, for his work over the past two years as CAB board chairman during sittings of the Royal Commission.

Rose Bowl Bids

RADIO and television coverage of Pasadena Rose Bowl football game will go to the highest bidder, the Tournament of Roses Assn. and Pacific Coast Conference announced June 15. Bids will be accepted from July 1 to 31 and may be on basis of one, two or three years. Radio network sponsorship will be restricted to one advertiser. Multiple sponsors are acceptable for TV.

WOW TOUR

Reservations Pour In

MAL HANSEN, farm director for WOW Omaha, said last week that one week after first announcement of the WOW East Coast Farm Study Tour, 125 farmers sent in \$50 checks for reservations and 206 additional inquiries were made.

Mr. Hansen announced the fourth annual tour on his show, *Farm Service Reporter*, and repeated it for six days. Cost of the tour to the East Coast and eastern Canada will be \$500 per person [BROADCASTING • TELECASTING, June 18]. Bill Wiseman, WOW promotion manager, said that response this year was nearly double that of last year.

WKOK Facilities

IMPROVEMENT in technical facilities of WKOK Sunbury, Pa., resulting in service to additional persons both day and night, has been given recommended approval by FCC Hearing Examiner J. D. Bond in an initial decision issued June 12. No change would occur in WKOK's operating assignment of 250 w fulltime on 1240 kc. Examiner Bond would grant the station approval to install a higher antenna and enlarging the ground system. Minor additional interference would occur to WBAX Wilkes-Barre and WHUM Reading, Pa., but these stations have not objected, it was noted.

CBC BOARD

Governors Hold June Meet

REQUESTS FOR share transfers, emergency transmitters and one increase in power were heard at the June meeting of the board of governors of the Canadian Broadcasting Corp., held June 22 at Ottawa. CKVD Val d'Or, Quebec, asked for a power increase from 100 w to 250 w on 1230 kc. Emergency transmitter licenses were requested by CHSJ St. John, CJOR Vancouver, CJOY Guleph, and CFRN Edmonton. Broadcast pick-up licenses were requested by CFCF Montreal, and VPCM St. John's, Newfoundland. Change of ownership control of CJRW Summerside, P. E. I., was requested, and share transfers were requested for eight stations.

Sarnoff Family to Europe

BRIG. GEN. David Sarnoff, board chairman of RCA, and Mrs. Sarnoff, together with their son, Robert W. Sarnoff, NBC vice president and director of unit productions, and his wife, left New York last week for a six-week business and vacation trip to England and the Continent, where Gen. Sarnoff will visit RCA offices.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

Key to a
\$6 Billion
Market

WFL

560 kc.

The Philadelphia
Inquirer Station

An ABC Affiliate

First on the Dial

In America's Third Market

Represented by THE KATZ AGENCY

TULSA BIDS DENIED

Brown, Cameron Lose

APPLICATIONS of both Kenyon Brown and George E. Cameron Jr., each seeking a new AM station at Tulsa, Okla., on 1340 kc with 250 w fulltime, were denied by FCC last week.

The final decision concluded the proposed outlet of either applicant would violate FCC's technical standards and cause interference to several other existing stations. Earlier, FCC Hearing Examiner J. D. Bond had issued an initial decision recommending that the bid of Mr. Cameron be granted and that of Mr. Brown be denied [BROADCASTING • TELECASTING, April 17, 1950].

Mr. Brown is vice president and 20% owner of KWFT Wichita Falls and KEPO El Paso, Tex., and part owner of KGLC Miami, Okla., and KBYE Oklahoma City. Mr. Cameron, oil producer, is owner of KOTV (TV) Tulsa.

KCLO Bid Denied

BECAUSE of alleged interference which would result to KWBB Wichita, FCC last week through final decision denied the application of KCLO Leavenworth, Kan., to increase power to 1 kw. KCLO now operates with 500 w on 1410 kc, daytime only. FCC Hearing Examiner Elizabeth C. Smith in an initial decision earlier had recommended granting KCLO's request.

FOR FINEST TAPE RECORDING

KIFI

Idaho Falls, Idaho

USES

Magnecorder



—FIRST CHOICE OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!

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

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

CONSOLE OR CONSOLETTA
Operation available by com-
bining units in rich Magne-
corder cabinets.

For new catalog — write

Magnecord, INC.

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

FCC actions



JUNE 15 THROUGH JUNE 21

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

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

June 15 Decisions . . .

ACTIONS ON MOTIONS BY CHAIRMAN COY

Public Service Radio Corp., Baltimore, Md.—Granted request for waiver of 10-day requirement of Sect. 1.854(e) of rules, and motion for correction of transcript of oral argument re applications of Public Service Radio Corp. and that of WBAL Baltimore.

June 15 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

WIRK West Palm Beach, Fla.—CP to increase D power from 1 kw to 5 kw and change from DA-DN to DA-N etc.

Modification of CP

WGAJ Valdosta, Ga.—Mod. CP new AM station for extension of completion date.

KUTE Glendale, Calif.—Mod. CP new FM station to change ERP from 9.9 kw to 11.6 kw and change ant. system.

License for CP

WPAB Ponce, P.R.—License for CP to change frequency, power etc.

APPLICATIONS RETURNED

WILE Cambridge, Ohio—RETURNED application for authority to determine operating power by direct measurement of ant. power.

June 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KLIF Oak Cliff, Tex.—License for CP to increase D power and install new trans.

KIRO-FM Seattle, Wash.—License for CP new FM station.

Special Edition

WMGM New York and the Brooklyn Red Cross last week issued a special edition of their manual, "Care and Protection of Dodger Fans," upon request of the New York City Health Dept.—for fans attending the Mayor's Trophy Benefit Baseball Game in New York today (Monday).

WE ARE LOOKING

for the

**BEST COMBINATION
ENGINEER-ANNOUNCER**

in

AMERICA

We Have a Job To Match

KFXJ Grand Junction, Colo.

Modification of CP
WIBA-FM Madison, Wis.—Mod. CP new FM station to change ERP etc.

License Renewal

WFAH Alliance, Ohio—Request for renewal of license.

APPLICATIONS RETURNED

WZOB Ft. Payne, Ala.—RETURNED application for assignment of license from partnership d/b as Ft. Payne on the Air to Glenn M. Gravitt.

Ft. Walton, Fla.—RETURNED application for CP new AM station on 1490 kc 250 w unl. tendered by WFTW Inc.

Bennington, Vt.—RETURNED application for CP new AM station on 1370 kc 500 w D.

June 19 Decisions . . .

BY THE COMMISSION Authority Granted

WDNC Durham, N. C.—Granted authority for 30 days from June 15 to operate with temporary DA arrays and night power reduced to 500 w.

Extension Granted

WINX Washington, D. C.—Granted extension of authority for 30 days from June 11, for Maryland booster station to remain silent.

BY THE SECRETARY

WPBC Minneapolis, Minn.—Granted CP to move vertical ant. approx. 1200 ft. and make changes in ground system.

Sarkes Tarzian, Inc., Nr. Osgood, Ind.—Granted CP for TV intercity relay KSC-57 to be used with WTTW (TV) Bloomington, Ind.

WDXI Jackson, Tenn.—Granted CP to install a new aux. trans. at present location of main trans. on 1310 kc 250 w. DA-N, cond.

KSMN Mason City, Iowa—Granted CP to install new trans.

WERL E. Rainelle, W. Va.—Granted mod. CP for approval of ant. trans. and main studio locations, add change type of trans. subject to cond. Permittee is not to be licensed until WWNR is licensed on 620 kc.

WRSW Warsaw, Ind.—Granted mod. CP to change type of trans. and make changes in ant. system; cond.

WPIX New York—Granted mod. CP to extend completion date of TV station to 12-8-51.

KGAL Lebanon, Ore.—Granted license for AM station on 930 kc, 1 kw D.

KPOO San Francisco, Calif.—Granted mod. CP for extension of completion date to 12-21-51.

KCBC-FM Des Moines, Iowa—Granted mod. CP for extension of completion date to 9-24-51.

WNBQ Chicago, Ill.—Granted license for TV station with 4.69 kw vis. 2.4 kw aur.

KBNH Los Angeles, Calif.—Granted license for TV station; ant. height 3013 ft.

NBC Inc., Stratford, Conn.—Granted license for experimental TV KC2XAK and to indicate aur. power as 500 w in lieu of 300 w.

WSTR Sturgis, Mich.—Granted mod. CP to change main studio location, and change type of trans.; cond.

WSBC Bennettsville, S. C.—Granted mod. CP to change studio location and change type trans.; cond.

WNBC New York, N. Y.—Granted CP to use presently licensed trans. of remote pickup KEA-650 at Radcliffe Ave., Port Washington, N. Y., for aux. purposes only.

WAUG Augusta, Ga.—Granted mod. CP for approval of ant., trans. location, specification of main studio location, and make changes in trans.

WJEJ-FM Hagerstown, Md.—Granted mod. CP for extension of completion date to 8-1-51.

KUOW Seattle, Wash.—Granted CP for non-commercial FM station; Ch. 213 (90.5 mc) 3.3 kw; ant. 105 ft.

KTJO-FM Ottawa, Kans.—Granted license for non-commercial educational FM station; Ch. 201 (88.1 mc) 10 w. 10 w.

KGDE Fergus Falls, Minn.—Granted mod. CP to change type of trans.; cond.

WRMN Elgin, Ill.—Granted CP to make changes in trans.; cond.

Pottery Bestg. Co., East Liverpool, Ohio—Granted CP and license for remote pickup KA-8961.

Following stations were granted mod. CP's for extension of completion dates as indicated: WABA Aguadilla, P.R. to 8-1-51, cond.; WMON Montgomery, W. Va. to 11-15-51, cond.; WBAP Ft. Worth, Tex. to 12-15-51, cond.; WHEN Syracuse, N. Y. to 12-12-51.

ACTIONS ON MOTIONS

By Chairman Coy

American Petroleum Institute—Accepted in evidence and duly filed, exhibit #11 relative to proposed notification procedure for protection of Disaster Communications Service, in matter of providing for a radiolocation service, etc.

By Commissioner Webster

KRVN Lexington, Neb.—Granted petition to accept petitioner's late appearance in re application of KSMN Mason City, Iowa.

WTCH Shawano, Wis.—Granted petition for leave to amend application to specify non-directional operation daytime and to specify certain conditions re maximum expected operating value of proposed operation in direction of KMA and the establishment of monitoring points.

KCOG Centerville, Iowa—Granted (1) petition for admission pro hac vice of Robert W. Greenleaf and Robert Valentine of Centerville, for purpose of taking certain depositions at Stronghurst, Ill., Oquawka, Ill., and Galesburg, Ill., and any other depositions which may be taken in proceeding; (2) granted petition of KCOG to continue hearing in proceeding from July 5 to Aug. 9, in Washington; and (3) granted petition to accept late appearance in this proceeding.

By Examiner Basil P. Cooper

KTHS Hot Springs, Ark., and KGRH Fayetteville, Ark., and WNOE New Orleans, La.—Granted petition (1) of KTHS for leave to amend application to revise pattern DA to be used by said station operating in Little Rock, Ark., as proposed; (2) denied petition of KGRH to change place of hearing and in alternative to take depositions of officers and stockholders of applicant; and (3) granted petition of KGRH for leave to amend application to correct an error in specifying geographical coordinates of proposed ant. site, and (4) referred to Motion's Commissioner, pursuant to provisions of Sect. 1.742 of rules relating to practice and procedure, petition of WNOE to dismiss its application.

Robert C. Crabb, Los Angeles, Calif.—Granted petition to accept proposed

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June 20 Applications . . .

ACCEPTED FOR FILING

CP to Replace CP

KFQD Anchorage, Alaska—CP to replace expired CP to change frequency etc.

AM—630 kc

KVMA Magnolia, Ark.—RESUBMITTED application for CP to increase power from 1 kw to 5 kw and install new trans. etc.

Modification of CP

KNBR North Platte, Neb.—Mod. CP new AM station for extension of completion date.

KUMO Columbia, Mo.—Mod. CP new AM station for extension of completion date.

WGBS-FM Miami, Fla.—Mod. CP new FM station for extension of completion date.

WTVB-FM Coldwater, Mich.—Same. WAZL-FM Hazleton, Pa.—Same.

WFBC-FM Greenville, S. C.—Same. WLPM-FM Suffolk, Va.—Same.

WCUM-FM Cumberland, Md.—Mod. CP new FM station to change ERP from 2.5 kw to 1.28 kw., ant. height from 1485 ft. to minus 39 ft., trans. site to Williams Rd. and East City line, Cumberland, Md. etc.

License for CP

WCAP Lowell, Mass.—License for CP new AM station.

WLYC Williamsport, Pa.—License for CP new AM station.

WFPL (FM) Louisville, Ky.—License for CP authorizing changes in non-commercial educational FM station.

WNAO Raleigh, N. C.—License for CP to increase D power and change trans.

AM—1280 kc

Beaver Dam, Wis.—CP for new AM station on 1350 kc 500 w D AMENDED to change from 1350 kc to 1280 kc etc. and change studio location from Beaver Dam, Wis. to Prairie du Chien, Wis.

License Renewal

WFPL (FM) Louisville, Ky.—Renewal of license.

WBUR (FM) Boston, Mass.—Renewal of license.

KXRA Alexandria, Minn.—Request license renewal.

WMDD Fajardo, P. R.—Same.

TV—Ch. 4

WDAF-TV Kansas City, Mo.—CP to change from ERP 22 kw vis. 11 kw aur. to 100 kw vis. and 50 kw aur., ant. height 745 ft.

(Continued on page 96)

findings of fact and conclusions in proceeding re applications for CPs and licenses in domestic public land mobile radio service; and ordered that all parties to this proceeding are given until June 23 within which they may file proposed findings. Initial Decision in this consolidated proceeding will not be issued until parties thereto have either filed proposed findings or have evidenced, in writing served on all parties, their intention not to file such proposed findings.

By Hearing Examiner J. D. Bond
KWOC Poplar Bluff, Mo.—Granted motion of KWOC for leave to amend its application to specify MEOV's in certain vertical sections of proposed DA.

Chief, Broadcast Bureau—Granted motion for extension of time to June

22 in which to file reply to proposed findings of fact and conclusions re application of KSOK Arkansas City, Kans.

By Hearing Examiner
Hugh B. Hutchison

KGAR Garden City, Kan.—Granted petition to correct transcript of testimony in various respects re applications of KGAR Garden City, Kan. and KLMR Lamar, Col. and Capital Bestg. Co., Lincoln, Neb.

By Hearing Examiner Fannery N. Litvin
Chief, Broadcast Bureau—Granted petition for extension of time from June 14 to and including June 22 within which to file proposed findings in proceedings re WHDH and KOA petitions and application of WXXW.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—\$1.00 minimum • Help Wanted, 20¢ per word—\$2.00 minimum
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Complete staff wanted immediately. Write full information and salary to Manager, WAIN, Columbia, Kentucky.

Managerial

Reliable, steady commercial manager for 1 kw independent midwest station. City 30,000. Draw and commission. Box 100K, BROADCASTING.

Salesmen

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.

Permanent sales position. One station market. Station on air over 25 years. Protected account list. Station within 60 miles of Chicago. 15% commission with guaranteed draw. Box 33K, BROADCASTING.

Experienced salesman. If you are a good man and desire to better yourself, if you wish to work in network affiliate Connecticut at \$80.00 weekly salary with chance to earn more at once, write all details, present position, background, availability. Send recent photograph. Car necessary. Box 120K, BROADCASTING.

Attention salesmen and announcers in Texas, Oklahoma, Louisiana. Immediate opening for working salesman or announcer that wants to start in sales and work up to commercial manager. Straight salary of \$55.00 per week. Plus 5% straight commission. No draw against commission. \$1500.00 worth of accounts to start with. Contact Jim Hairgrove, KFRD, Rosenberg, Texas.

Salesmen wanted—One or two salesmen who know small market picture. City of 15,000 with good potential in adjacent counties. Draw against commissions. Must have car. No high pressure types or would-be sales managers. Just good, solid selling by men who know how to wear out shoe leather. Send complete information including photograph first letter. Personal interview necessary before completing final arrangements. Radio Station WEPM, Martinsburg, W. Va.

Salesman, metropolitan market, 15%, good draw. Car necessary. Contact Willard Belote, WTJH, East Point, Georgia.

Announcers

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

This 250 watt Liberty affiliate is going on fulltime shortly and I need a good announcer-engineer with emphasis on announcing. Good pay. New Collins equipment. Pleasant working conditions. Yearly bonus plus sick leave. This is permanent to the right person. Send photo, disc and qualifications immediately to 81K, BROADCASTING.

Immediate opening for announcer-engineer with first class license. Virginia network station. Write Box 85K, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer, qualified for all-round duty by experience or training, wanted by progressive 1000-watt independent near Chicago. News gathering ability desirable. Personal interview essential. Box 105K, BROADCASTING.

Announcer-engineer first phone, 250 watt Mutual, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Combination announcer-engineer, first class ticket. Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 690 for discussion and further information.

KBOP, 1000 watts, 30 miles south of San Antonio, Texas, has an immediate opening for combo man, emphasis on announcing. Hillbilly station, need car, \$70 per week, 40 hours. Pleasanton, Texas.

Wanted—Combination announcer-engineer with first class ticket; possible opening for chief engineer. Write, giving full information to Station KBYR, Box 1960, Anchorage, Alaska.

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

Progressive independent has immediate openings for announcer-engineer and an announcer. Call collect WBIP, Booneville, Miss.

Experienced announcer for 1000 watt daytime station. Send disc and complete details to WDBL, Springfield, Tenn.

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

Experienced announcer. One of America's pioneer stations has opening for experienced announcer strong on news and records. Good wages, talent. Send audition, photo and letter of qualifications to Station WFDF, Flint, Michigan.

Announcer—opening in near future for good experienced announcer at WHYN, Holyoke, Massachusetts. Please forward resume, disc or tape and photograph.

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

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of citrus region of Florida. No engineering experience required, but must hold first class license. Southern man preferred. William P. Lee, WLAK, Lakeland.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Technical

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

Need first class transmitter operator. No experience required. Virginia network station. Write Box 86K, BROADCASTING.

Position open! Transmitter engineer. Immediate opening. Car necessary. Northern Michigan. Box 92K, BROADCASTING.

Engineer, first class ticket. No experience necessary. Permanent job. Virginia station. Box 101K, BROADCASTING.

Engineer or combination, 250 watt. 90 miles from N. Y. Box 106K, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Chief engineer for fulltime commercial FM station in north central states. Must have thorough technical training and experience in maintenance, control room, taping and remotes. Man experienced with Westinghouse transmitter preferred. Permanent job, guaranteed salary. Box 107K, BROADCASTING.

Wanted—Combination first class engineer-announcer. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFLD, Floydada, Texas.

Transmitter engineer. Immediate opening. Temporary. \$70, 40 hour week. Wire or phone collect WARL, Arlington, Va. (Washington, D. C. area).

Transmitter operator, first phone, experience unnecessary, for 250 watt station. Inquire WBTA, Batavia, New York.

Wanted. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

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

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

Wanted—First class engineer. Interesting job on new construction of five kilowatt station. Write WFNC, Fayetteville, N. C.

Wanted—First phone transmitter engineer. Experience not necessary. Details first letter. Contact immediately M. J. Craig, WGCD, Chester, S. C.

Opportunity for experience in AM, FM and recording work for licensed first class transmitter engineer. Approximately ten weeks. Bachelor quarters available. WJTN, Jamestown, New York.

Chief engineer-combination man for 5 kw MBS affiliate. Will pay \$100.00 per week. Write complete details first letter. WKNK, Muskegon, Michigan.

Transmitter engineer wanted. Permanent position. No experience necessary. Contact Lew Frye, Chief Engineer, WLOG, Logan, West Virginia.

Production-Programming, others

Copywriter. With experience. Male or female. Good starting salary. Box 87K, BROADCASTING.

Traffic—continuity. Opening in near future for capable woman in program department. WHYN, Holyoke, Massachusetts. Please forward resume and photograph.

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.

General or sales manager—Remarkable sales and management record. Now sales manager good size successful AM station. Have substantially increased billing in one of the most competitive TV markets in the country. Wide and intimate agency and client contacts. Familiar all phases radio operations. Incentive must be big. Box 30K, BROADCASTING.

Situations Wanted (Cont'd)

Now see this! Experienced time salesman. Early thirties. Making five figure salary. College graduate. Five years experience. Married. Well qualified to be your commercial or sales manager. Box 40K, BROADCASTING.

Manager-chief engineer. 16 years experience in management, sales and engineering. FCC applications construction, plus economic operations, FM-AM-TV. Excellent references, presently employed, family. Box 47K, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest or purchase control in AM operation. Prefers tough market. Box 57K, BROADCASTING.

Commercial manager, clean record, references, air work, two weeks notice. Details and audition by return mail. Box 83K, BROADCASTING.

No genius . . . just thoroughly experienced in all phases of good clean radio . . . strong on sales. Successfully managed 250 watt network affiliate and 1 kw independent. 32 years old, married, one child. Best references furnished from all former employers. Desire manager's job with good return following proven results. Prefer southwest, but not immune to other locations. Well known in Texas radio. Would consider investing in right deal. If your station has any possibilities and you are interested write or wire Box 89K, BROADCASTING.

Manager-salesman. 20 years radio, TV, agency experience. Familiar all phases business. Currently employed large metropolitan area. Prefer smaller city in east. Box 122K, BROADCASTING.

Salesmen

Aggressive, personable, go-getter with advertising knowhow. Six years commercial radio—sales, announcing, production. Desire connection with metropolitan radio or TV station; agency or sales rep. Consider managerial smaller market. Married, twenty-nine, veteran. Box 61K, BROADCASTING.

Man with complete radio background from national to local levels in sales, sales promotion management, station relations, public relations, copyrights, production transcriptions including television, seeks affiliation with substantial organization. Perfect record, family-man. Presently employed at \$7000. Box 801J, BROADCASTING.

My record tells why I'm your man. Selling knowhow + experience all phases broadcasting + sales opportunity 5000 watt or over = increased billing for you! Draft exempt, married, 25 years old, 5 years experience. Like to connect with topnotch midwestern station. Box 116K, BROADCASTING.

Announcers

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

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

Sports announcer. Strong play-by-play or recreation. Baseball, football basketball. 10 years experience. Can handle staff and studio utility. Prefer metropolitan college area. Married family, now employed. Box 95K, BROADCASTING.

Announcer-sportscaster. College grad Young. Single. Some experience. Will travel. Box 52K, BROADCASTING.

Staff announcer. Trained all phases Radio City, N. Y. Outstanding commercials, newscasting. Single, exempt college graduate. Tape available. Box 54K, BROADCASTING.

Announcer, control board operator Single, with limited experience; willing to locate along eastern seaboard. Resume and disc available. Box 60K, BROADCASTING.

Dominant California stations. Old deejays have to die!—California is close to Heaven. Box 69K, BROADCASTING.

Experienced, versatile announcer single, age 22, draft exempt vet. Desires opportunity develop special aptitude news, sports, western disc show. Smooth board and team man. Effective delivery. Air check available. Box 71K, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer, disc jockey. 1 year experience. Ambitious, personable. Will travel. Disc, photo. Box 73K, BROADCASTING.

Experienced woman announcer-copywriter desires work in midwest location. Versatile background. Box 77K, BROADCASTING.

Dominant California stations! Experience speaks for itself. Hear me. Box 68K, BROADCASTING.

Attention: Northeast program directors; announcer-deejay, 4 years experience. Married, draft exempt. Tape audition available. Box 76K, BROADCASTING.

I would like to audition in person at midwest station offering real future to announcer-writer with four years experience all phases radio including sales. Box 78K, BROADCASTING.

Top newscaster and editor with 13 years announcing background wants permanent job eastern city. Family. Presently employed 50,000 watt station. Available July 15. Box 82K, BROADCASTING.

Dominant California stations! Employed senior announcer, emcee, deejay, good morning show. Box 67K, BROADCASTING.

Capable young man desires steady radio work in Florida. Experienced in all phases of radio. Strong on staff and DJ work. Also can sell, write copy. Draft exempt, married, presently employed. Write Box 90K, BROADCASTING.

Young man, age twenty-three, single, now employed with background of one year in AFSS and one year in commercial radio desires job at sixty a week. Now working in southwest. Good on news, commercials, etc. Audition tape, photo available. Box 93K, BROADCASTING.

Early bird or night owl, 4 years. All staff duties and special events. Presently employed. Single, 4F. 2 years college. Will travel, prefer east coast. Box 94K, BROADCASTING.

Combination announcer-program manager. Seven years experience all phases announcing including newscasting and editing, play-by-play sports and control board operation. Full knowledge continuity writing, programming and production. Must be permanent and in congenial atmosphere. Member of Kiwanis International. Box 96K, BROADCASTING.

Stop! Dirt cheap! Draft exempt young man desires to train as announcer or combo man, also learn continuity. Disc and photo. Box 846J, BROADCASTING.

Announcer-salesman: Familiar with all phases of radio including control board. Knows sports, some experience. Veteran, married, no children, willing to travel. Disc available. Box 99K, BROADCASTING.

Announcer and/or copywriter. Thoroughly experienced all phases of programming, traffic, announcing, writing. Live audition or disc. Vet (no reserve) single, 25. New England only. Box 102K, BROADCASTING.

Experienced announcer, southern, good voice. Draft exempt. Knowledge of board operation. Presently employed. Will start for \$55.00 per week. Box 103K, BROADCASTING.

Staff announcer. Experienced. College graduate. Capable. Operates board. Veteran. Young. Prefers east or south. Box 104K, BROADCASTING.

Announcer-all-round man Friday. Single, age 30. Draft exempt. Three years experience. Can operate console. \$60 week to start. Box 109K, BROADCASTING.

Hillbilly disc jockey with lingo, successful in southeastern market, desire change. Also straight announcing and news. Six years in radio. Box 111K, BROADCASTING.

Announcer, capable handling all phases program copy, including sports. DJ (pop, classical), news, commercials. Can also specialize in any of previous. Warm and friendly style. Control board operator. B. A. Degree English. Draft exempt. Box 113K, BROADCASTING.

Announcer-engineer. First phone license. Four months net station experience. Wants combination job. Available July 9th. Good reasons for change. Disc and photo. Box 115K, BROADCASTING.

Have a bellyfull of copywriting after one year copy and announcing. Seeking straight announcing. Grad radio school, exempt. Walt DePuy, WAYB, Waynesboro, Va.

Situations Wanted (Cont'd)

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.

Announcer-operator, single. SRT Chicago graduate. Will travel. Audition disc, photo and data upon request. Strong on sports, news and DJ, rural and pop. Sober, reliable. Desire permanent position. Write or call John B. Naimo, 10104 Ewing Ave., Chicago, Ill. Bayport 1-3162.

Combination man. Network experience. First phone. Emphasis on announcing news, commercials. Vet, single, draft exempt. Florida preferred. William Rogel, 1275 Grant Avenue, N.Y.C., N. Y.

Technical

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

Chief engineer—16 years experience in design, construction, FCC applications, management and economic operations, in AM-FM-TV. Excellent references, presently employed, family. Box 48K, BROADCASTING.

Chief engineer—twenty years technical experience including construction three stations. References. Family. Box 51K, BROADCASTING.

First phone. Married, two children. Age 30. Eleven years radio. 3½ broadcast 5 kw CBS affiliate. Studios, transmitter, remotes. Graduate CREI broadcast and television courses. Desire permanent TV or AM with TV affiliate. Prefer Middle Atlantic. Box 53K, BROADCASTING.

Chief engineer: Long experience, unusual qualifications. Excellent references. July 1st. Box 66K BROADCASTING.

Engineer. 1st phone, experienced. Some announcing. East preferred. Immediately available. Box 74K, BROADCASTING.

First class phone engineer—CREI student craves soothing retreat in air-conditioned control room. Also second class telegrapher, amateur and motorist. Minimum salary. \$75; no announcing. Box 84K, BROADCASTING.

First phone. Seeking combination. Good voice quality. Presently employed. California or Oregon. Box 88K, BROADCASTING.

Transmitter engineer now employed, six years experience one station operating solo. Desire permanent connection with progressive station. Prefer south or southwest. Can take short announcing shifts and write copy if necessary. Personal and technical record can withstand closest scrutiny. Have car, draft exempt. Box 110K, BROADCASTING.

Chief or technician. Broadcasting or related. Fourteen years diversified experience broadcasting. Eleven years other radio and electrical. Forty-five. Family. Car. Now employed. No announcing. Box 118K, BROADCASTING.

First phone licensee looking for combo position. Transmitter experience. No announcing. Ambitious to learn audio line of radio. Box 121K, BROADCASTING.

Colored vet. Age 30, first radio-phone license. Broadcast transmitter experienced. Employed at present by local broadcast station. Desires change. Available after one week notice. Contact J. Allen, P. O. Box 374, Laurinburg, N. C.

Production-Programming, others

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

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

Continuity writer. Young, male, single, experienced, draft exempt. Formerly with 5000 watt. Eastern position preferred. Box 55K, BROADCASTING.

Staff organizer—thoroughly experienced. Write Box 70K, BROADCASTING.

PD. Experienced all phases 250-5 kw. References verify successes. College. Veteran. Box 75K, BROADCASTING.

Situations Wanted (Cont'd)

Looking for a girl Friday who can write copy, do air work, can program classical music and wants to learn more? Write Box 79K, BROADCASTING.

Versatile continuity writer, woman's feature announcer, account servicer. Excellent references. Southwest preferred. Box 80K, BROADCASTING.

Family man with national reputation, 20 years experience on own successful radio shows, sponsored by national accounts, also on TV. Wishes position as program director or production manager of radio station in medium-size town. Location and opportunities important. Member of A F of M thorough musical background. Box 91K, BROADCASTING.

Advertising executive presently employed as assistant radio-TV director of national 4A agency in major metropolitan center desires director's job with small agency preferably in midwest or as executive with substantial radio or TV station. Experienced in sales, programming, production, public relations and network announcing. College graduate. Married. Ambitious. \$1. \$8000 to \$10,000 bracket. Box 98K, BROADCASTING.

Copywriter, experienced, wants growing station. State nature of work, salary. Box 108K, BROADCASTING.

Program director desires affiliation with stable organization. Thoroughly seasoned program department executive offers hard work, good judgment, smooth operation, responsibility and versatile background. Competitive market and farm experience. Good references. If your operation demands ability and commercial knowhow, you should consider me. Write Box 112K, 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.

Television

Managerial

TV sales manager, employed in that capacity for past year seeks general managership TV position. Network and independent station experience, plus director-producer credits. Write Box 123K, BROADCASTING • TELECASTING.

Technical

1st phone. Announcer-engineer, program director. Married, one child, draft exempt. 3 years AM experience. Graduate CREI Broadcast and Television Resident course. Desire technical opening in TV. Box 119K, BROADCASTING • TELECASTING.

Production-Programming, Others

There's no freeze on ability! Available now, program executive midwest TV station, major competitive market, 15 years station, network, agency experience. Seeking wider opportunity with progressive TV organization. Box 124K, BROADCASTING • TELECASTING.

For Sale

Equipment etc.

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

Truscon H-30 295 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.

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 Lew G. Stevens, Chief Engineer, WLA-TV, Grand Rapids, Michigan.

For Sale (Cont'd)

Western Electric limiter, model 1126-C, in perfect condition. Price \$395. Also brand new FM receiver, REL model 646-B in original factory carton. Price \$275. Both items guaranteed. Engineering information available on either item. Box 97K, BROADCASTING.

For sale: 300-foot Blaw-Knox self supporting tower. Holes for UHF antenna. Excellent condition. WCEN, Mt. Pleasant, Michigan.

GE 250 watt BT-1-A transmitter, GE FM monitor, single GE FM do-nut, GE model 4-FA-14AI line equalizer, 100 lbs. #10 soft drawn bare copper wire, approx. 2,200 feet. Make offer on all or any item, available result of merger. WJLK, Asbury Park, N. J.

300-ft., 4 leg, self supporting Blaw-Knox tower, complete with insulators and all lighting equipment. Available now. In excellent condition. Good bet for TV. Call, write or wire Ken Given, WLBj, Bowling Green, Kentucky.

RCA 1 kw FM transmitter, 2 section pylon, Hewlett Packard FM monitor, 106 ft. Truscon tower. Combination price, \$5,500.00. Address Charles W. Hoefler, Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Will buy unprofitable station from present owner if prospects look OK. Replies confidential. Box 117K, BROADCASTING.

Equipment etc.

Approved one kilowatt transmitter, preferably RCA, Collins or Raytheon. KTFS, Texarkana, Texas. Phone 35-124.

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

Wanted to buy: 250 watt FM transmitter. Prefer RCA or GE. Must have monitor and bay. WVOP, Vidalia, Georgia.

10 kw FM transmitter. Must comply with FCC specifications. Write Univ. of Wisconsin Purchasing Dept., Madison, Wisconsin.

Wanted. Magnecord recorders and Magnecord playback units. Write, year, model no., condition and price wanted. Radio Broadcasting Co., Inquirer Bldg., 18th Floor, Philadelphia 30, Pa.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc.; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Salesmen

WANTED—Experienced salesman for New York office of leading radio and television station representative. Send complete resume including picture, references and salary requirements to Box 65K, BROADCASTING.

Wanted to Buy

Stations

* FLORIDA *

Three men: top level radio management, engineering and sales, looking for large or small market radio station in Florida. 250 watt up. Fulltime, daytime or network. Ready to act. Cash on the line. Box 72K, BROADCASTING.

TRANSIT ISSUE

Hill Hears Views

RULING by a U. S. Circuit Court that transistcasting violates the constitutional rights of riders is an issue of "great importance and signifies . . . the rights and privileges of our individual citizens are not to be infringed upon," Rep. Hubert B. Scudder (R-Calif.) declared June 11.

In an address printed in the *Congressional Record*, Rep. Scudder cited a *Humboldt Standard* (Eureka, Calif.) editorial and suggested that "we all too often take for granted our rights and privileges as individuals, while devoting little thought to . . . the Constitution of the United States . . ."

The newspaper editorial had commented that "the objection arises not so much from the commercials and the music, *per se*, as from the fact that the . . . listener has no alternative but to listen." It also pointed out that the judges "admitted they were breaking new constitutional ground, in concocting this constitutional right of freedom from forced listening."

L. G. MOSELEY

West Coast Ad Exec Dies

FUNERAL services for Leslie G. Moseley, 49, West Coast advertising executive, were held June 18 in San Francisco. Burial followed at Cypress Lawn Memorial Park in Colma, near San Francisco. Mr. Moseley died June 14 after a heart attack.

In the advertising business for more than 25 years, Mr. Moseley eight years ago joined Foote, Cone & Belding as an account executive. At the time of his death, he was manager of the agency's San Francisco office. Prior to FC&B, Mr. Moseley was assistant to the president of Bowman, Dente & Cummings, San Francisco. Surviving are his widow; a son; two daughters.

NEW CATALOG issued by Astatic Corp., Conneaut, Ohio. Catalog No. 51 includes illustrations and descriptions of all models of TV and FM boosters, microphones and stands, and phonograph pickups.



EARTHQUAKE relief for San Salvador victims is discussed by "Little Bill" Stanley (r), conductor of Happiness Exchange on WNOE New Orleans, and Mayor deLesseps S. Morrison. The one-man campaign, started by Mr. Stanley on his early morning show, snowballed into a citywide drive when the mayor proclaimed a "Salvadorean Relief Week" and urged all citizens, via radio, to contribute to the project.

HIGHWAY SAFETY

More Media Support Asked

GROWING interest in highway traffic safety is evidenced by the increased cooperation of radio and television programs, according to W. J. Scripps, Detroit radio-newspaper executive, and chairman of the public information committee, President's Highway Safety Conference.

Pointing to the need for still further cooperation, Mr. Scripps said that television stations would be asked to increase the degree of highway safety publicity in local advertising. The committee drafted a recommendation for possible endorsement by the conference to ask advertisers to make wider use of television to promote highway safety.

Radar for Weather

EXPERIMENTAL authorization has been granted by FCC to William J. Hartnett, doing business as Weathercasts of America, St. Louis, for operation of radar equipment "for the purpose of determining the exact location of rain areas as an aspect of applicant's weather service."

ROYAL FAVORED

Jack Blume Cleared

REVISED initial decision to grant a new AM station at New Orleans on 1450 kc with 250 w fulltime to Royal Broadcasting Corp. has been reported by FCC. Competitive bid of Gretna and Lower Coast Radio and Broadcasting Co. was denied on grounds it "is not qualified to be a broadcast licensee" [BROADCASTING • TELECASTING, June 18].

FCC also struck from the record "as sham and scandalous" certain accusations against former FCC Hearing Examiner Jack P. Blume made by New Orleans Attorney Maurice B. Gatlin, whom FCC said had arranged for formation of Gretna and Lower Coast. The Commission also dismissed petitions by Mr. Gatlin directed against the earlier initial decision of Examiner Blume which recommended granting the new facilities to WJMR there, now moot since WJMR subsequently withdrew its application for the assignment [BROADCASTING • TELECASTING, Sept. 18, Oct. 9, 1950].

Equal owners of Royal Broadcasting are: Hugh M. Wilkinson Sr., attorney, chairman of board; Hugh M. Wilkinson Jr., attorney, president; Rep. F. Edward Hebert (D-La.), vice president; James Wilkinson III, attorney, secretary; and Brig. Gen. Raymond F. Hufft, adjutant general of Louisiana, treasurer. Gen. Hufft formerly was executive assistant to James A. Noe, licensee of WNOE New Orleans and KNOE Monroe, La.

Principals in Gretna and Lower Coast include Armand F. Truxillo, hotel and apartment interests, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40%; and Charles A. Schmid, with Gulf Radio School and formerly with WJBW New Orleans, secretary-general manager and 20% owner.

SSB POSTS FILLED

Rothschild, Others Named

APPOINTMENTS of V. Henry Rothschild II, New York attorney, as chief legal counsel and of other key personnel to the newly-created Salary Stabilization Division of the full Salary Stabilization Board were completed and announced last week by Joseph D. Cooper, executive director.

Mr. Rothschild will direct a group charged with the responsibility of executing full board policies designed to administer the same equitable treatment to executives as that given to employees falling under the Wage Stabilization Board. Mr. Rothschild has been active in the Bar Assn. of New York and until 1940 was associated with the New York law firm of Root, Clark, Buckner & Ballantine. Other appointments included David R. Roberts as economic consultant; Jesse Robinson, executive assistant, and William Haggard, director of public information.

RFDs CONVENE

Farm Sponsorship Aired

AGRICULTURE "is more of a market for the products of radio sponsorship than ever before" and farmers must take advantage of mechanical farm aids to survive inroads on profit, Howard Doane, Doane Agricultural Service, told the spring meeting of the National Assn. of Radio Farm Directors in St. Louis June 12-15.

Sessions were devoted to a study of current economic trends rather than programming and drew 85 delegates from the U. S. and Australia, according to Sam Schneider, KVOO Tulsa, Okla., who presided over the gathering.

Climax of the three-day meeting was the presentation of an honorary membership in NARFD to Vice President Alben Barkley. Presentation was made by Phil Alampi, WJZ New York, president of the association. Local meeting arrangements were handled by the St. Louis Chamber of Commerce, Mansanto Agricultural Chemical Co., Ralston Purina Co. and Doane Agricultural Service, of which Mr. Doane is board chairman.

RESEARCH ROLE

Engstrom Tells Methods

AN EFFECTIVE industrial research staff "is one where all members respond to originality, where all members have some degree of originality and where a portion are highly creative," Dr. E. W. Engstrom, RCA Labs vice president for research, stated at the second annual conference on industrial research at Columbia U. in New York.

Stressing originality and character, plus scientific training, Dr. Engstrom said that the scientific inquisitiveness which produces progress seemed to require an atmosphere of discontent with the current order of things, accompanied by a drive toward improvement and enhancement. He said that integrity of purpose in research is vital. "Nature is a cruel and exacting taskmaster when it comes to technical or scientific accuracy and honesty," he said, and added that "reliability in prosecuting a work program is rarer than one might think and is richly rewarded."

Industry Statistics

PUBLISHED volume of "Statistics of the Communications Industry of the U.S." for the calendar year 1949 is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., FCC has announced. The 297-page volume contains financial and operating data compiled principally from annual reports filed with FCC Section B of the book contains data for the broadcast networks, and AM, FM and TV stations. Complete volume is \$1; Section B separately is 25¢.

Midwest

Small Market

\$40,000.00

Profitable 500 watt. day-time operation in exclusive market in rich agricultural area. Doing good volume of business. Financing arranged.

Large Market

\$45,000.00

An excellent independent station in one of the midwest's important markets. Well equipped and only one other station in a city in excess of 70,000. Can be financed up to 50%.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Harold R. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

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

Trade Winds Fair

(Continued from page 23)

week sponsorship of *Quick As A Flash*, Richard Diamond and Camels take a summer hiatus from their Wednesday 8-8:30 p.m. period, July 6 to Sept. 28, while Bob Bartley and his sponsor, Mars, Inc., take a similar three-month lay-off from the same period on Friday. Ozzie and Harriet will also be on vacation starting June 29, but their sponsor, Heinz, will continue in that Sunday night spot with *A Life in Your Hands* as its summer vehicle.

Mutual has reported an all-time high sale of its co-op news programs, which on June 1, of this year accounted for a combined total of 888 station sales, a 66% increase over the 534 station sales of these shows on June 1, 1950. Program breakdown shows Cecil Brown with 91 station sales this year as against 68 last year, Bill Cunningham with 84 to 47, Cedric Foster with 174 to 118, Robert Hurleigh with 79 to 15; Fulton Lewis with 376 (an all-time high for this 14-year old program) to 265; *Mutual Newsreel* with 84 now to 21 a year ago. *Newsreel* may soon be advertising Blatz beer on the network if station clearances can be obtained.

MBS Hiatuses

Two sponsors have vacated the Monday-Friday 5-5:30 p.m. period on MBS: Kellogg Co. dropping *Mark Trail* on Monday-Wednesday, Friday, and National Biscuit Co. *Straight Arrow* on Tuesday and Thursday, while Ronson has ended its sponsorship of *Twenty Questions*, Saturday, 8-8:30. Noxzema today starts a six-week hiatus of its sponsorship of Gabriel Heatter's Monday, 7:30-7:45 p.m. newscast.

CBS summer shifts include: American Home Products dropping *Mr. Keen* July 12; American Safety Razor Corp. cancelling its Sunday evening five-minute news; Animal Foundation dropping Bill Shadel's Sunday morning five-minute newscast June 17; Campbell Soup giving Bob Crosby a lay-off July 2-Aug. 29; Coca-Cola Co. discontinuing Morton Downey June 30; Colgate-Palmolive-Peet Co.'s *Our Miss Brooks* taking a hiatus, July 8-Sept. 30; Electric Auto-Lite giving *Suspense* a hiatus July 5-Aug. 23; Electric Companies letting *Corliss Archer* off July 8-Aug. 26; Emerson Drug dropping *Hollywood Star Playhouse* in July (and moving it to ABC in the fall); General Foods giving vacations to *Gangbusters* and *Hopalong Cassidy* July 6-Sept. 15.

Other Network Changes

Hall Bros., vacated *Hallmark Playhouse* June 7-Aug. 30; Lever Bros. dropping *My Friend Irma* June 25 and giving *Lux Radio Theatre* a lay-off July 2-Aug. 20; Liggett & Myers letting Bing Crosby off for the summer starting July 4; Longines-Wittnauer Watch Co. dropping *Choreliars*; Pepsi-Cola started Phil Regan, June 3 in a Sunday afternoon series; Pillsbury Mills taking a hiatus for Cedric Adams five-minute weekday afternoon spots, with Puritan Co. of America putting Julian Bentley in for the summer, May 28-Aug. 24; Procter & Gamble Co. dropping *FBI in Peace and War* June 28 and Red Skelton June 24 and giving *Beulah*, Jack Smith and Lowell Thomas vacations July 2-Aug. 24; Quaker Oats discontinued its weekday afternoon quarter hours with Grady Cole and Lou Childre June 22; Rexall Drugs put Peggy Lee in the *Amos 'n' Andy* spot June 17-July 29 and taking a hiatus Aug. 5-Sept. 23; Reynolds taking a hiatus for Bob Hawk July 2-Aug. 20; Sterling Drug dropped *Mystery Theatre* June 19; Bill Shadel June 17, *Sing It Again*



KDKA's departing manager, Joseph E. Baudino (left), greets his successor, Robert Duffield (second from left), at the annual KDKA barbecue. Looking on are Walter Evans, president of Westinghouse Radio Stations Inc., and Walter E. Benoit (right), former WRS general manager, who now directs Westinghouse's new Air Arm division.

June 9, and giving Mr. Chameleon a vacation from June 27; Wildroot dropping *Charley Wild* and picking up the part of *FBI* dropped by P&G; William Wrigley Jr. Co. adding four special summer series, all on 9-9:30 p.m. *Broadway Is My Beat Sunday*, July 8-Aug. 12; *Romance*, Monday, July 16-Aug. 20; *Johnny Dollar*, Wednesday, July 18-Aug. 15; *Line Up*, Thursday, July 5-Aug. 16.

Advent of summer finds the following changes in NBC's commercial line-up: Sunday afternoons Belmont Radio added John Cameron Swazey in a quarter-hour news series June 17 and U. S. Tobacco starts *Martin Kane* July 1, while Norwich Pharmacal Co. drops Bob Trout July 29 and TWA is giving *The Blandings* a vacation June 17-Sept. 17. On Tuesday, DuPont gives *Cavalcade* a summer layoff July 3-Sept. 4 and Lewis Howe Co. wound up *Baby Snooks* June 12 and will be back with a new program Sept. 18. Kraft Foods Co. has moved *The Falcon* from Sundays into the Wednesday evening spot while *Gildersleeve* is absent June 6-Aug. 29. On Thursday General Foods drops *Aldrich Family* June 28 and on Friday Pabst cancels *Life of Riley* June 29 and also on that date Colgate-Palmolive-Peet Co., drops Bill Stern, Saturday, June 30, sees two more C-P-P programs go off—Dennis Day and Judy Canova—with no date set yet for their return in the fall, if they do. American Tobacco Co. gives *Hit Parade* a lay-off July 7-Sept. 8.

'STAR SEARCH' WLW Ends Talent Campaign

WLW Cincinnati has completed a "Star Search" for talent with the cooperation of 153 theatres in five states.

Winners received WLW contracts and cash awards ranging up to \$1,000. A total of \$5,000 in cash and merchandise was divided among 10 finalists.

Theatre managers praised the "Star Search" as it filled their movie houses; WLW strengthened its contact with persons in the five-state area, and the station's talent roster was augmented. All things considered, it was felt by WLW to be a successful campaign.

KDKA's FEAST

400 at Annual Barbecue

THERE is no beef shortage in Pittsburgh, according to some 400 agency men and clients that were on hand for KDKA's annual barbecue June 19. One of the main features, if not the main one, at the North Park Lodge site, was the cooking, serving and consumption of an 847-pound steer.

The big event, in its fourth year of running, also featured golf, badminton, volley ball, soft ball and horse shoe pitching for those who wished to participate. For those not athletically minded, it offered card games, old-fashion bull sessions or just renewing old friendships with a tall drink.

Beside the beef, the guests enjoyed six sacks of potatoes, 30 gallons of cold slaw, 100 dozens of rolls, 40 gallons of baked beans, 30 pounds of butter, five baskets each of radishes and green onions, six gallons of pickle chips and 50 gallons of coffee.

A drawing was held for prizes, ranging from golf clubs to fishing equipment. Topping off the evening there was a special floor show. The entire 14-hour event, except for the food, was handled by KDKA staffers.

According to a report appearing in *The Bulletin*, published annually following the gala event, the food that was eaten surpassed all expectations. A copy of the picture-loaded tabloid was placed on the desk of each guest informing him of his doings the day before.

Firm Shares Profits

CHECKS totaling \$143,735.76 have been distributed to eligible employees under a profit-sharing plan of the Packard-Bell Co., West Coast radio-television manufacturer. This regular midyear payment was timed for the annual vacation of plant employees, said Herbert A. Bell, founder-president of the company, who spoke at silver anniversary ceremonies at the Los Angeles plant. This was the largest distribution in the history of the profit-sharing plan. Next payment under the plan is scheduled for Dec. 14.

RCA Vacation Plans

RCA manufacturing plants in New York, Indianapolis and Canonsburg will each close at separate periods for employee vacations, Ralph C. Williams, Custom Sales Administration manager for RCA Victor, announced. The New York plant, which handles transcription, slide film and miscellaneous custom record production, will close July 2-8; the Indianapolis and Canonsburg plants, which manufacture exclusively for commercial-type phonograph requirements, close June 29-July 15 and June 23-July 8 respectively. No shipments from the plants will be made during these periods.

Truman Address

AN ADDRESS by President Harry S. Truman, commemorating the anniversary of the Korean War, will be carried by all radio networks today (Monday). MBS will carry the address from 2-2:25 p.m. from Tullahoma, Tenn., where he will dedicate an engineering project in honor of the late Gen. Henry H. (Hap) Arnold. Liberty plans to carry it at the same time. ABC, NBC and CBS will air the program by special recording from 11:30 to 12 midnight.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Simon

MY MAGIC HEART

On Records: Howard Keel-Dave Rose—MGM 30378; Peggy Lee—Cap. 1586; Wayne King—Vic. 2014170; Vinni De Campo—Coral 60520; Tommy Dorsey—Dec.*

* Soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 91)

APPLICATIONS RETURNED

KOCS Ontario, Calif.—RETURNED application for CP to change hours from D to uni. with 250 w DA-N.

WKXY Sarasota, Fla.—RETURNED application for assignment of license from old partnership to new partnership d/b as Sarasota Bestg. Co.

KHIT Lampasas, Tex.—RETURNED application for assignment of license.

WCAZ Carthage, Ill.—RETURNED application for transfer of control Superior Bestg. Service Inc., licensee, from Chicago Title & Trust Co., executors of estate of Robert E. Compton, to Zola N. Compton.

June 21 Decisions . . .

BY THE COMMISSION EN BANC

License Granted

WBT Charlotte, N. C.—Granted regular license for AM station on 1110 kc 50 kw uni. DA-N and for booster station at Shelby on same frequency with 1 kw DA-N, N only, and CPs for two STL stations for relaying programs and synchronizing signal from WBT to booster station.

Designated for Hearing

Harding College, Searcy, Ark. and Edith Wood Sweezy, Searcy, Ark.—Designated for consolidated hearing in Washington on August 6 re applications, both requesting new AM station on 1450 kc 250 w uni.

Application Granted

WPTF Raleigh, N. C. and WAPA San Juan, P.R.—Granted applications of WPTF to change DA pattern and license to cover CP as modified; by order, dismissed petition of WAPA requesting reconsideration of Commission action in granting original WPTF CP.

Experimental Authority

WHYN-FM Holyoke, Mass.—Granted special experimental authority to operate station WHYN-FM to remote control from trans. site of AM station WHYN without a licensed operator in attendance at WHYN-FM trans. for period ending Dec. 20, 1951.

June 21 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

WINA Peekskill, N. Y.—Mod. license to increase power from 500 w to 1 kw D.

License for CP

WRIC Richlands, Va.—License for CP which authorized a new AM station.

CP to Change ERP

KWNO-FM Winona, Minn.—CP to change ERP from 55 kw to 18.5 kw.

License Renewal

Following stations request renewal of license: KBLF Red Bluff, Calif.; KSYC Yreka, Calif.; KBOB Boulder, Col.; WKBB Dubuque, Iowa; WFKY Frankfort, Ky.; WTXL Springfield, Mass.; WLOX Biloxi, Miss.; KVOW Littlefield, Tex.; KWVC Vernon, Tex.; WOSH Oshkosh, Wis.

WCUO (FM) to Quit

WCUO (FM), Cleveland outlet licensed to the United Auto Workers of America-CIO, has announced plans to cease operation soon. Reason given by spokesmen was that the area was being served by the union's WDET(FM) Detroit. WCUO went on the air in 1949.



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.

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY THROUGH JUNE 21

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,276	2,245	139		269	124
FM Stations	648	527	132	1*	10	3
TV Stations	107	81	28		411	171

* On the air.

CALL ASSIGNMENTS: WPRT Prestonburg, Ky. (Kentucky Mountain Bestg. Co., 960 kc, 1 kw, day); KVBC Farmington, N. M. (Valley Bestg. Co., 1240 kc, 250w, fulltime); WOKE Oak Ridge, Tenn. (Air Mart Corp., 1430 kc, 1 kw, day); WIRO Ironton, Ohio (Glacus G. Merrill, 1230 kc, 250 w, fulltime); WLEA Hornell, N. Y. (Hornell Bestg. Corp., 1480 kc, 1 kw, day).

* * *

Docket Actions . . .

FINAL DECISIONS

WBAL Baltimore, Md.—Announced final decision granting renewal of license to Hearst Radio Inc. on 1090 kc, 50 kw, fulltime, night-directional, and denying application of Public Service Radio Corp., seeking a new AM station to operate on same facilities. Decision June 14.

Jackson, Mich.—Announced final decision granting application of WKMH Inc. for a construction permit for a new AM station at Jackson, Mich. to operate on 970 kc, 1 kw, fulltime (with conditions), and denying application of Lake Huron Bestg. Corp. to change facilities of WKXN Saginaw, Mich. from 1210 kc, 1 kw, daytime, to 970 kc, 1 kw, fulltime, night-directional. Decision June 13.

KCLO Leavenworth, Kan.—Announced final decision denying application for modification of license to change facilities from 1410 kc, 500 w, daytime, to 1410 kc, 1 kw, daytime. Decision June 13.

INITIAL DECISIONS

KSVU Richfield, Utah—Hearing Examiner Fanny N. Litvin issued initial decision favoring denial of application of Sevier Valley Bestg. Co. for KSVU license renewal. Decision June 19.

MEMORANDUM OPINIONS

AND ORDERS

FCC issued memorandum opinion and order scheduling oral argument in Washington on June 28 on petitions by the FCC Bar Association, Trent Bestg. Corp., Trenton, N. J., and WKMH Inc., Dearborn, Mich. concerning the authority of the Commission to issue a table of station assignments and to reserve channels for noncommercial educational television stations, as part of its rules. Persons who have participated in TV proceedings pursuant to the Third Notice of Proposed Rule Making may file notice of appearance in oral argument on or before June 25. Order issued June 15.

Ft. Myers, Fla.—By order, FCC stayed effectiveness of initial decision which favored grant of application of Robert Hecksher for a construction permit for a new AM station on 1400 kc, 250 w, fulltime, pending further review by the Commission. Order June 18.

Non-Docket Actions . . .

AM GRANTS

KWSO Wasco, Calif.—Granted permit to increase power from 250 w to 1 kw on 1050 kc. Granted June 20.

WSPC Anniston, Ala.—Granted permit to increase daytime power from 1 kw to 5 kw on 1390 kc, continuing to use 1 kw night, change from DA-1 to night directional. Granted June 20.

WCNR Bloomsburg, Pa.—Granted permit to increase power from 500 w to 1 kw, daytime, on 930 kc; engineering conditions. Granted June 20.

TRANSFER GRANTS

WCVI Connellsville, Pa.—Granted transfer of control Connellsville Bestrs. Inc., licensee, from J. Wylie Driscoll et al. to John B. Craddock and 11 other individuals through sale of 100% stock for \$45,000. Mr. Craddock is general manager of WCVI. Granted June 13.

WABY Albany, N. Y.—Granted assignment of license from Adirondack Bestg. Co. to Eastern New York Bestg. Corp. for \$22,500. Principals in transferee are Nelson L. Kidd (18.46%), 12% owner WINR Binghamton and 20%

WNDR Syracuse; Vice President Hyman E. Mintz (18.46%), New York State assemblyman; President David A. Kyle (18.46%) Columbia U. student; George Field (18.46%), RCA recording division director; Secretary Arthur L. Cooper (18.46%), with WDLA Walton, N. Y.; Treasurer Martin A. Karig (7.6%), 1/4 owner WWSC Glens Falls, N. Y. Granted June 15.

WMBM Miami Beach, Fla.—Granted acquisition of control Biscayne Bestg. Co., licensee, by K. S. Keyes through purchase of all stock outstanding from J. M. Vreen and eight other stockholders for \$256 and assumption of obligations totalling \$37,019.51. Granted June 15.

KWCO Chickasha, Okla.—Granted assignment of license from Washita Valley Bestg. Corp. to Clarence E. Wilson and Philip D. Jackson d/b as Washita Valley Bestg. Co. No money involved. Owners prefer partnership. Granted June 13.

WJRM-WRCM (FM) New Orleans, La.—Granted transfer of control Supreme Bestg. Co. Inc., licensee, from William Cortada, Ramon Cortada, George A. Mayoral and Leon Sarpy to Chester Owens for \$53,000. Mr. Owens is an attorney. Granted June 21.

WPUV Pulaski, Va.—Granted transfer of control Southwest Bestg. Corp., licensee, from Howard Imboden et al. to Mason C. Deaver Jr. and Maruma R. Deaver through sale of all stock for \$64,746. Mr. Deaver has been an employee of WPUV. Maruma Deaver is his wife. Granted June 21.

KWWB Walla Walla, Wash.—Granted acquisition of control Walla Walla Bestg. Co. by Harold C. Singleton through purchase of 127 1/2 shares from John W. Kendall for \$23,000. Mr. Singleton was formerly minority stockholder, now owns 51.1%. He is also 1/2 owner Redmond Bestg. Co., applicant for new AM station in Redmond, Ore. Granted June 21.

KVRS Rock Springs, Wyo.—Granted transfer of control Wyoming Bestg. Co., licensee, from Marjorie L. McCracken to Rock Springs Newspapers Inc. through sale of 100% interest to Rock Springs and four others for \$59,486, plus or minus. Granted June 21.

KGST Fresno, Calif.—Granted assignment of license from a partnership composed of S. A. Mandel, Morris Mindel and Milton Gerloff to a partnership composed of Morris Mindel, Milton Gerloff and Jeanne Bacher. Miss Bacher pays \$12,000 for her 1/3 interest. Granted June 21.

New Applications . .

AM APPLICATIONS

Coral Gables, Fla.—Alan Henry Rosenson, 1490 kc, 250 w, fulltime; estimated construction cost \$13,550; first year operating cost \$40,000; first year revenue \$60,000. Mr. Rosenson is 1/2 owner WLRD (FM) Miami Beach. Filed June 20.

Jefferson City, Mo.—Jerrell A. Shepherd, 950 kc, 1 kw, daytime; estimated cost \$15,100; operating cost \$45,000; revenue \$60,000. Mr. Shepherd is owner KNCM Moberly, Mo. Filed June 20.

Ft. Stockton, N. M.—Joe D. Talley and Glenn Burgess d/b as Trans-Pecos Bestg. Co.; estimated cost \$22,608.36; operating cost \$33,084; revenue \$48,000. Mr. Talley is program director of KSII Gladewater, Tex. Mr. Burgess is manager of Lufkin, Tex., chamber of commerce. Filed June 20.

Sanford, N. C.—Radio Sanford Inc., 1400 kc, 250 w, fulltime; estimated cost \$7,925; operating costs and revenues not estimated. Simultaneous with this

application is another (see Transfer Requests below) requesting assignment of license of WSNS (FM) Sanford from Thomas E. Barker to Radio Sanford Inc. Principals are President Thomas E. Barker (49%), present owner of WSNS (FM); Secretary Mrs. A. D. Barker (49%), owner Barker's Used Furniture store; Vice President G. B. Barker (2%), partner in Barker-Keith Brokerage Co. Filed June 21.

Calhoun, Ga.—RESUBMITTED application by Gordon County Bestg. Co., 1490 kc, 250 w, fulltime; estimated cost \$13,596.50; operating cost \$25,000; revenue \$50-60,000. Principals are President R. R. Magill (51%), chief engineer for WRLD-AM-FM West Point, Ga., and Lanett, Ala.; Vice President Dr. Wallace L. Bazemore (30%), physician; Treasurer Duncan Bazemore (10%), student at Stanford U.; Secretary Jewell D. Magill (9%), wife of R. R. Magill. Filed June 21.

Stuart, Fla.—Martin County Bestg. Co., 1450 kc, 250 w, fulltime; estimated cost \$12,500; operating cost \$40,000; revenue \$45,000. Partners owning 1/3 each are D. W. King Jr., owner of Stuart Hardware Co.; T. T. Oughterson, attorney; Ernest D. Tyner, district circulation agent for Miami Herald Pub. Co. (no financial or policy connection with newspaper). Filed June 21.

TV APPLICATIONS

Cape Girardeau, Mo.—Hirsch Bestg. Co., Ch. 12 (204-210 mc), 31.5 kw visual, 15.75 kw aural, antenna 500 ft. Estimated cost \$123,471; operating cost \$48,000; revenue \$60,000. Applicant is licensee of KFVS Cape Girardeau. Filed June 21.

TRANSFER REQUESTS

KDKD Clinton, Mo.—Assignment of license from David M. Segal, Lee E. Baker and Jeanne F. Baker, a partnership d/b as Clinton Bestg. Co. to Clinton Bestg. Co. Inc., a formality involving no actual change in ownership. Mr. Segal will control 52% while Mr. Baker is in Navy, but upon his return, percentages will again be Mr. Segal, 50% and the Browns, 50%. Filed June 20.

WANT Richmond, Va.—Assignment of license from United Bestg. Co. Inc. to United Bestg. Co. of Va., a subsidiary corporation owned entirely by the present licensee, in consideration for which transferor will accept 100 shares of stock with par value of \$100 per share, and a \$15,000 non-interest-bearing note, payable at rate of \$1,000 per year. Filed June 20.

KGRI Henderson, Tex.—Transfer of 110 shares in Henderson Bestg. Co. licensee, from T. P. Lott, Carmen C. Lott, Henry Dailey and Mrs. Henry Dailey Sr. to T. P. Cannon for \$27,500. Mr. Cannon is 1/2 owner Beacon Oil & Refining Co., 1/4 owner of State Insurance Agency. His brother, Roy Cannon, owns 40 shares, giving them 60% control if transfer is approved. Filed June 21.

KUNO Corpus Christi, Tex.—Assignment of license from Leslie C. Smith, B. G. Moffett and J. H. Mayberry a partnership d/b as Community Bestg. Co. to KUNO Inc., new corporation owned by same three individuals, 1/3 interest each. This represents an increase in Mr. Mayberry's interest, since he owned only 12 1/2% under old partnership. He pays \$7,355.16 to the other two for his increased interest. Filed June 21.

KVMC Colorado City, Tex.—Assignment of license from Marshall Formby, Eldon B. Mahon and Clint Formby d/b as Colorado City Bestg. Co. to Eldon B. Mahon and John B. Mahon d/b as Colorado City Bestg. Co. for \$28,875. Eldon Mahon is District Attorney for 32nd Judicial District of Texas. John Mahon is 51% owner of Mahon Motor Co. Filed June 21.

WTTT Coral Gables, Fla.—Assignment of license from Atlantic Shores Bestg. Inc. to E. H. Spach, trustee in bankruptcy, for purpose of selling license at earliest possible date. Filed June 21.

WZOB Ft. Payne, Ala.—RESUBMITTED application for assignment of license from Glenn M. Gravitt, Colonel J. C. Vessels and H. V. Roberts d/b as Fort Payne on the Air to Glenn M. Gravitt. No money involved. Partners wish to withdraw and invest no further in operation. Filed June 21.

WKUL Cullman, Ala.—Acquisition of control Cullman Bestg. Co. by Hudson C. Millar Jr. through purchase of 50% interest from his brother, Alexander B. Millar, for \$10,000. H. C. Millar is present 1/2 partner. Filed June 21.

WSNS (FM) Sanford, N. C.—Assignment of license from Thomas E. Barker tr/as Sanford Bestg. Co. to Radio Sanford Inc. for \$9,800 worth of stock (49%). Other interests in new cor-

CBS Structure

(Continued from page 23)

announced, officials said the management and direction of those properties would be unchanged. Hytron itself has been headed by Lloyd Coffin as board chairman and Bruce Coffin as president, while Air King Products Corp., Hytron subsidiary now known as CBS-Columbia Inc., has been headed by President D. H. Cogan. All three have been signed to three-year, \$50,000-a-year contracts and elected CBS vice presidents, and are slated for election to the CBS board in July.

Columbia Records is headed by President James B. Conkling. He was elected to the CBS board two weeks ago along with Harry S. Akerman, who is in charge of network programs in Hollywood and is expected to have a prominent role under the reorganization [BROADCASTING • TELECASTING, June 18].

In the division of AM and TV operations of the network, speculation centered around J. L. Van Volkenburg, vice president in charge of network sales, as possible head of the CBS television operations; Mr. Meighan for a similar role in radio, and J. Kelly Smith, vice president in charge of station administration, for head of owned-and-operated stations operations.

It also was said that CBS was considering bringing in at least one executive from outside the company to head one or more of the new divisions.

Whether all service units such as accounting, auditing, engineering, legal, press information and the like would be split into separate radio and TV units also appeared among the undecided questions.

Lee Lynch

LEE LYNCH, 49, Illinois Assemblyman and broadcaster since 1937, died June 15 while serving in the state House of Representatives at Springfield. He narrated the half-hour Sunday show, *Your Coles County Reporter*, on WLBH Mattoon at the time of his death and was heard previously on WDW Tuscola (now Decatur). Ray Livesay, WLBH owner, narrated a memorial program June 17 on which messages from Gov. Adlai Stevenson and Representatives were broadcast.

poration given above in "AM Applications." Filed June 21.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 17, FM 46, TV 0. New deletions, effective dates and reasons follow:
WGAY-FM Silver Spring, Md.—Tri-Suburban Bcstg. Corp., construction permit, June 13. Facilities inadequate.
WCMW-FM Canton, Ohio—Stark Bcstg. Corp., license, June 13. Economic.
WILA (FM) Woodstock, Ill.—Northern Ill. Bcstg. Co., license, June 12. Lack of interest and increase in television.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

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

EXTRA-WEEK
MAY 13-19, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre	14.0
2	Godfrey's Talent Scouts	11.1
3	Mystery Theatre	10.9
4	You Bet Your Life	10.4
5	Charlie McCarthy	10.3
6	Jack Benny Show	10.0
7	My Friend Irma	9.9
8	Life with Luigi	9.5
9	Mr. Keen	9.5
10	Walter Winchell	9.0

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CD NETWORK

Truman Asks \$20 Million

PRESIDENT Truman last Thursday asked Congress for a near \$20 million outlay for the operation of a communications warning network which would implement broadcasting stations in the nation's civil defense preparation.

The request was contained in a letter to House Speaker Sam Rayburn calling for a huge \$535 million expenditure on the basis that "enemy planes could drop bombs on our cities, no matter how good our defense may be." Included was a provision for \$19,745,000 for federal operations, including the communications system and administrative expenses. Another \$200 million would be used for stockpiling materials and equipment.

The communications equipment presumably would comprise air raid sirens, two-way radios, and other emergency items which are earmarked for use in connection with civil defense procedure involving use of radio-TV stations for alerting state CD personnel.

Mr. Truman's request also includes \$250 million for grants-in-aid to states for shelter; \$45 million-plus in federal contributions to be matched by states for supplies and equipment; and another \$20 million in working capital.

Betting Swindler

WARNING against swindlers was issued last week by Westinghouse Radio Stations Inc. in paid advertising space. Text of the advertisement says that "... an unidentified person representing himself as a 'vacationing employee' of one of the Westinghouse radio stations," asks someone for an introduction to a "bookie" so that he can place bets on the races. In some cases he has succeeded in victimizing his contact—in one case to the extent of \$800. The ad says that Westinghouse is embarrassed by the improper use of its name and warns the public so that they can guard against such swindles.

STATE GROUP

Maryland Assn. Planned

FORMATION of a Maryland broadcasters association, to include District of Columbia stations, was initiated last Thursday in Annapolis. Session was held in Carvel Hall, following a regular meeting of the Chesapeake AP Radio Assn.

Charles J. Truitt, WBOC Salisbury, was named temporary chairman and president of the new organization, for which a name is yet to be selected. Mr. Truitt reported that he had solicited comments from more than 50 stations in the Maryland-Washington area and that response had been favorable.

The inclusion of District of Columbia stations was proposed by Robert C. (Jake) Embry, who also advocated immediate formation of the association. Joseph L. Brechner, WGAY Silver Spring, opposed the latter move, but was overruled. Mr. Brechner suggested that an organization committee first be set up before proceeding with formation plans.

Mr. Truitt was instructed to appoint a committee to set up the rules and framework of the association. He will be assisted by Jack Surrick, WFBR Baltimore. Further meeting tentatively was set for sometime after Labor Day.

The Chesapeake AP Radio Assn. session was presided over by Dennis Sartain, WWDC Washington. Slate of new officers for the coming year, submitted by Ben Strouse, WWDC, was unanimously elected. They are: Mr. Embry, president; Ted Koop, WTOP Washington, first vice president; Bill Paulsgrove, WJEJ Hagerstown, second vice president; and Dan Hydrick, WDKY Cumberland, third vice president.

Oliver Gramling, assistant to the general manager for radio AP, ad-

RUML TALKS ON RADIO

At APS Subscriber Conference

FOURTH subscriber conference of Associated Program Service, New York, with APS Vice President Maurice Mitchell presiding and Beardsley Ruml, internationally known tax and financial expert and Muzak board director, as guest speaker.

Mr. Ruml's speech, before the 60 station members attending the afternoon conference, was confined to off-the-record remarks concerning the position of the radio station in today's economy.

Mr. Mitchell, delivering his now-famous "Mitch's Pitch," re-emphasized the overwhelming need for analysis of the advertiser's problem by every station member.

The morning session of the conference was devoted to a member-participation discussion outlining ways and means to the development of attractive programming. Chairman of the morning meeting was Leslie Biehl, APS program director.

ressed the gathering and showed a film on "News Sales."

Also presented was a set of regulations on awards to be made to member stations on the basis of local news shows. It was decided that members of the Virginia Assn. of Broadcasters, which already conducted such a successful competition, would judge the Chesapeake contest. Contest recordings and materials are to be submitted to the Baltimore AP office by next March.

Mr. Brechner was named to a special TV committee to study a like competition for local television newscasts.

Thursday afternoon, the delegates were taken on a cruise aboard the state yacht, *Potomac*, to view the new Chesapeake Bay Bridge.

FM SET DEMAND

RTMA-NARTB Session

JOINT problems of FM stations and set manufacturers will be discussed June 26 by spokesmen for NARTB and Radio-Television Mfrs. Assn., meeting at NARTB Washington headquarters. FM operators will explain results of a NARTB survey purporting to show extensive demands for FM receivers which manufacturers are failing to meet.

RTMA conducted a separate survey and will reveal the results to FM station representatives. Among those representing RTMA will be John W. Craig, Crosley Division, chairman of RTMA's FM Policy Committee; Glen McDaniel, president, and James D. Secrest, general manager.

FORD FUND SURVEY

Land Grant Colleges Accept

INVITATION by the Ford Foundation's Fund for Adult Education to conduct a survey of adult education activities among rural people has been accepted by Assn. of Land-Grant Colleges & Universities, Washington, according to Dr. R. F. Poole, president of Clemson Agricultural College, Clemson, S. C., and association president.

Dr. Charles P. Loomis, head of Michigan State College's department of sociology and anthropology and research service director, will direct the survey. Dr. Loomis is in Costa Rica directing a rural social study in that country.

Ford Foundation is considering a TV educational program research project to be conducted in cooperation with NARTB [BROADCASTING • TELECASTING, June 18].

A CHAS. MICHELSON HIT!

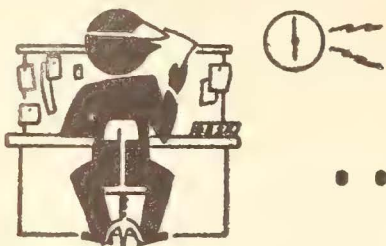
"This is America" with Edwin C. Hill

15 MIN. TRANSCRIBED DOCUMENTARY SERIES

for particulars

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15 WEST 47th ST., NEW YORK 19





...at deadline

NINE PANELS SET UP IN NTSC REORGANIZATION

REORGANIZATION of National Television System Committee into nine panels to coordinate development of new color TV system announced Friday by Dr. W. R. G. Baker, committee chairman. Formation of panels is first step following release June 4 of NTSC ad hoc committee report on standards for the "broad framework of a new composite system of color television" [BROADCASTING • TELECASTING, June 4].

Dr. Baker also announced appointment of Dr. Elmer Engstrom, vice president in charge of research, RCA Labs Div., as NTSC vice chairman. Others are David B. Smith, Philco Corp., and D. G. Fink, McGraw-Hill Publishing Co. Panel chairmen and vice chairmen are:

Network—Frank Marx, ABC, chairman; R. E. Shelby, NBC, vice chairman. Subjective Aspects of Color—Dr. A. N. Goldsmith, of New York, chairman; D. E. Hyndman, of Eastman Kodak Co., vice chairman. Color System Analysis—Mr. Fink, chairman; A. G. Jensen, Bell Telephone Labs, vice chairman. Color Video Standards—A. V. Loughren, Hazeltine Electronics Corp., chairman; W. T. Wintringham, Bell Telephone Labs, vice chairman. Color Synchronizing Standards—D. E. Harnett, General Electric Co., chairman; M. R. Briggs, Westinghouse Electric Corp., vice chairman. Compatibility—Dr. D. E. Noble, Motorola Inc., chairman; Rinaldo DeCola, Admiral Corp., vice chairman. Field Testing—Dr. T. T. Goldsmith, Allen B. DuMont Lab. Inc., chairman; G. E. Gustafson, Zenith Radio Corp., vice chairman. Co-ordination—Mr. Smith, Philco Corp., chairman; I. J. Kaar, General Electric Co., vice chairman. Definitions—Dr. R. M. Bowie, Sylvania Electric Products, chairman; M. W. Baldwin Jr., Bell Telephone Labs, vice chairman.

WFAA AM-TV COMPLETES STAFF REALIGNMENT

PERSONNEL reassignments and appointments at WFAA and WFAA-TV Dallas announced by Martin B. Campbell, general manager. Alex Keese, in charge of regional sales, assumes title of assistant manager of radio station operations. Ralph W. Nimmons is assistant general manager and station manager of WFAA-TV.

Other WFAA-TV appointments: Ashley Dawes, program director; Ray Huffer, production supervisor; Ridgley Radney and Tom Palmer, assistant directors; Howard Anderson, director of film department; Joan Danahy, assistant director of film department and music librarian. At WFAA-AM, Tom Brown, formerly in sales, becomes night program supervisor, with Norvell Slater daytime program supervisor.

N.Y. BAR ASSN. UNDECIDED

BAR ASSN. of the City of New York undecided Friday on representative it will select to appear before Senate Judiciary Committee on nomination of Comr. Frieda Henneck to federal judgeship in New York southern district court. Louis Loeb, chairman of association's judiciary committee, said he and Whitney N. Seymour, bar president, would attend if hearings are called (see early story page 25).

SEN. JOHNSON FAVORS JOINT EDUCATIONAL EFFORT

SEN. ED C. JOHNSON (D-Col.) said Friday he goes along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate hopes of educators with commercial TV operation in order to best use TV on behalf of education now. If FCC can find way to blend these elements, "it will render a great service to the cause of education," Senator said.

Sen. Johnson's comments were contained in filing of additional comments with FCC on Commission's TV allocations plan. "Education," he said, "will have all the advantages inherent in this new art with none of the terrifying burdens which fall upon the telecasters. . . .

"I am not suggesting . . . any educational group [be precluded] from applying for a channel so long as they satisfactorily demonstrate they are financially qualified and otherwise able to operate a station," he said. "What I want to avoid is creating 'a dog in the manger' situation."

Citing educators' national campaign for TV allocations, Sen. Johnson said: "There has been some intense drum beating through the country designed to stampede the Commission into reserving channels for non-commercial educational purposes." But, he said, few universities are "fit, willing and able" to operate a TV station. He suggested FCC impose condition in all TV licenses requiring certain amount of time be made available for educational purposes in public interest as sustaining feature.

FIVE MONTH GROSS FOR NETWORKS RELEASED

INCREASED gross radio billings for CBS and MBS for first five months of 1951, as compared with same period last year, reported by Publishers Information Bureau today (Monday). Gross TV billings showing increases of vast proportions for same period were shown for ABC, CBS and NBC—DuMont network, as is its custom, not reporting.

PIB figures in full as reported:

	NETWORK RADIO			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
ABC	\$2,913,834	\$3,260,839	\$14,582,390	\$16,571,195
CBS	6,763,933	6,319,197	33,060,678	30,224,024
MBS	1,510,818	1,356,580	7,668,217	7,289,006
NBC	5,329,752	5,639,188	25,260,843	27,709,142
Total	\$16,518,337	\$16,575,804	\$80,572,128	\$81,793,367

	NETWORK TELEVISION			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
ABC-TV	\$1,385,901	\$367,989	\$6,926,130	\$1,520,968
CBS-TV	3,066,249	1,003,678	14,168,546	3,764,022
NBC-TV	4,946,338	1,583,185	22,495,292	5,926,465
Total	\$9,398,488	\$2,954,852	\$43,589,968	\$11,211,455

CBS URGES JOINT STANDARDS

BEST solution of problem of TV program standards lies in collaboration by all television broadcasters, CBS said Friday in statement following NBC's announcement of its new radio-TV broadcast standards (early story page 27).

Closed Circuit

(Continued from page 4)

prises, which manages Mr. Lewis, sail for Europe July 18 on *Ile de France*, returning Sept. 7. Bob Hurleigh, WGN-MBS commentator, will fill in beginning July 13 for four weeks, and Mr. Lewis will broadcast from Europe last two weeks. Families will accompany them.

FCC TO ATTEND BRIDGEPORT UHF DEMONSTRATIONS

LATEST developments in UHF TV converters and receiving equipment will be shown to FCC delegation in industry demonstration at Stratfield Hotel, Bridgeport, Conn., June 29, Radio-Television Mfrs. Assn. announced. Showing scheduled upon request of FCC Chairman Wayne Coy to RTMA President Glen McDaniel.

At least 10 RTMA member-manufacturers reported ready to demonstrate equipment showing simplicity and inexpensiveness of converting VHF TV receivers for UHF reception. John W. Craig, Crosley Div., Avco Mfg. Corp., handling arrangements, will be host at luncheon. Inspection of NBC UHF transmitting facilities also slated, with demonstrations on Saturday, if necessary.

ABC Plan

(Continued from page 4)

offered by W. D. Rogers, KEYL (TV) San Antonio, chairman of resolutions committee, and sponsored by Harold Hough, WBAP-TV Fort Worth. It was adopted unanimously.

Committee, to be named soon by President Fellows, charged with immediate and thorough study of all aspects of TV program standards, including viewer studies if advisable. It will contact government, public, civic and other special groups. Finally, it will draft initial plan for self-regulatory standards for autumn meeting. Committee will work closely with President Fellows, Justin Miller, board chairman, and Thad Brown, manager of NARTB Television Division.

Paul Raibourn, president of Paramount Television Productions Inc. (KTLA Los Angeles), recalled six state censorship boards for movies had been set up prior to 1922 when film industry adopted code. Since that time no new boards have been created, he said, but neither have any been abrogated.

"I would advise that we take to self-regulation immediately," he said. Child programs provide the chief problem, he said, recalling he had invited Los Angeles educators into KTLA to criticize this phase of schedule. "By doing this I think I will be more successful economically and I can hold my head higher if I can feel that I have never hurt a child," he declared.

"You must do your own educational broadcasting. Do it yourself or you're going to have it done for you," Mr. Raibourn told group while Judge Miller sounded similar warning. Others who took part in discussion included Harry Bannister, WWJ-TV Detroit; George B. Storer, Fort Industry stations; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WLWT (TV) Cincinnati; Henry W. Slavick, WMCT (TV) Memphis; Leslie Johnson, WHBF-TV Rock Island, Ill.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Walter J. Damm, WTMJ-TV Milwaukee; William Brooks, NBC vice president.

CROSLLEY TO SHOW SLAVE UNIT

"SLAVE" unit for use with existing TV sets to receive CBS color programs to be demonstrated by Crosley Div., Avco Mfg. Corp., in New York Thursday, spokesmen announced Friday.

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

First in Ohio's largest TV market

*Videodex, April, 1951

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