

TELECASTING

A Service of BROADCASTING Newsweekly



THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

MAY 1951

SHARE OF TELEVISION AUDIENCE

TIME	TV SETS- IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	42.1	14.1	4.5	11.8	17.7	33.8★	8.8	9.1	0.1
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	24.1	8.5	4.5	26.9	4.4	44.5★	0.8	10.4	-
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	9.7	18.1	-	26.7	2.7	59.3★	1.8	0.9	0.5

1,038,750 TV Receivers in Los Angeles area, May 1, 1951



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

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

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TV'S 10TH COMMERCIAL YEAR

Marked by Industry

COMMERCIAL television was 10 years old yesterday.

On July 1, 1941, four advertisers became the first full TV sponsors in broadcast history by buying time on WNBT, NBC's video station in New York. Only that day had this TV station discarded its 11-year old experimental call of W2XBS and issued television's first rate card in celebration of its new commercial license.

(A far cry, this, from last Monday's inauguration of commercial color TV just 10 years minus one week later, when 16 advertisers joined in sponsoring the afternoon 60-minute colorcast on a five-station CBS video hookup.)

A baseball game between the Brooklyn Dodgers and the Philadelphia Phillies was the first item on WNBT's schedule for the day, but viewers saw first the original Bulova video time signal, which was repeated to close the day's telecasting at 11 p.m. In between, three other advertisers helped make TV history: Sun Oil Co. put the camera on Lowell Thomas as he did his evening newscast on NBC-Blue for the first sponsored simulcast; Lever Brothers Co. presented *Uncle Jim's Question Bee*, and Procter & Gamble Co. brought the

audience a special telecast of *Truth or Consequences*.

The possessors of New York's 4,000 TV sets, their families and their friends on that first day of July in 1941 were possibly not as greatly thrilled at the beginning of sponsored TV as they were by the new opportunity to choose their program fare from the offerings of three stations. CBS's WCBW, another pristine call replacing the experimental W2XAB, and DuMont's W2XWV joined WNBT in offering the New York audience the first three-way choice in video history.

Revenue to WNBT

Television's revenue from the sale of time on that first day of commercial operation, however, all went to WNBT. CBS decided to devote its station to program experimentation for the time being and did not begin to sell time until Nov. 1, 1946, when it adopted its present identification of WCBS-TV. W2XWV continued with experimental operation until May 2, 1944, when its commercial license as WABD became effective.

Not that WNBT's first day's take was anything to rave about—\$60 each for the two evening half-hour

shows, \$30 for the quarter-hour newscast and \$12 for the time signals (\$4 daytime, \$8 evening) gave total time sales for the day of \$162. Even if the studio charges—\$90 for the half-hour big studio programs, \$30 for the small studio quarter-hour and \$5 for each spot—are added in, the aggregate is still only \$382. But after years of no revenue at all even that small sum seemed to the TV broadcasters a long step in the right direction.

They felt also that it was a step that was long overdue and possibly too late to do much immediate good. More than a year before the Commission had authorized limited commercial operation for television as of Sept. 1, 1940, but that grant had been promptly withdrawn when an aggressive sales campaign for RCA receivers had aroused fears that TV standards might be prematurely frozen on that company's system, which was vigorously opposed by some other manufacturers, notably DuMont. An all-industry National Television Systems Committee devoted most of 1940 to research and field testing and, early in 1941, presented to the FCC recommendations that commercial operation be licensed on what was practically the RCA system of the

year before. The two major proposed changes were from 441-line picture definition to 525 lines and transmission of the aural signal accompanying the pictures by FM instead of AM. The Commission accepted the NTSC proposals and set commercial operation for July 1, 1941, on which date it began.

War Cuts Hours

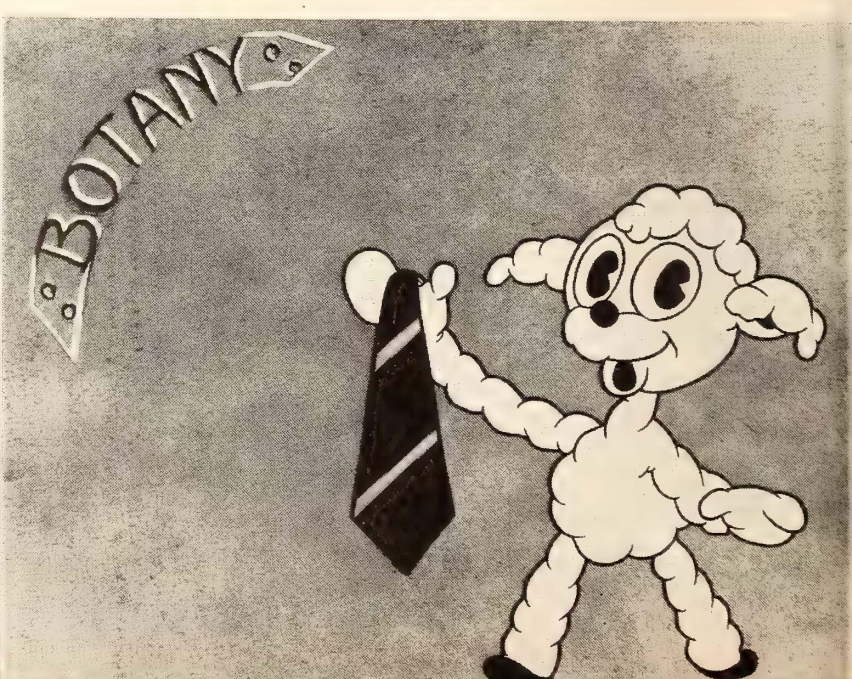
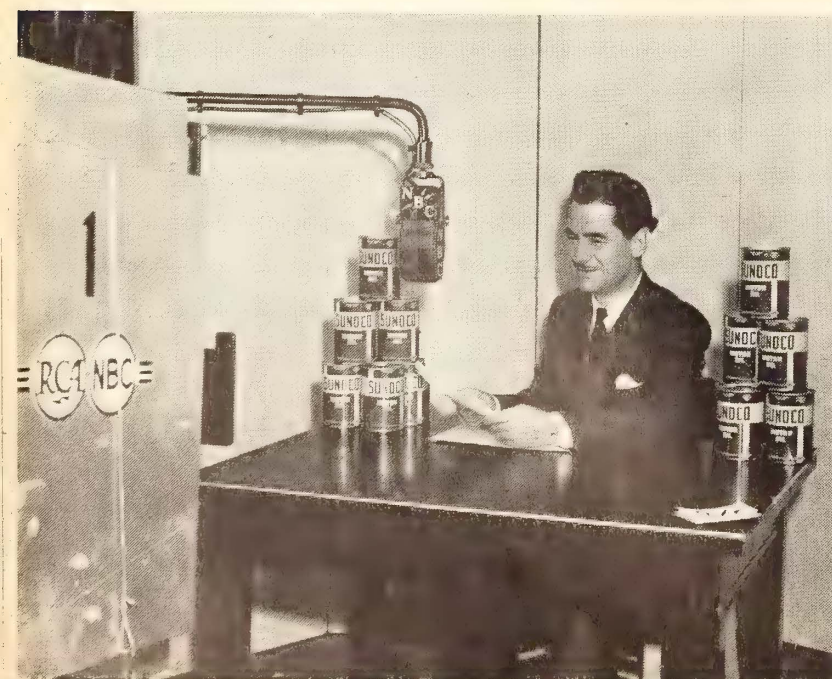
But war was drawing ever closer to our shores and already the electronic industry was fully engaged with defense orders and had little material or manpower to devote to the production of TV sets to provide circulation for this new advertising medium. When 1942 saw the commercial operation requirement for 15 hours of programming a week cut to four hours for the war's duration, WNBT and WPTZ (TV) Philadelphia—which had issued a rate card asking \$60 an hour for its time, day or night, on Sept. 16, 1941, date of its commercial license, were the only time sellers of the seven U. S. video stations then in operation.

WRGB (TV) Schenectady, whose history dates back to 1928, was in 1941 rebroadcasting many of WNBT's programs, including sponsored shows, picked up direct by a

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Flanked with his sponsor's product, Lowell Thomas did his July 1, 1941, newscast before the WNBT camera as well as the NBC-Blue microphone for the first sponsored simulcast in broadcasting history.

Botany's woolly lamb, whose cartoon antics forecast tomorrow's weather and depicted the durability of Botany ties, was a familiar character with 1941 TV families and friends.



INTRODUCED color television to commercial broadcasting last week (see IN REVIEW, page 25) with an hour long program followed by two half-hours daily, while the controversy over CBS' color vs. compatible color of the RCA type continued undiminished. Coincident with its color opening, CBS accused RCA of trying to "confuse" the public and industry and of resorting to "sheer distortion" in the process. CBS also thought it noteworthy that Allen DuMont Labs, "whose opposition to color television is well known," had already been given a sample of RCA's tri-color tube while CBS had not, though RCA had promised samples to all its licensees and Columbia too is a licensee.

CBS President Frank Stanton disclosed that Peter C. Goldmark, vice president in charge of engineering research and development, who developed the CBS color system, is in Europe working for adoption of the CBS standards there. He is in Geneva, conferring with the International Radio Consultative Committee (CCIR), an advisory group of the International Telecommunications Union.

Dr. Goldmark, President Stanton reported on the kickoff color test, is "trying to make sure that the people of Europe too can enjoy this great advance in television."

Other Demonstrations

RCA meanwhile went ahead with plans to begin public demonstration of its own system, on an experimental basis, in New York next Monday, while DuMont Labs, baffled in a last minute attempt to secure FCC postponement of CBS commercial colorcasting (BROADCASTING • TELECASTING, page 25), staged its own demonstration of the RCA tri-color tube and also showed newsmen a pickup of the initial CBS color broadcast. CBS spokesmen estimated that 10,000 to 40,000 persons in five markets—including "several thousand" persons watching on home-

Color Debut Confusion

NEAR casualty of the CBS commercial color debut in Washington last Monday was Marie McGrain, chief telephone operator of WTOP-AM-FM-TV. Before, during and after the color telecast she handled 167 calls from viewers, many of whom blamed her for the chaos on their receivers. They'd read in the paper they could get the pictures; why couldn't they get a picture when they could hear the sound?; where do they sell converters?; that's a dirty trick, and on and on.



On the set as CBS inaugurated commercial color telecasting last week were (l to r) CBS President Frank Stanton, Arthur Godfrey, Board Chairman William S. Paley and FCC Chairman Wayne Coy.

built color converters—witnessed Monday afternoon's opening color show "premiere." The show was originated by WCBS-TV New York and fed to a network composed of WNAC-TV Boston, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WTOP-TV Washington. These stations, except WTOP-TV, also carried WCBS-TV's daily 4:30-5 p.m. program and all aired the 10:30-11 a.m. color program, which started Tuesday and Wednesday, respectively, spokesmen said.

In addition to special showings in each of the five cities carrying the opening color show, Colortone Inc., New York, reported more than 400 dealers watched on sets installed in its New York headquarters and Muntz-TV, also in New

York, demonstrated its CBS color companion set to the public. Colortone officials said they were turning their full facilities over to production of CBS-type adapters and expected to have 3,000 units in distributors' hands by last weekend.

CBS Vice President Adrian Murphy reported at a pre-broadcast luncheon for newsmen on Monday that about 20 manufacturers—none of them "major" manufacturers—had approached CBS for patent licenses to build CBS color equipment. He also disclosed that Columbia's newly acquired Hytron tube division is working on a tri-color tube, along with many others in the industry, and reported that he knew of two manufacturers who are planning

to offer CBS a tri-color tube.

Color time charges, Mr. Murphy reported, were worked out last September and consist, for the present, of 10% of the then-effective black-and-white card rate. In New York, this amounts to \$250 an hour. Additionally, the advertiser pays program costs and, in facilities charges, \$225 per hour for studios, etc., as compared with \$275 an hour for black-and-white productions.

For its initial program, CBS had what it believed to be the largest group of advertisers ever to sponsor a single network broadcast—16. In addition, General Mills (one of Monday's 16) also sponsored the first broadcast of the regular 4:30-5 p.m. series, *The World Is Yours*, a nature show. The succeeding broadcasts in this series, and also the 10:30-11 a.m. show, *Modern Homemakers*, were unsold.

Will Help Set Dealers

President Stanton told newsmen at the pre-broadcast luncheon that TV set dealers should "applaud" the introduction of color. It gives them "something new to talk about" in their efforts to speed recently slow sales, he explained, pointing out that their present black-and-white inventories can be adapted internally for reception of color signals as well as standard monochrome.

He predicted that many new stations in the future will begin broadcasting in color rather than black-and-white.

"Far more than just a handful of stations will broadcast color,"

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UHF CONVERSION

THE JOB of converting the average VHF TV receiver for UHF reception will be "relatively simple and inexpensive," judging by observations of Glen McDaniel, president of Radio-Television Mfrs. Assn., and by inspection of a series of converters demonstrated Friday at Bridgeport, Conn.

No present TV set will be made obsolete by UHF, Mr. McDaniel said.

Under RTMA sponsorship UHF converters and other reception devices were demonstrated for the benefit of FCC officials, manufacturers and others. The idea was suggested by FCC Chairman Wayne Coy, who voiced a desire to see what progress manufacturers have made in preparing for the UHF services expected in early 1952 under FCC authorization.

Eight manufacturers showed their latest developments in the Barnum and Stratfield Hotels, Bridgeport. Five Commissioners and five FCC staff members saw the demonstrations.

"These demonstrations make it clear that owners of VHF television receivers have nothing to fear from UHF," according to Mr. McDaniel. "Manufacturers will be ready with simple and relatively inexpensive conversion equipment once the FCC is prepared to issue construction permits for UHF television stations."

UHF Conversion

Reminding that many VHF set owners may not want UHF reception facilities for some time inasmuch as present VHF services are not slated for curtailment and supply all network programs in many areas, Mr. McDaniel added: "But even in areas which now have inadequate service and where UHF stations will supplement VHF telecasting, there is no need for anyone to wait for VHF-UHF combination receivers.

"The industry is agreed that UHF telecasting is satisfactory from a technical point of view and will be a welcome addition to our

Shown at Bridgeport

present limited VHF telecasting channels. It will make possible a nationwide telecasting system, eventually embracing as many as 2,000 TV stations. Consequently, we look forward to its early entry into the television field."

Considerable time will be required for any extensive development of UHF telecasting, even after FCC opens UHF channels for commercial operation, Mr. McDaniel said. He felt it may be a long time before UHF stations are built in cities now well served by VHF outlets.

"Regardless of the timing," he said, "no present television set will be made obsolete by the advent of UHF telecasting. Where UHF stations are added to present VHF stations, ample conversion devices will be available. Meanwhile, anyone who waits for UHF-VHF sets will be depriving his family and himself of many hours of enjoyment."

Among those at the demonstration (Continued on page 61)

TV BENEFITS CHILDREN

'Times' Survey Quotes Educators

THE NATION'S school officials—an "overwhelming majority" of them—think television "is benefiting youngsters in many different ways and is not having significantly adverse effects."

This contradiction of a favorite contention of advocates of "pure" educational TV stations was reported by *The New York Times* last week in what was regarded as one of the most comprehensive studies of the effects of television yet undertaken.

The study covered TV effects on radio, politics, education, sports, theatres, reading, civic meetings, retail businesses, and other phases of the social and economic scenes.

In one of seven articles based on reportorial studies conducted by more than 100 *Times* correspondents, including those in all TV markets, *Times* Radio-TV Editor Jack Gould reported:

"In a remarkable unanimity of opinion, which undoubtedly will come as a pleasant surprise to the television industry, state superintendents of school systems, principals and teachers agree that at first children may look at the video screen excessively or neglect other activities, but that they soon return to their old habits and maintain their scholastic standing. . . .

"Use of television to introduce children to many personalities, events and topics to which they otherwise might not be exposed, a large number of school officials said, actually was contributing to the education of the younger generation, according to correspondents of *The New York Times*.

"Improved vocabularies for children in the primary grades apparently was one benefit of TV, several school officials also observed."

New Educational Tool

The *Times* study found TV "recognized by educators throughout the country as a new tool of learning that has vast potentialities for shaping democracy's future." But "a preponderance" of educators were "critical of the cultural quality of today's general run of commercial video programs and a majority favored the reservation of special TV channels for non-commercial and educational use."

Nevertheless, the study found educators who see good in some of the prime targets of the organized proponents of educational-channel reservation.

Dr. Phillip Polatin, assistant clinical professor of psychiatry at the College of Physicians and Surgeons at Columbia U., was quoted as saying that cowboy films, despite general parent disapproval, are "an excellent outlet" for children's hostility and aggression. But another thought TV is leading children to "confuse violence with

strength, low necklines with feminine ideals, sadism with sex and criminals and police."

Woolf Colvin, principal of Seward Park High School on New York's lower east side, was described as seeing TV as a factor which widens youngsters' experience, though he also wondered whether it isn't also withdrawing children too much from home-work and open-air play.

The *Times* noted that a parent-teachers organization at Garden City, Long Island, had come up with a survey of TV effects which showed:

	EFFECTS		
	Beneficial	Unchanged	Harmful
Intellectual	56.6%	35 %	1.7%
Creative	45.4	46.4	4.0
Recreational	19.5	64.2	9.6

Despite a number of more critical appraisals of TV's effects, Chicago's general superintendent of schools, Herold C. Hunt, was quoted as saying that "particularly in the lower grades, students with television sets seem to be more aware, have a somewhat larger vocabulary and seem to have greater sense of the world at large."

On the negative side, he found frequent cases of "over-identification" with Hopalong Cassidy or Howdy Doody and said some young-

Uses 100 Correspondents

THE *New York Times* report on television's effects on "major segments of American life," published in a series of articles last week, was acclaimed as one of the most comprehensive appraisals yet attempted in this field. For it, the *Times* called upon more than 100 of its correspondents in cities, towns and villages throughout the U. S.—including all TV markets—in addition to members of its principal departments in New York and additional help from its major bureaus. Radio-TV Editor Jack Gould's series of seven articles, published June 24-30, was distilled from some 110,000 words of copy filed by the bureaus and correspondents based on their grass-roots interrogations.

sters appear at school with "TV hangovers."

With respect to educators' reactions, Mr. Gould also reported that the *Times* study showed that "cities in the East having somewhat extensive experience with university and school video programs—notably Philadelphia, Balti-

more and Syracuse—report public reaction has been favorable. Similar verdicts on educational TV came in from Detroit and Minneapolis, among others."

The *Times* study, undertaking to evaluate television's effect on "major segments of American life," got under way Sunday, June 24, and continued through Saturday, June 30.

In the opening report Mr. Gould said the newspaper's inquiries showed that TV "is influencing the social and economic habits of the nation to a degree unparalleled since the advent of the automobile."

Cites Effect of TV

TV's effect, he reported, extends to "the way the public passes its leisure time, how it feels and acts about politics and government, how much it reads, how it rears its children, and how it charts its cultural future. The country never has experienced anything quite like it."

In a subsequent article Mr. Gould noted that "established evening habits of the American people are undergoing drastic revision in the wake of television's upward surge. Playing an almost equal part, however, is the rising cost of living."

He said major radio network
(Continued on page 71)

WSB-TV CASE

PRINCIPALS in the proposed transfer of WSB-TV Atlanta last week denied there was any basis for the contention of WGST Atlanta that the television license should be surrendered [BROADCASTING • TELECASTING, June 25].

Atlanta Newspapers Inc. and Broadcasting Inc., transferor and transferee, respectively, filed the answer to WGST, which is operated by Georgia Tech under the University System of Georgia.

ANI, a merger of the *Atlanta Journal* (WSB-TV licensee on Channel 8) and the *Atlanta Constitution* (permittee of WCON-TV for Channel 2) proposes to shift its WSB-TV call letters to Channel 2 when WCON-TV is completed. The Channel 8 license would then be assigned to Broadcasting Inc., a new corporation of leading local citizens.

The joint document last week answered WGST to this effect:

1. There is no law, rule, regulation, policy or precedent to legally sanction or support the WGST petition.
2. The FCC has abolished its Avco rule, requiring filing of competitive applications for Commission's consent to transfer or assignment of a license; further, the petition does not comply with the rescinded Avco rule.
3. There is no basis that requires ANI to surrender its TV license, nor was there anything to necessitate ANI to offer to surrender its license. The reasons which actuated ANI in offering to sell and enter into an agreement to sell the TV station in

ANI Files Answer To WGST

question are explained in the application of ANI and Broadcasting Inc.

4. Since the promulgation by the FCC of the Multiple Ownership Rule it never has attempted to force surrender of any license but has always permitted the owner to sell one of the stations to a qualified transferee. Language which the petition quoted from the Commission order of May 12, 1950, is completely lacking in legal effect; said language having been incorporated in said order without legal authority and is therefore of no consequence and is not binding on FCC or ANI.

5. With regard to the two merged companies making statement that they were fully aware that the merger would result in the required surrender of one of the authorizations, ANI is beyond criticism for the mistake it made in making the statement; there is no law, nor is there any rule or regulation which required surrender of one of the authorizations.

6. The law requires that if an order can be construed in a reasonable way as to hold it valid and legal, that construction must be placed. The order of May 12, 1950, can be held to be valid and legal, only if construed to mean what the FCC had the right under law to require. There is no necessity or requirement under Commission rules for promise to surrender one of the authorizations and it

must be assumed legally that the parties to the application intended to do only what the law requires; and it must be assumed the Commission did not exact the making of a promise not required by law or FCC rules. Actually it cannot be claimed that the Commission intended that its order be different from previous orders in similar circumstances, unless it is maintained that the FCC wanted to punish ANI for some undisclosed reason, and this we cannot and do not believe.

7. ANI hereby represents, in spite of petitioner's allegation, that no offer to purchase the TV station or procure assignment of license was made by petitioner to any officer or employee of ANI who had any authority to negotiate or discuss such an offer.

In summation, ANI and Broadcasting Inc. requested dismissal of the WGST petition.

Document was filed jointly by Paul A. O'Bryan, of Dow, Lohnes & Albertson, attorney for Atlanta Newspapers Inc., and Paul D. P. Spearman, Spearman & Roberson, attorney for Broadcasting Inc.

Kreisler's New Show

JACQUES KREISLER Mfg. Co. (wrist watch bands), is sponsoring a new series, *Tales of Tomorrow*, alternate Fridays, 9:30-10 p.m. over ABC-TV beginning Aug. 3. The program replaces *Kreisler Bandstand* on ABC-TV Wednesday, 8:30-9 p.m. which left the air June 6. The agency is Hirshon-Garfield Inc., New York.

BOX OFFICE BALM

Two Silver Linings Seen

OTION-PICTURE theatre operators, looking for a cure for red-taped box offices, got two apparent boosts from television last week: (1) Disclosure that NBC has a TV program film project for theatres in the thinking stage, and (2) the results of a theatre group's second experiment with theatre-TV networking.

The NBC plan, which authorities said still has several hurdles to clear and on which there was no official comment, would involve the filming of the best sequences of popular TV performers' network programs for distribution and showing in theatres on a regular full-attendance basis.

For the most part, it was understood the films would be made from "live" re-enactments of the deleted portions of the original TV shows. Kinescopes would be used

as little as possible but would have to be employed when, for example, one of the original participants could not be available for the filmed version.

Sylvester L. (Pat) Weaver, NBC vice president for television, is heading the planning on the project. He reportedly hopes to get it under way in the late summer or early fall provided he can secure all necessary clearances including arrangements with performers, etc. Presumably the films—each of which could be made, it was thought, for \$200,000 or less—would be distributed through regular motion picture distribution channels, though it was said that this point and the question of who would make the films were among the problems yet to be settled.

Theatre operators meanwhile were enthusiastic over the box-office outcome of the second test of theatre-television networking—the Bob Murphy-Jake LaMotta bout Wednesday night which was telecast exclusively to 11 theatres in seven cities.

Spokesmen for the theatre group which swung the exclusive theatre-TV deal with the International Boxing Club reported that the results were "terrific," with turn-away crowds at all 11 theatres except one (unidentified).

They promptly reported that the Rex Layne-Rocky Marciano bout July 12 would provide their third theatre-TV test. The first was the Joe Louis-Lee Savold fight June 15 [BROADCASTING • TELECASTING, June 18, 25.] None of the fights are being carried by TV broadcast stations nor by theatres in the New York area, where they are staged.

From boxing's standpoint, the theatre-TV experiment appeared more successful in the case of the Murphy-LaMotta fight than in the Louis-Savold match. The latter drew a gate estimated at somewhat less than \$100,000, while the Murphy-LaMotta bout brought an

estimated \$116,000 into the park aside from payments from the theatre group, estimated variously from \$10,000 to \$28,000.

The 11 theatres which carried last week's fight represented a gain of two—one in Richmond and one in Cleveland—over those which carried the preceding week's. These are in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago.

Despite the theatre group's exuberance, members of the "Fair Television Practices Committee"—organized two weeks ago by 10 New York professional men, mostly attorneys—said they were holding firm to their plan to oppose theatre-TV and home box office TV on legal grounds.

Attorney Jerome Marks, chairman of FTPC, said he will go to Washington within a fortnight to determine procedures for presenting his group's views to the FCC.

Acts for Members

Mr. Marks reiterated that the FTFC represents no one but its members [BROADCASTING • TELECASTING, June 25] and is "strictly non-profit." He said the committee grew out of a group which met to discuss Supreme Court decisions, all of whom were TV set owners but not attorneys in any sense for the TV industry. The discussion, in the course of which it was generally agreed that box office television was a "definite injustice to the public," led to the formation of the committee, he said.

About 50 "fan mail" letters had been received so far, Mr. Marks continued, mostly from New York City, but a few from Albany and Schenectady, as well as Washington, D. C.

Two separate legal questions, one relating to Telemeter and Phonevision and the other to "closed circuit" telecasts such as the theatre fightcasts, are involved, he said, adding that research on each already had been begun by

a committee of NTPC members.

"We are not trying to make this a closed thing," Mr. Marks went on. "Anyone who feels the way we do is welcome. In fact, we may try to interest prominent attorneys more experienced in such questions than we are in the committee."

LUTHERAN SHOW

Spends \$750,000 for TV

LUTHERAN CHURCH - Missouri Synod, which has two million members covering all 48 states, will spend \$750,000 on a television show with a documentary-dramatic format. This was announced last week by the Rev. Oswald C. J. Hoffmann, Synod public relations director who headquarters in New York.

The Rev. Mr. Hoffmann, in outlining the proposed plan to members of the South Wisconsin District of the Synod in Milwaukee a fortnight ago, described the venture as the largest ever to be undertaken in television by a Protestant religious group. He noted that the Seventh Day Adventists recently appropriated \$350,000 for the medium.

A non-profit organization, Lutheran Television Productions, will be incorporated soon in New York, and will handle all production details. The group plans a series of 26 half-hour shows, which may be put on film. No details have been worked out, but the TV group hopes to find "an entirely new format" which will combine fiction and documentary techniques, the Rev. Mr. Hoffmann said.

Purpose of the show will be an attempt to point to the Christian faith and to the Bible as solutions for mankind's problems, he said. The money will be collected in a special membership fund drive.

'BOSTON BLACKIE'

Sold in 21 TV Markets

ZIV TELEVISION Programs Inc., New York, last week announced it already had sold its *Boston Blackie* in 33% (21) of the TV markets, and expressed confidence that the transcribed program would be sold in all markets by the time it is released on Sept. 10.

Southern Biscuit Co., through Dan Lindsay Adv. Co., Richmond, will sponsor the program over WTVR (TV) Richmond WTAR-TV Norfolk and WBTV (TV) Charlotte, all beginning Oct. 3, it was announced.

Florsheim on ABC-TV

FLORSHEIM SHOES, Chicago, for its men's line, will sponsor Red Grane's football commentary for the second year on ABC-TV from Sept. 27. The show will be telecast Saturday, 9:45-10 p.m. CDT. E. A. Trizil, media director of Gordon Best Agency, handles the account business.

FILM PRODUCERS

Urge Subscription Video

MARKING the first motion picture industry approval of a general plan of subscription television systems, the Society of Independent Motion Picture Producers at its annual convention in Los Angeles last week unanimously passed a resolution urging FCC to "speedily license worthy systems of subscription television."

The motion picture market should be expanded "without artificial limitation or restriction," the resolution stated.

Anxious to explore new approaches and avenues for the utilization of television for the greatest good to the greatest number," the association urged adoption of one such subscription system so that the public would be afforded a "more abundant opportunity to enjoy quality feature length motion pictures, educational and cultural programs."

No particular system was recommended by the group. Any method or methods that would provide added revenue for films, it felt, should be released for general use. The question of whether films would be released simultaneously in theatres and for television will await FCC approval of a subscription plan and testing by producers in various places.

Coming in for criticism at the convention by SIMPP members was the treatment given old films being commercially telecast. Editing of films to fit required time slots in many instances mangled them, they said. Also, the public's appetite for motion pictures is dulled by the insertion of commercials during telecasting.

Producers also were urged to release feature films on closed TV circuits, as another opportunity for additional revenue. Such release, it was felt, would not affect regular theatre business.



ARCHITECT's drawing of how Television Square, proposed television production center of WOR-TV New York, will look from the 67th St. and Columbus Ave. corner. Designed exclusively for video production, present plans are to have the building completed late this year [BROADCASTING • TELECASTING, May 21].

FILM PRODUCTION

Highlights NTFC Forum

QUARTERLY FORUM of the National Television Film Council, which is celebrating its third anniversary, was held in New York Wednesday, with 15 speakers leading kaleidoscopic discussions of the subject of TV films.

Beginning with "Television Station Forum," presided over by WCBS-TV New York Film Director David Savage, the council heard Stan Parlin, broadcast film director for NBC, discuss station film production. A radio show, Mr. Parlin said, under the right circumstances is "merely a tape of a television show." He said some programs were better filmed than telecast "live," because of production cost factors. He cited script or serial shows, five of which could be filmed in two days, at substantial savings in comparison with five "live" telecasts.

Mr. Parlin urged "serious consideration" of the claim that the networks had spent millions on facilities for telecasting "live" shows, and were not anxious to "compete against themselves" by going into film production.

Suggesting that best results were obtainable with 35mm rather than 16mm film, Mr. Parlin said that the latter lost about 15% in picture, and 25% in sound quality.

Gordon Kinney, the Advertising Council's radio and TV director, described the Council's difficulties in extending emergency public service campaigns to television film spots, because of the inelasticity of current TV film programs. He asked his listeners to call upon film producers to make more allowance for spots.

Clearance Covered

Speaking on "Film Clearance—Legal and Music," Theodore R. Kupperman, NBC attorney, said that "three basic problems" of clearing TV films were literary rights, personnel rights and music rights. Every film should be examined for a copyright notice. If it carried none, the film might be in the public domain, although that was a matter to be checked, he said. Personnel rights and music rights each contain numerous points to be considered, he continued, adding jocularly that from a legal standpoint the ideal film would be one from the silent era, all performers in which were dead.

Mr. Savage presided over a period devoted to "resolutions, recommendations and gripes" of NTFC members present.

During the luncheon period, C. Edward Carrier, president of Hollywood Enterprises Inc., spoke on "Extra Program Revenue Through Commercial Exploitation and Licensing." After citing examples of successful film exploitation, he urged his listeners to consult "a good firm specializing in the field" of exploitation, which, he said, usually would accept an account on a percentage basis.

Mel Gold, NTFC founder and past president, in reviewing the

council's three years of existence, pointed out that its growth reflected the increased importance of film in television. An August meeting for nominating officers during the coming year, and a proposal to establish annual NTFC awards now being considered, also were reported by Mr. Gold.

At a "Distribution Forum" following luncheon, Saul Turell, Sterling Films Inc. president and chairman of the distribution committee, presented the committee's report. He was followed by Archie Mayers, Unity Television Corp. president, who discussed "Phases of Film Distribution," and Isabel Leighton, authoress and Town Hall board member, who talked about "Educational Film and TV, A Distribution Problem."

Production Problems

Larry Gordon, Vidcam Picture Corp. president and chairman of the council's production committee, presided over a "Production Forum" after that. Norman Matthews, Ruthrauff & Ryan production chief, discussed "The Budget Breakdown"; John Battison, Dancer-Fitzgerald-Sample TV commercials director, spoke on "TV Film Commercials"; Marshall Grant, Ruthrauff & Ryan TV director, on "Producer-Client Relations"; Mr. Gordon on "The Raw Stock Situation." A demonstration of "The Editola," a cutting, editing and production machine, was conducted by David Decesare and Egon Neilson.

COAST FOOTBALL

Delayed TV Pact Signed

KTTV (TV) Los Angeles, in negotiations with Sportsvision Inc., has acquired exclusive West Coast sales and distribution rights for delayed telecasting of films of 1951 Pacific Coast Conference football games. The price involved was not revealed. The contracts were signed by Frank G. King, KTTV sales manager, and W. J. Parry, president, Sportsvision Inc., which will film the games.

Station plans to telecast home and road games of the two local universities, U. of Southern California and U. of California at Los Angeles, and to sell films of games of the other seven PCC schools to other local stations where the particular colleges are located.

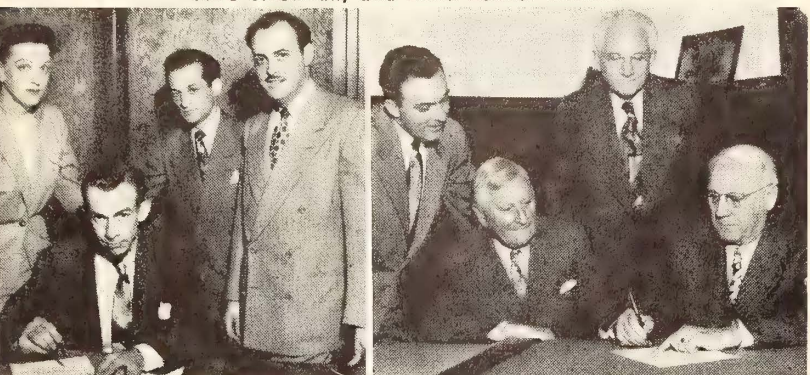
Plastics TV Drive

PLASTICS MFG. Co., Dallas, appoints Product Services Inc. for a nationwide TV campaign for its 2 Texas lines of plastic dinnerware. The campaign starts Aug. 1 in 16 key cities.

Telecasting • BROADCASTING

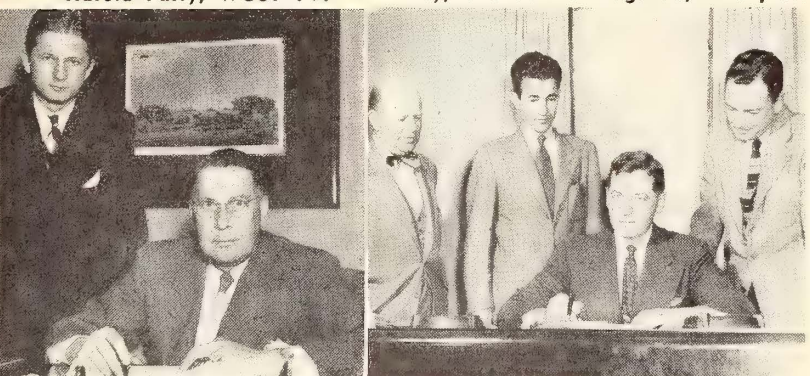
On the dotted line...

HAZEL BISHOP Inc. (lipstick) nears \$2 million ad budget with **Freddy Martin Show** on 62-station NBC TV network starting July 12. Completing arrangements are (seated) Hazel Bishop and George Frey, NBC v. p.; standing (l to r) Raymond Spector, pres., Raymond Spector Co., Bishop agency; Robert Button, NBC salesman, and Band Leader Martin.



McALPIN CO. is sponsoring **Peggy's Guest House** on WCPO-TV Cincinnati under contract signed by R. Nelson Shaw (seated), McAlpin pres. and gen. mgr. Standing (l to r) are Peggy Sherwood, emcee; William Levi, acct. exec., Robert Acomb Agency, and Harold Parry, WCOP-TV.

SPONSORSHIP of 10 Cleveland Indians games on WICU (TV) Erie, Pa., by Erie Brewing Co. (Koehler's beer) is assured. Completing details are (l to r): Herb Stewart, WICU mgr.; A. W. Brevillier, v. p., brewery firm; Malcolm A. Yount, Yount Adv. Agency, and J. M. Magenau, Erie pres.



ARRANGING for weekly cowboy series of **The Range Rider** on CBS TV affiliates in San Diego, San Francisco and Seattle are Lamont Thompson (standing), CBS acct. exec., and Norman E. Mork, S. F. mgr., Biow Co., who signs for Langendorf United Bakeries.

PLANS for **Hopalong Cassidy** series on WTAR-TV Norfolk, Va., reach final stage as L. H. Harvin Jr. (seated), gen. mgr. of Norfolk Center Shops, signs for P. H. Rose Corp. with (l to r) C. E. McCurry, WTAR acct. exec.; J. R. Browning, Center adv. mgr.; W. J. Millican, asst. mgr.

CONTRACT DETAILS were concluded for sponsorship of **Big Five Rodeo** on KGO-TV San Francisco by William Derbyshire (seated, r), TV sales mgr. of Graybar Electric Co., Sylvania distributor. Also seated, David Sacks, KGO-TV sales rep. Standing (l to r): Barrett Wells, George Holden, American TV; Neil Hurd, Walter McCreery Inc., San Francisco, and Ted Johnson, star of show.





Two passengers who witnessed reception of KRON-TV signal aboard UAL Stratacruiser were H. A. White, president of Hawaiian Pineapple Corp., and his daughter, Pat. Signal was received up to 300 miles from station's transmitter.

STRATA TESTS

KRON-TV Reports Results

"OUTSTANDING" results have been reported to KRON-TV San Francisco which collaborated with United Air Lines in a test designed to provide trans-Pacific passengers with regular commercial TV shows. A standard RCA home TV receiver was installed in the lounge of UAL's Stratacruiser Flight 49 to Hawaii last month. The Stratacruiser's regular antenna was used to pick up telecasts from KRON-TV operating on Channel 4. Special technical personnel from the air lines company and the station accompanied the flight to measure results.

KRON-TV received three messages from the plane which reported reception ranging from "good" for 17,000 feet to "fair to poor" for 20,000 feet. Reception faded on the latter, possibly due to expiring signal strength or curvature of the earth. Measurements on "statute miles" varied from 155 to 306.

TELEMENSION

Film Scenery Leasable

TELEMENSION SYNDICATE of America has been organized to develop and lease to TV stations the Telemension Suspended Image System. Headed by Stevens Macey, firm is headquartered at 550 Fifth Ave., New York.

Developed by Emil H. Frank, the system employs transparencies, thus creating the impression of scenery around live, moving figures, it was explained. It is designed to cut the cost of program scenery through the use of film. Equipment is available to stations on a lease basis only, with all film to be processed through Telemension laboratories. Charges will be computed on a to-be-determined percentage of stations' Class A card rate, Mr. Macey said.

WEST Philadelphia Chamber of Commerce honored WFIL-TV Philadelphia for station's "excellence in programming" at organization's 10th annual meeting. Scroll was given Roger W. Clipp, general manager.

RE-TELECASTS

New FCC Problem Growing

A NEW and growing problem involving illegal re-broadcast of existing television programs may be facing the FCC. Already approximately 16 cases have been called to the attention of the FCC's monitoring staff wherein telecasts have been picked up off the air and re-amplified without the use of wires to certain areas.

Eight of these situations have been reported in West Virginia, involving such communities as Logan and Marmet. It is believed that many of the cases are in honest ignorance of the law and stem from confusion about community antenna system. The latter operation, involving pickup of signals off the air and transmission to homes by lines, is a legal function not needing FCC approval.

JOINT FACILITY

Congress Must Give Go Ahead

IF CONGRESS wants to give the green light and possibly additional funds, television will be added soon to the Joint Radio Facility, it has been learned.

Ralph R. Roberts, House Clerk, said if Congress orders by resolution that the facility pay for TV equipment out of its reserve fund, it will be done. However, Mr. Roberts said it would be helpful if funds were appropriated. This Congress thus far has failed to do.

Reason why an appropriation would help the facility, operated by its superintendent, Robert Coar, is that the cost of TV equipment may go as high as \$65-85,000, Mr. Roberts said.

It has been revealed during testimony before an appropriations subcommittee that the facility, which currently records Congressmen's

reports for broadcast station use, has built up a \$100,000 reserve in the past 2½ years.

Estimates have been received in answer to advertisement of bids. Lowest was \$61,000, it was disclosed. Mr. Roberts has told the subcommittee that he and Senate Secretary Leslie Biffle are ready to proceed with expansion of the radio service to television.

SMPTE Convention Set

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention at Hollywood (Calif.) Roosevelt Hotel, Oct. 15-19. W. C. Kunzmann, convention vice president, is in Hollywood conferring with Peter Mole, president of the society, and other officers, on convention plans. They anticipate an attendance of 500 members from all parts of the world.

IT'S RESULTS *that count...*

One of WGN-TV's newest local advertisers, a sporting goods firm, sponsors an 11:00 P.M. feature film on Thursday nights...

Results of the first program... More than 600 balls and gloves sold in two hours the next day.

Results of the second program... More than 2000 DOZEN golf balls sold the following day.

If its results you want... you need WGN-TV in Chicago

(P. S. The company has signed for an additional film program)



The Chicago Tribune Television Station

Commercial Color

(Continued from page 55)

a CBS statement said. "Most of our own affiliates will carry many of our network programs. Some television stations already have color equipment on order so that they can broadcast color programs."

Major manufacturers who have refused to build CBS-type sets, Columbia asserted, "will either change their minds because the public and the television dealers will insist that they do, or they will no longer be large manufacturers."

Mr. Stanton reported that CBS has been "beseiged" with calls from manufacturers and dealers wanting to get necessary equipment.

He reiterated Columbia's estimate that its own color-monochrome sets—CBS-Columbia, formerly Air King—would reach the market by Sept. 1. The CBS statement said these sets would be of two types: One with internal adaptation to permit reception of CBS color in black-and-white, slated to sell for "only a few dollars more" than present monochrome sets, and one capable of reproducing CBS color signals in color. Both types will also receive standard monochrome telecasts.

The CBS statement also quoted RCA officials as having testified, in FCC's color hearings, that the RCA tri-color tube could be used with the CBS system.

"Yet RCA's determination to keep the public and the industry confused on this point is clearly shown by the fact that at last week's tube 'symposium' in New York, RCA refused to discuss the application of the tri-color tube to the field sequential (CBS) system," the statement asserted.

Noting that RCA had delivered



Viewing commercial colorcasts at the Carlton Hotel in Washington were (l to r) Comrs. George E. Sterling and E. M. Webster, Sen. Ed Johnson (D-Col.), chairman, Interstate & Foreign Commerce Committee; Comr. Paul Walker; Earl Gammons, CBS Washington vice president, and Sen. Charles Tobey (R-N. H.), ranking Republican member of the Interstate & Foreign Commerce Committee.

a sample tube to DuMont Labs, but had not yet to CBS, the statement, released Monday, declared;

"Actually there is no great rush in view of the fact that the tube cannot be produced for at least two years."

The new "composite" color system proposed by the National Television System Committee, CBS said, "is not a working system at all. It is no more than a vague outline on paper. . . ."

On Monday's opening commercial colorcast, CBS Board Chairman William S. Paley hailed the event as "a landmark in television history" and the beginning of "a new dimension" which will exert a significant influence in a relatively short time.

FCC Chairman Wayne Coy, who appeared on the program with Messrs. Paley and Stanton, called it "a day of fulfillment," marking "an hour of triumph" for CBS scientists who developed the color system and for the owners and executives of CBS "who had the vision, the faith and the courage to fight the long, up-hill battle to develop the system and secure its adoption as the only system authorized. . . ."

Mr. Stanton paid tribute to Dr. Goldmark, developer of the system. "This day certainly belongs to Dr. Peter Goldmark and the men and women in his laboratory," he declared.

Johnson Commends

Mr. Paley read a telegram from Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, who called it "a historic day in the progress of man," and offered congratulations for "your persistence in the public interest in fighting the good fight for improving the art of television."

Meanwhile, at its Passaic laboratories DuMont Labs was picking up the CBS program for showing to newsmen, and also demonstrated the RCA tri-color tube using DuMont equipment.

The tube demonstration consisted of a succession of color

slides, shown simultaneously on three sets. The color set and a companion black-and-white set received the "program" by wire, while a third black-and-white set received the same "program" from a small, intra-laboratory transmitter. Quality of the color picture and its companion black-and-white wire-fed picture was good, but that of the transmitter-fed black-and-white picture was somewhat less so.

Sets Compared

Following the tri-color tube demonstration, which was under the direction of Dr. Thomas T. Goldsmith Jr., director of research, arrangements were made for newsmen to watch the CBS "Premiere." Four receivers were lined up—a black-and-white set tuned to WCBS-TV, another black-and-white set tuned to WNBC (TV), a color set using the CBS rotating wheel, and a fourth color set using a rotating drum.

When the CBS program started, it appeared on both color sets, although somewhat less crisply on the "drum" receiver than on the "wheel" receiver. Incompatibility was demonstrated on the black-and-white set tuned to WCBS which, of course, did not show the telecast. The other black-white receiver produced the WNBC (TV) program for purposes of comparison.

Dr. DuMont, who watched the CBS color telecast with newsmen, commented on the studio lighting difficulties involved, and called attention to what he considered the unnatural complexion of Ed Sullivan as the latter's image appeared on the color receivers.

Dr. Goldsmith said that "we believe the significance of this broadcast (CBS "Premiere") can be better appraised when considered in comparison and contrast with the possibilities of other systems and experiments which have been under way by the best engineers of the entire television industry."

With respect to the tri-color tube demonstration, he continued, "the pictures reproduced on this direct-

view color tube possess the same line and field scanning standard, which are employed for black-and-white commercial broadcasting."

After its initial broadcast, CBS said reports from all cities carrying the program indicated it was "a technical as well as artistic success."

In New York, where almost 400 persons watched in a studio equipped with eight color sets, the network quoted Statesman Bernard Baruch as calling color "a vast improvement . . . over black-and-white television."

Other quotes reported by CBS included:

FCC Comr. George E. Sterling—"The potentiality from the advertising standpoint has tremendous promise."

Sen. Ed C. Johnson (D-Col.)—"This is the day I have been looking forward to for a long, long time. I think it was great."

Sen. Charles W. Tobey (R-N. H.), another member of the Senate's Commerce Committee—"What we saw this afternoon enhances the beauty and pleasure of television to a degree that words fail to express. This will bless American homes."

Sen. James P. Kem (R-Mo.), also on the Senate Commerce Committee—"It was wonderful, natural and lifelike, and completely realistic."

Henry J. Kaufman of Henry J. Kaufman Assoc., Washington agency—"This is by far the closest we have come to having the product actually in the home."

Dorothy B. McCann, vice president of McCann-Ericson Agency—"An excellent and tremendous step forward."

William H. Weintraub, president, William H. Weintraub & Co. Agency—"Color adds a third dimension. . . . Today's broadcast by CBS was a brilliant demonstration that this third dimension is practical, exciting—and effective."

Henry Legler, vice president, Warwick & Legler Agency—"Color opens up a brand new field of wonderful advertising for television."

William B. Lewis, vice president, Kenyon & Eckhardt Agency—"Color . . . certainly will enhance our sales messages. I was greatly impressed."

Alex W. Griffin, radio and TV director, Al Paul Lefton Agency—"The possibilities for arresting displays of major products are tremendous."

Edward Ingle, radio and TV director, Republican National Committee—"Truly marvelous . . . just look what it's going to do for political candidates."

Thad Holt, general manager, WAPI and WAFM (TV) Birmingham—"A wonderful presentation. . . ."

Washington Viewers

An estimated 550 persons were reported by CBS to have seen the color kickoff show in Washington. This included the 100 government officials and press at the Carlton Hotel, 100 advertising men and additional newsmen at WTOP's downtown studios, 150 technicians and employees of WTOP and about 200 amateurs in the area who have built their own color sets.

In Baltimore, WMAR-TV reported an overwhelming verdict in favor of color TV from those who observed the "premiere" on Monday. Some 200 persons crowded the lobby of the new *Sunpapers* building at Calvert and Franklin Sts. to watch a set there while another 400 persons were reported on hand to view another set in the old *Sunpapers* building at Charles and Baltimore Sts. At the latter location some mechanical difficulties marred reception, it was said, although general opinion was quoted as favorable.

COLOR SPOT

CBS Provides Fact Sheet

WHAT DO spot announcements cost on CBS color TV? The answer is provided in a CBS color fact sheet supplied by the network to its salesmen. At present, the salesmen were told, the only local availabilities on WCBS-TV New York, which will originate the color shows, are an eight-second announcement with shared station identification, the same format as in black-and-white.

Costs: Eight second—\$50 flat; 20 second—\$75 flat; one-minute when available—\$100 flat.

Cost for preparation of each flip card at WCBS-TV (art work)—\$50 net.

A staff announcer off camera will be provided at no charge.

In event an actor appears on camera but does not speak (demonstrates while off-camera voice narrates) charge is \$13.50 net.

If actor speaks on camera up to five lines, cost per announcement is \$33.75 net.

If actor on camera speaks more than five lines, \$40.50 net.

Advertiser must use continuous schedule of 13 spots.

UHF Conversion

(Continued from page 55)

There were these FCC officials: Chairman Coy and Vice-chairman Paul Walker, and Comrs. Rosel H. de, Edward M. Webster and George E. Sterling. FCC staff members included Benedict P. Cotter, general counsel; Cyril Braum, chief of TV Facilities Division; Regil R. Simpson, assistant to chief engineer; E. W. Chapin, chief, Laboratories Division; William C. Boese, chief, High-Frequency Radio Branch.

John W. Craig, Crosley Division, chairman of the RTMA Set Division, conducted the demonstration in Bridgeport. He was host to a luncheon to FCC officials, exhibitors, the press and other guests. UHF demonstrations were geared to the experimental transmissions from NBC from KC2XAK Bridgeport. Guests visited the station after receiving equipment had been demonstrated.

List of manufacturers who took part in the demonstrations and the type of equipment demonstrated follows:

Capehart - Farnsworth Corp., Fort Wayne, Ind.—Demonstrating the ease of conversion of a standard Capehart television set to UHF reception, the Capehart test was conducted about four miles from the transmitter on a regu-

lar Capehart CX-33 television chassis currently used in all instruments in the company's line. UHF reception was achieved by inserting UHF channel strips in the standard coil tuner already a part of the instrument.

Crosley Division, Avco Mfg. Corp., Cincinnati—Crosley repeated at the Barnum Hotel its demonstration of April 11 when it first unveiled the Crosley Ultratuner, a UHF converter. A product of three years of work and research, the Ultratuner, small and attractive (7x8½x9½ inches), was attached with a screwdriver to a regular Crosley receiver. The Ultratuner requires no internal work on the television set itself. This is made possible by the Crosley continuous tuning system, which covers the entire frequency range between channels six and seven, including the area 122 to 132 megacycles. The Ultratuner can be used with every Crosley set ever built and will give complete continuous coverage of all the 65 to 70 channels proposed under UHF.

General Electric Co., Syracuse, N. Y.—General Electric Co. demonstrated its continuous UHF Translator at the Barnum Hotel. This Translator (Model UHF-101) is capable of receiving all of the proposed UHF station allocations. The Translator was operated in conjunction with a current model General Electric VHF receiver. It was housed in a compact wood cabinet constructed of genuine mahogany veneer. The dial scale is in a semi-circular design, and below the megacycle numerals there is a logging scale for added convenience in tuning. One of the features of this Translator is a traveling dial light which automatically spot illuminates each numeral on the dial face when the station point is rotated and can be turned off when the set is in operation. This unit can easily be attached to any VHF receiver. This Translator, a successor model to the G. E. Translator which has been tested for a year and a half in the Bridgeport area, is now in production in limited quantities.

Hallcrafters Co., Chicago—Hallcrafters conducted two demonstrations at the Stratfield Hotel. The equipment was: (1) A new Hallcrafters UHF converter with a current 20-inch rectangular tube table TV set; and (2) a current 20-inch rectangular tube table TV set with a UHF coil strip inserted in the Hallcrafters "Dynamic Tuner." This new converter is capable of operation from 450 to 900 mc and uses a tuned low-noise germanium crystal mixer. The output (at 63 mc) feeds into channel 3 or 4 of any present day TV receiver. A cascade amplifier provides an overall gain in signal strength without the addition of circuit noise.

Philco Corp., Philadelphia—While Philco Corp. has been experimenting with several types of UHF conversions, it demonstrated only one of its methods at the Barnum Hotel. It consisted of an external converter with continuous tuning which may be attached to any Philco TV set. It covers the full range of proposed UHF channels and is easily attached.

RCA Victor Division, Camden, N. J.—RCA Victor's latest high-quality converter, designed to bring in all UHF channels and suitable for attachment to any television receiver, was demonstrated at the Barnum Hotel. An outgrowth of RCA's intensive exploration of UHF for the past several years, the converter is designed for quality performance, giving pictures that compare favorably in every respect with VHF reception. On the face of the attractively designed converter are two knobs and an easily read dial. Installation of the converter is sufficiently simple to be performed from an instruction sheet by the average set owner.

Stromberg-Carlson Co., Rochester, N. Y.—Stromberg-Carlson Co. demonstrated its UHF converter at the Barnum Hotel. The converter provided simplified tuning of all 70 channels in the UHF bands. It will operate on all Stromberg-Carlson receivers and on the modern designs of all other manufacturers. It may be installed by the customer in a few minutes time. The unit is small and of pleasing appearance.

Zenith Radio Corp., Chicago—Zenith Radio Corp. demonstrated its turret tuner at the Barnum Hotel. Actual addition of the UHF strip to tuner reception was shown to illustrate that the conversion of a VHF set for UHF requires only a very few minutes and that no other change in the set is required.

VETERANS of Foreign Wars' buddy poppy scroll was presented to producers of *Cavalcade of Bands*, over the DuMont TV network, in recognition of program's service to hospitalized veterans.

HOURS TRIMMED

Strike Hits KFI-TV

FIVE more hours weekly have been shorn from the dwindling program schedule of KFI-TV Los Angeles as the TVA strike against the station goes into its 13th week.

The latest loss was the hour-long, five-weekly *Songo* show, removed when the program's emcee, Del Moore, and Producer Hy Heck, who own the program, were declared unfair by the union which charged them with strikebreaking and threatened union action if they continued working on the station. The program was sponsored on a cooperative basis by California Songo Merchants Assn., Los Angeles, through Mr. Heck's advertising agency.

Mr. Heck has since signed the TVA code and has been removed from the union's "unfair" list effective June 24. Mr. Moore, on the other hand, was the object of the first disciplinary action taken by the union since its organization over a year ago. Declared guilty of strike breaking by the TVA national board at a recent meeting, he was fined \$500 and "severely censured."

Now on the air 39 hours weekly, the station has lost approximately 28 hours weekly since inception of the strike April 4 which still shows no promise of early settlement. No meetings have been held in the past several weeks between the union and station which has been holding out mainly on a closed shop issue—Station Owner Earle C. Anthony insists on an open shop. In the meantime station affairs are further complicated by its being in the process of being sold, subject to FCC approval, to General Tire & Rubber Co. [BROADCASTING • TELECASTING, June 11]. The fear is that settlement of the strike may have to await completion of the sale.

MECK CONVERTER

Priced Less Than \$150

ATTACHMENT which will convert black-and-white to color and sell for less than \$150 retail will be delivered to customers in August by John Meck Industries, President John S. Meck said in Chicago Thursday. The company's new "Add-A-Color" unit will have a 14-inch picture tube, and can be plugged into all Meck sets made since January and other brand receivers with addition of a connector socket and some wiring changes.

Mr. Meck, in a letter to distributors, predicted that color TV will stimulate the receiver business and bring added importance to the TV market. "Sometime, some day a complete electronic color system will be created that gives full color on large tubes without rotating discs. . . . Many people will want color television, and it can be best brought to them now by optional color accessory units."

ERIE
Pennsylvania

HAS THE
MOST
TALKED ABOUT
TV STATION
IN THE
WORLD!

WICU
ERIE, PA.

SELLING
A MIXER
ON JUST
ONE
PROGRAM
PULLED
OVER

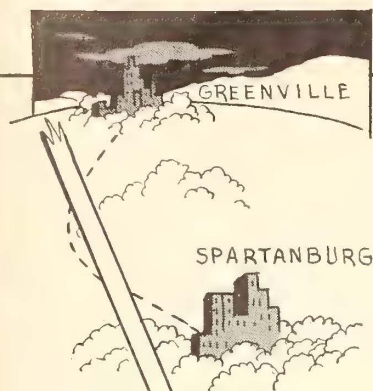
\$5,000.00

Participating spots in some of our Best Rated Shows still available.

EDWARD LAMB, Pres.
Headley-Reed, Nat'l Rep.
NBC-CBS-ABC-DUMONT

WICU
Channel 6
ERIE, PA.

Closely affiliated with WTOD, Toledo, Ohio and WTVN, Channel 6, Columbus, Ohio.

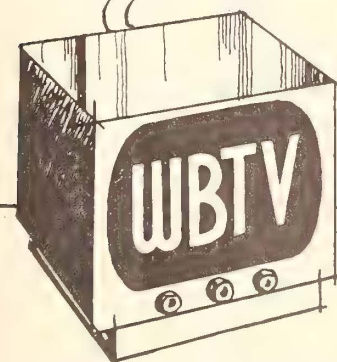


GREENVILLE and SPARTANBURG SOUTH CAROLINA

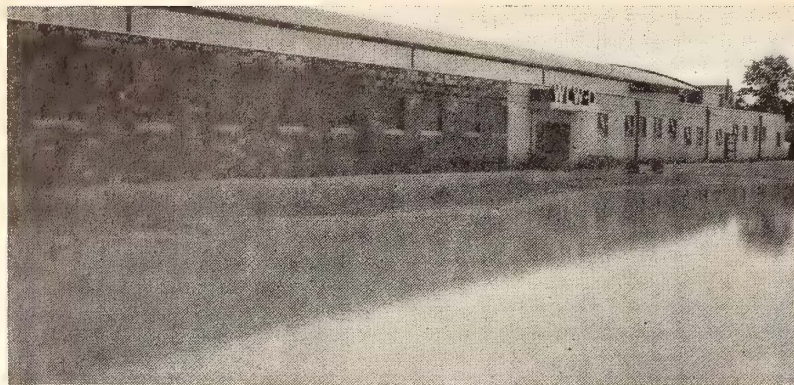
Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of \$110,000,000 annually. Farms add another \$29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

JEFFERSON STANDARD
BROADCASTING COMPANY



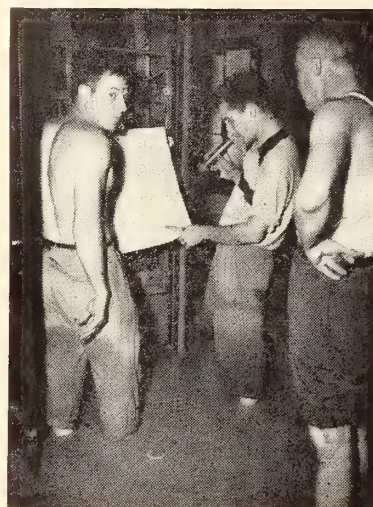
REPRESENTED NATIONALLY
BY RADIO SALES



ENTIRE personnel of WLWD (TV) Dayton, Ohio, was kept busy last Wednesday morning scooping water and mud from the main studio building. A "terrific storm" struck at 7 a.m. Soon there was two feet of water in the film room. Studios and offices also were flooded. At 11 a.m., WLWD was again on full operation at supplementary studios. Operations were expected to return to the above building by week's end.

* * *

ENGINEERS James Hurley (l) and Roy Poland (c) examine an equipment diagram in the flooded film room while Commercial Manager W. J. Williamson looks on.



EDUCATIONAL TV Programming Unit Formed

NATION'S educators last week took initial steps to provide a co-operative educational television program service.

Meeting in Washington at the offices of the American Council on Education, university presidents and public school administrators followed through on a unanimous decision of a June 20 conference of educators that such a cooperative service was of prime importance.

Dr. Arthur S. Adams, council president, announced appointment of a drafting committee to work out specific procedures whereby the cooperative television program service can be formed.

Members of this committee include Dr. John R. Richards, Wayne U., chairman; the Rev. John J. Cavanaugh, Notre Dame president, and Dr. L. A. Wilson, commissioner of education, New York State.

Sylvania Awards

CHIEF AWARD of the Sylvania Television Awards Committee will go to that TV program considered by the judges to have "outstandingly met its social responsibilities to the community and the nation," as well as having "blazed the most notable creative television technique trail between Jan. 1 and Aug. 31, 1951," Don Mitchell, Sylvania Electric Products president, has announced. Supplementary awards will go to all categories of TV personnel, from actor to make-up man, he said.

PEACE MOVE In DuMont-RTDG Rift

SETTLEMENT of the prospective strike against DuMont network by the New York local of Radio & Television Directors Guild reportedly was in the offing late last week, although neither side would comment formally on the matter.

RTDG national executive director and local executive secretary, Newman H. Burnett, served notice on the network a fortnight ago that a strike could "take place at any time without further notice." He charged that DuMont had refused to sign a formal contract embodying an earlier interim agreement which it had signed. The network had no comment.

EAGLE LION SUED Action Asks \$720,000

CHARGING breach of an oral agreement covering perpetual TV rights to 81 feature motion pictures and demanding \$720,000 damages, George Frank and Mrs. Levenoria Batchelor, widow of the later Walter Batchelor, New York agent, have a suit on file in Los Angeles Films Inc.

Superior Court against Eagle Lion. The plaintiffs contend an oral agreement was made in October 1949 with the price set at \$90,000 and they made a \$1,000 down payment. About 20 days later the deposit was returned and the TV rights were sold elsewhere, according to the complaint. Films involved are now worth \$810,000 for telecasting, it is claimed.

ROGERS SUIT

Asks Protection on Film

ROY ROGERS has filed suit U. S. District Court, Los Angeles asking Republic Productions Inc. and subsidiary Hollywood Television Service Inc., be restrained from issuing any of his old starring Westerns in a manner whereby the cowboy actor's name and that of his horse Trigger are used for commercial purposes.

With Republic planning to release a backlog of Mr. Rogers Westerns for television through HTS, the suit is in the nature of a test. It will determine the legal position of the cowboy actor as to other motion picture personalities whose films might be released in video. Contention is that the use of his old Westerns on television would convey the impression that he is endorsing products advertised.

The suit, if successful, could set an important precedent for the film industry, observers declare. Unless the cowboy actor's contract with Republic contained specific motion picture-television clause the granting of the injunction could mean that studios could not offload their backlog of old films to video without consent of the players appearing in them, it was pointed out.

Gene Autry, singing cowboy star once under Republic contract, also has threatened suit if that studio releases any of his old starring Westerns to video. Inasmuch as he is now making his own television films, charges would include unfair competition.

TVA-SAG VOTE

Ten N. Y. Firms to Pick

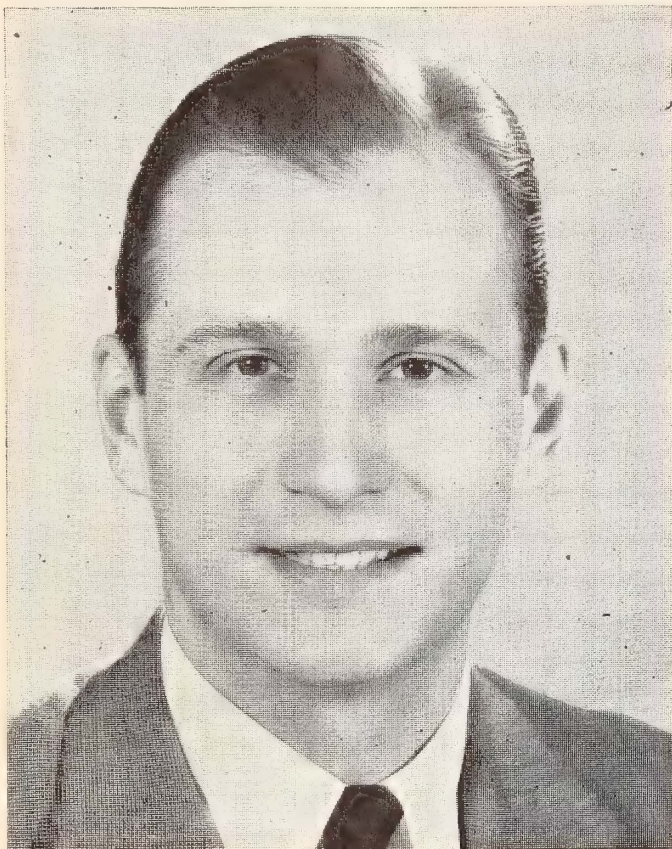
PERFORMERS of 10 New York film companies will choose as their bargaining agent either Television Authority or Screen Actors Guild in an election to be held by mail between Sept. 15 and Oct. 15, according to a stipulation signed by both sides in New York, under supervision of NLRB Attorney Eugene M. Purver.

With announcement of the stipulation, which marks a third major step toward settlement of the year-and-a-half-old dispute, SAG President Ronald Reagan issued a statement in Hollywood denouncing TVA. In consenting to the New York area election, TVA had chosen to "challenge the entire jurisdiction of the Screen Actors Guild," he said.

In New York, George Heller, TVA national executive secretary, said that if TVA wins the election, it will offer to "give back" non-TV film actors to SAG.

Auctions Banned

USING an auction sale to establish a market place for a mass selling of TV receivers has been banned in New York by License Commissioner Edward T. McCaffrey. In a statement he warned two licensed auctioneers who conducted a four-day sale in New York last month.



University of Michigan (B.A.)
Two years, U. S. Navy
Three years, General Electric Co.
Five years, WWJ-TV, Detroit
Free & Peters (Detroit Office)
since February, 1951

6 ft. 3,
he's all TV—

KEITH T. MCKENNEY!

When Keith McKenney decided to “get in on the ground floor of television”, he really went all out—spent three years as camera man, stage manager, program supervisor, production manager and script-writer, and then added three more years in television sales, before joining F&P. Today, Keith obviously qualifies as a true Television Specialist, and is anxious and ready to serve you.

“Serving you” is the main reason our TV department has grown so tremendously in the past few years, even

though these years have of course been ones of enormous growth for television in general. New men, new accounts, new highs in billing—they’re all a reflection of F&P’s basic philosophy that our biggest job is to help you get the greatest possible value for your TV dollars.

We think a visit with any one of our “Colonels” will convince you that we really work at that job—and that we do it *well*, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

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

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932



NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

elecasting • BROADCASTING

July 2, 1951 • Page 63

	SUNDAY				MONDAY				TUESDAY				W
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
6:00 PM	Swanson Gen. Mills	Open Hearing			Film			Co-op Cactus Jim L	Film			Co-op Cactus Jim L	
6:15	(alt. wks.)			General Foods Hopalong Cassidy F	"				"				
6:30	Ted Mack Family Hour	People's Platform (7/29)			Kellogg Space Cdt.				"				Kellogg Space Cdt.
6:45	L (E-M)	Ronson Peter Lind Hayes			Jimmy Blaine				Jimmy Blaine*				Junior Edition
7:00	Goodyear Paul Whitman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L	Club Seven*		Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L			Gen. Foods Capt. Video	Co-op Ernie Kovacs Show L	Schenley Russells (to 7:05)
7:15					Pepsi-Cola Faye Emerson								Pepsi-Cola Faye Emerson
7:30	Dodge Dealers Showtime USA L (E-M)	American Tobacco Go Lucky		Revere Copper Meet the Press L	Ironrite Hollywood Screen Test	GM-Olds News		Co-op Man at the Keyboard L	P&G			Co-op Man at the Keyboard L	Bendix Chance of a Lifetime
7:45						Chesterfield Peggy Lee Mel Torme	Not For Publication	Camel News Caravan L	Beulah	Fatima Stork Club	Washington Report	Camel News Caravan L	Chester Peggy Mel T
8:00		Lincoln-Mercury Dealers		American Inventory L	Jerry Colona Show	Lever Lux Pantomime Quiz		Noxema	Hollywood Mystery		Georgetown University Forum	Curtis Publishing Meet the Press L	Sawyer Views Hollywood
8:15	Hollywood Adventure							Cameo Theatre		Film Theatre			
8:30	Time	Toast of the Town	Pentagon—Washington	TV Recital Hall L	Bill Gwynn Show	Lever-Lipton Godfrey's Talent Scouts	Co-op Al Morgan	Firestone Voice of Firestone L	Time F (E-M)	on the Air	Johns Hopkins Science Review	Minnesota Mining & Mfrg. Juvenile Jury L	Kreisler Mfg. Bandstand
8:45													
9:00	Film	Gen. Electric G.E.	Bromo-Seltzer Rocky King Detective		A. Murray Studios Arthur Murray Show	P. Morris Horace Heidt Show		Admiral Lights Out L		It's News To Me	Drug Store TV Prod.	P&G Fireside Arena Theatre F	Philco Don McNeill
9:15				Philco Corp. Philco TV Playhouse L					Q.E.D.				
9:30	Marshall Plan	Guest House	Larus & Brother Co., Inc. The Plain-Clothesman		On Trial L (E-M)	Gen. Fds. Sanka Who's Whose Phil Baker	Co-op Wrestling	Bymart Somerset Maugham Theatre L	Arnold Bakery Life Begins at 30	Electric Auto-Lite Suspense	Cavalcade of Bands	Armstrong Circle Theatre L	Wrestling
9:45													
10:00	Film	B.F. Goodrich Celebrity Time		Bohn Aluminum American Forum of the Air L	Feature								
10:15	"				Film	Westinghouse Summer Theatre		TBA	Roller Derby	Block Drug Danger	They Stand Accused	P. Lorrillard Original Amateur Hour L	
10:30	Young Ppl. Church of Air Youth on March	Jules Montenier What's My Line			"			Co-op Who Said That L					
10:45					"								
11:00	Feature Film	Norwich Sunday News Spec.				Longines Chronoscope		TBA	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L	(to 12)
11:15 PM													

TELECASTING

DA

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45													2:15
10:00													2:30
10:15													2:45
10:30									Scouting in Action				3:00
10:45									Gen. Shoe Acrobat Ranch				3:15
11:00						Modern Homemaker (Color TV)			Ok - Kay (Women's Program)	Internatl. Latex Fashion Magic			3:30
11:15													3:45
11:30	Soup Box Theatre	Bonafide Versatile Varieties				C-P-P (MWF) Strike It Rich			McKesson & Robbins A Date with Judy	Brown Shoe Smiling Ed McConnell (st. 8/11)			4:00
11:45													4:15
12:00 N	R. Joe Inc. Ranger Joe						12 o'clock Headlines		BT Babbitt Two Girls Named Smith				4:30
12:15 PM	Chester The Pup					Steve Allen Show	For Your Information H. F. Keane			Natl. Dairy The Big Top			4:45
12:30	Voice of Prophecy Faith For Today		Walter H. Johnson Candy Co. Flying Tigers				Premier Prod. Rumpus Room		Seaman Bros. I Cover Times Sq. Maidenform F. Baldwin (alt. wks.)				5:00
12:45													5:15
1:00									Northam Warren Corp. L. Day Show				5:30
1:15							Sterling Drug Okay Mother						5:45 PM

Canada: Dry Bauer & Black Super Circus

DAY	THURSDAY				FRIDAY				SATURDAY						
	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT		NBC	
WEDNESDAY	Co-op Cactus Jim L				Co-op Cactus Jim L				Co-op Cactus Jim L		<i>It's Up To You</i>			6:00 PM	
														6:15	
						Kellogg Space Cdt.				Anthracite Int. Better Home Show	<i>Kid Gloves</i>		Mr. Wizard L	6:30	
		<i>Junior Edition</i>				<i>Junior Edition</i>								6:45	
THURSDAY	Co-op Ernie Kovacs Show L	Schenley Russells (to 7:05)			Co-op Ernie Kovacs Show L				Co-op Ernie Kovacs Show L	<i>Hollywood Theatre Time</i>	Lambert Pharmacal The Sammy Kaye Show		Kellogg Space Cadet L	7:00	
		<i>Laraine Day</i>				<i>Club Seven</i>								7:15	
	Co-op Man at the Keyboard L	Gen. Mills Lone Ranger	Fatima Stork Club		Co-op Man at the Keyboard L	Green Giant Co. Life with Linkletter	GM Olds News		Co-op Man at the Keyboard L	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		TBA	7:30	
	Camel News Caravan L			<i>Not For Publication</i>	Camel News Caravan L		Chesterfield Peggy Lee Mel Torme	<i>Washington Report</i>	Camel News Caravan L					7:45	
FRIDAY			Carnation Burns Allen (alt.) SC Johnson Starlight Theatre		DeSoto It Pays to Be Ignorant F	Ronson 20 Questions	Gen. Fds. Max.H.Cof. TBA		Miles Labs. Quiz Kids L	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Budweiser Summer Theatre		Co-op Western Film	8:00	
	Motorola Pet Milk Norge Four Star Revue L	Lorillard Stop The Music	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L	Best Foods Penthouse Party	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil The Clock L					8:15	
														8:30	
														8:45	
SATURDAY														9:00	
	Kraft Fds. Kraft Television Theatre L	Packard Motors Holiday Hotel	Esso Your Esso Reporter Kroger C. Archer	Kaiser-Frazier Ellery Queen	Ford Ford Festival L	Schlitz Brewing Pulitzer Prize Playhouse	Schlitz Brewing Film Firsts	Co-op Hands of Destiny	Amer. Cig. The Door With No Name L		Pepsi-Cola Faye Emerson		Co-op Mid-West Hayride	9:15	
		Gruen Blind Date	Lever Rinsio Big Town	DuMont Labs DuMont Royal Playhouse						<i>Battle Report F</i>		American Safety Razor The Show Goes On			9:30
											<i>Girls' Baseball (from Chicago)</i>				9:45
SUNDAY	Bristol-Myers Break the Bank L	US Army Roller Derby	Philip Morris Racket Squad		Hazel Bishop Lipstick Freddy Martin L	Marshall Plan	Gen. Mills Live Like a Millionaire (alt. wks.) C. Archer 10:05-10:30		Gillette				Lehn & Fink Doodles Weaver L	10:00	
		Blatz Roller Derby												10:15	
	Armour Stars Over Hollywood F		Carter Prod. (alt. wks.) Crime Photog-rapher					Drug Store TV Prod. Cavalcade of Stars	Sports Film				Amer. Tob. Man Hunt L	10:30	
									<i>Chesebrough Greatest Fights</i>		<i>Songs for Sale</i>		Jack Brickhouse		10:45
MONDAY													Max Factor S. Graham F	11:00	
	TBA	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L		<i>Stars Over Hollywood</i>		Anchor-Hocking Broadway Open House (to 12) L					11:15 PM	

TIME

SUNDAY			MONDAY - FRIDAY			SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
				Best Foods Hansen's Labs. P&G, Okr. Oats, Reynolds, Standard Brands The Garry Moore Show						
				P&G First 100 Years						
				Vanity Fair			Co.-P.-Peet Miss Susan L			
				Marlene's Vanity Fair* (Wed.)			Vacation Wonderland F			
				Interntl. Latex Fashion Magic* (Tues.)			America Speaks F			NBC Takes You to the Races L
		TBA		Aluminum Cooking Utensil Home- makers Exchange			Co-op Strawhat Matinee L			Carling's Races L
	Quaker Oats Zoo Parade L			The World Is Yours (Color TV)						
Open Hearing	Mrs. Roosevelt L		Lois & Looie				Lever Hwks. Fall L			
			Mary Harline Show				TBA			
Lamp Unto My Feet	Treasures of America alt. with H'wd. Candy Hollywood Jr. Circus		The Magic Screen				Mars, C-P-P Welch, Klg. Int. Shoe, Wander* Howdy Ddy L			

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

 $\bar{A}\bar{B}C$

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

CBS

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

3:30-4 PM, M-W-F, All Around The
Town, s.

3:30-4 PM, Th., Meet Your Cover Girl, s.

NBC

5:30-6 PM M-F, Firms listed sponsor
Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

July 2, 1951

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Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

is currently supporting these worthy organizations

Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Green Cross Safety Campaign
Community Chest
Social Security
Montgomery Co. Ministerial Assn.
Dayton Council on World Affairs
U. S. Air Forces
St. Elizabeth Hospital Fund

Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
St. Joseph Orphanage
Boy Scouts
Girl Scouts
Public School Activities
Paint-Up and Clean-Up Week

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.





Fourth Survey Released On 'Videotown'

(Report 170)

For the first time in four years of checking, sales of television sets in Videotown, undisclosed test community, have been lower in volume than for the corresponding period of the preceding year.

Fewer sets have been sold in Videotown thus far in 1951 than were sold during the same period of 1950.

This was revealed in a fourth annual survey by Cunningham & Walsh Inc., New York, of Videotown, a secret test community of 10,000 inhabitants.

The agency has used Videotown as a research lab to measure TV statistics since 1948. Using the same community year after year, Cunningham & Walsh feels that its reports offer a comparison of behavior patterns.

In Videotown, 50% of the families now have TV sets. During the year ending Dec. 31, 1950, ownership increased 11%. The agency attributes—partly, at least—the recent decline in set sales to the buying spree last fall.

C&W predicts, however, that set sales for the whole of 1951 will be lower than the 1950 figure. This is because (1) the second set market has not materialized; (2) sets are still too new to produce a large volume from the replacement market; (3) with half of Videotown's families now owning sets, interest in buying is diminishing.

Set ownership is highest in the

middle income group, where 54% now have telecasts. Buying is falling off in the upper income group—just not interested—and in the lower income group which often does not have sufficient cash for the increased down payment. It was indicated that most of the non-owners in the lower income group would like to buy a set when they can afford it.

Color television was not found to affect sales to any considerable degree. Only a handful gave that reason for not buying a set this year. It was pointed out, however, that color television might prove a stimulant to sales when it becomes popularly priced.

To C&W, the most important fact uncovered in its four years of studying the effects of TV on community life is the respect mothers have acquired for the television set.

Mothers feel that it is a deterrent to juvenile delinquency—"It keeps the kids off the streets"—and that it strengthens the family group—"It keeps my husband home at night."

As far as school homework is concerned, many mothers used television as a reward for homework completed.

Another interesting value of TV, the survey points out, is that Videotown mothers are able to keep children off streets during polio season and resting on very hot afternoons.

G. W. Tasker, director of C&W research, emphasized these other aspects of the survey:

On the average week-day evening, 66% of the new owners watched television more than three hours.

In these new-owner homes, radio listening dropped 88%; among adults, visits with friends dropped 74%; evening entertainment in the home fell 87%; movie-going was off 77% as compared with movie attendance by these same persons before they acquired a telecast.

In the over-all picture, C&W found a slight downward trend in televiewing. Yet, the agency added, when persons do watch television, they spend more time at it now than formerly. Set-owning families are definitely engaging in fewer activities which take them out of their homes.

* * *

Heat Taking Viewer Toll On Early Shows—ARB

DAYTIME and early evening viewing was most affected by the summer weather during June 1-8, but most of the top network programs maintained relatively high ratings, American Research Bureau TV-Nationals indicated last week. Many programs presented after 9 p.m. showed relatively small rating losses.

Texaco Star Theatre continued to lead the top 10 ratings, closely

(Continued on page 70)

Weekly Television Summary—JULY 2, 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
Anchorage	WAI-TV	56,161	Memphis	WMCT	87,871
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	70,000
Baltimore	WAM, WBAL-TV, WMAR-TV	297,368	Milwaukee	WTMJ-TV	243,193
Birmingham	WNB-TV	40,112	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Birmingham	WAFM-TV, WBRC-TV	46,200	Nashville	WSM-TV	31,471
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,800
Boston	WBZ-TV, WNAC-TV	867,756	New Orleans	WDSU-TV	62,150
Buffalo	WBTW	204,754	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	79,948	New York	WOR-TV, WPIX	2,250,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBC	930,399	Newark	WATV	69,130
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Norfolk	WTAR-TV	87,636
Cleveland	WEWS, WNBK, WXEL	477,196	Oklahoma City	WKY-TV	47,354
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	79,931
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	117,068	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Davenport	WOC-TV	56,384	Phoenix	KPHO-TV	37,900
Dayton	Include Davenport, Moline, Rock Is., E. Moline	190,000	Pittsburgh	WDTV	260,000
Detroit	WHIO-TV, WLWD	464,135	Providence	WJAR-TV	152,000
Evansville	WJBK-TV, WWJ-TV, WXYZ-TV	55,890	Richmond	WTVR	73,992
Fort Worth	WICU	55,890	Rochester	WHAM-TV	83,077
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Rock Island	WHBF-TV	56,384
Kalamazoo	WLAV-TV	115,600	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	196,449
Greensboro	WFMY-TV	69,556	Salt Lake City	KDYL-TV, KSL-TV	46,600
Houston	KPRC-TV	80,110	San Antonio	KEYL, WOAI-TV	47,354
Huntington	WSAZ-TV	46,100	San Diego	KFMB-TV	97,500
Indianapolis	WFBM-TV	148,000	San Francisco	KGO-TV, KPX, KRON-TV	196,449
Jacksonville	WMBR-TV	32,000	Schenectady	WRGB	157,500
Johnstown	WJAC-TV	87,275	Seattle	KING-TV	85,600
Kalamazoo	WKZO-TV	133,122	St. Louis	KSD-TV	293,000
Grand Rapids	WDAF-TV	121,832	Syracuse	WHEN, WSYR-TV	120,671
Kansas City	WGAL-TV	97,105	Toledo	WSPD-TV	125,000
Lancaster	WJIM-TV	49,000	Tulsa	KOTV	74,140
Lansing	KECA-TV, KFI-TV, KLAC-TV, KNBB	877,421	Utica-Rome	WKTV	43,500
Los Angeles	KTLA, KTSN, KTTV	877,421	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
			Wilmington	WDEL-TV	69,010

Estimated Sets in Use 12,458,000

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.



Serves
**THE LARGEST
TELEVISION
MARKET**
Southwest
**DALLAS
FT. WORTH**

**Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500**

NOW there are

117,068

*Television
Homes*

**in KRLD-TV's
Effective
Coverage Area**

*The CBS Station
for* **DALLAS and
FORT WORTH**

this is why

KRLD

AM-FM-TV

Channel 4

is your best buy

The **TIMES HERALD Station**
National Representatives
THE BRANHAM COMPANY

Moves to Speed Thaw

(Continued from page 23)

mission order directing the station to show cause why its frequency should not be changed from Channel 4 to Channel 7 and requested a separate hearing as required by the Communication Act.

Leading off those supporting the Commission's allocation authority, FCC General Counsel Benedict P. Cottone emphasized the Commission's decision on this issue would affect the fundamental legality of comparable authority in virtually all other communication services.

Mr. Cottone argued FCC's basic authority is clearly and specifically spelled out in Sec. 303 of the Communications Act, where Congress has delegated the appropriate power to FCC, in these subsections, to:

(a) Classify radio stations;
(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act; PROVIDED HOWEVER, That changes in the frequencies, authorized power, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.

Mr. Cottone explained the only exception was detailed by Congress in Sec. 303 (f) where a hearing

must be afforded an existing station whose operation would be changed.

The general "cover-all" provision cited by Mr. Cottone was Sec. 4 (i) of the statute:

The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

"We think that language is very plain," he stated.

To the FCBA argument applicants would be deprived a full and fair hearing under Sec. 309 (a) of the act if FCC were to fix by rules a pre-determined allocation plan, Mr. Cottone noted this issue has been upheld in favor of FCC by the courts in comparable cases. He said the courts "have consistently sustained the authority of the Commission to adopt general rules and regulations in connection with its licensing functions."

Hearing Right Issue

He said under the FCBA argument, an applicant for a broadcast station in the police frequencies could demand a hearing on his application, and if denied, appeal under Sec. 309 (a).

In his memorandum brief on this subject, Mr. Cottone indicated the FCBA contention respecting rights to hearing under Sec. 309 (a) would prevent the Commission "from adopting any general rules which define and declare elements of the public interest in advance of individual licensing proceedings" and "is, therefore, a contention not only unsupported by the provisions of the Communications Act but one squarely in the teeth of every judicial decision bearing upon the subject."

The brief continued:

It would necessarily follow from the contentions of petitioners that no rule or statement of policy which might be adopted by the Commission could foreclose an applicant from reopening the entire question in a hearing on its application.

This necessarily means that the Commission has no power at all to adopt any effective general policy, by rule or otherwise, to be applied in determining whether the public interest would be served by the grant or denial of an application.

Every one of the Commission's rules would be transformed into a mere advisory declaration. However, it has been consistently held that the Commission's Rules and Regulations are not merely tentative advisory pronouncements but have the force and effect of law.

Mr. Cottone explained that under FCC's proposal anyone wanting a channel not listed for his city in the allocation table may petition for a change in the rule to provide such a channel if available. If the petition is denied, he explained, the party has full judicial review provided under Sec. 402 (a) of the act.

The one-year limitation on filing of such petitions, he stated, is a "reasonable limitation" imposed by administrative necessity and which has been upheld in comparable circumstances by the courts in such decisions as the Ashbacher case.

Noting FCBA's chief objection to FCC's plan lies with Sec. 307 (b) of the act, Mr. Cottone argued there is nothing in this section which prohibits the rules proposed.

There would have to be "pretty

DUMONT REQUEST

Wants Early FCC Hearing

REQUEST for an appearance in open hearing at the earliest possible moment was made Thursday to the FCC by Allen B. DuMont Labs, which is advocating a plan of TV channel allocations widely variant from that proposed by the FCC. Hearings on video allocations are scheduled to begin July 23 in Washington.

The DuMont request was contained in a telegram sent to T. J. Slowie, FCC secretary, by William A. Roberts, DuMont counsel, reading:

Regarding proposed hearing under Section 13 (A) of third notice of proposed rule making, Docket No. 8736 et al., DuMont advises that it desires to appear for the purpose of giving evidence regarding the Commission's proposals in Appendices C and D and in support of its comments filed thereon, in open hearing at such time and place as the Commission may designate. Inasmuch as DuMont's presentation and proposals related to the allocation plan for the entire United States and adjacent foreign territory we request that if practicable we be assigned for appearance at the earliest possible date in the proposed hearing. It is our understanding that the Commission's amended notice now assigns this hearing for July [23], 1951. We do not consider that our evidence could be presented otherwise than in open hearing.

explicit language" in Sec. 307 (b), he said, to defeat the specific authority granted in Sec. 303 cited above.

Sec. 307 (b) provides:

In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.

Mr. Cottone charged he could "advance more arguments" why rule-making will provide a more equitable allocation than not. Small cities would never get a chance to have a TV outlet if channels were not allocated, he pointed out, because big city money and know-how would beat them to the draw.

His brief on this point explained FCBA is correct that a specific assignment cannot be made without a proper application being filed for such an assignment, "but it is completely without foundation to state that Sec. 307 (b) prohibits the exercise of such rule making authority pursuant to Secs. 303 (d) and (f) of the Act, and requires the location of stations in any service to be determined solely on a case-to-case basis upon the consideration of individual applications."

Mr. Cottone argued the legislative history of the statute supports FCC's position fully, and noted his brief contained considerable detail on this subject.

FCC authority to reserve channels for noncommercial educational stations "is the same" as FCC's authority to specify special types of

stations contained in Sec. 303, contended.

Respecting the controversy of Sec. 307 (c) of the act as it relates to educational reservation, Mr. Cottone held there is nothing in legislative history indicating FCC does not have authority to reserve allocate educational facilities. He said through Sec. 307 (c) Congress only wanted to determine whether it should by statute either direct FCC to fix educational reservation or make such reservation itself.

JCET Support

Brig. Gen. Telford Taylor, behalf of the Joint Committee Educational Television, also argued in detail that Sec. 307 (c) did not withdraw from the Commission any power to make reservation for education. He affirmed Mr. Cottone's view that the section of the act asked FCC's advice on whether to make such reservation by statute. He also held the legislative history upholds this view.

As directed by Sec. 307 (c), FCC in 1935 told Congress in a special report that no such statute was needed at the time.

Gen. Taylor's memorandum brought further details on the legislative history of Sec. 307 (c) and answered the opposition of WKM Dearborn, Mich., on these issues. He charged WKM was "obliged to mis-describe" that statute in its petition in order to make its point.

Gen. Taylor emphasized that the educational reservation and fixed allocation issues are one and the same, holding the terms "reservation" and "allocation" are interchangeable as in other services.

Gen. Taylor contended the basic question is whether FCC will keep on exercising the same authority it has been exercising since 1927.

Symour Krieger, JCET associate counsel, detailed how the issue of allocation legality would affect the entire communication regulatory field and noted fixed facilities for education were first established by rule, without opposition, as early as 1938.

Henry G. Fischer, arguing for the Board of Regents of the U. of New York State, which has proposed a state-wide educational TV network, supported fully FCC's position on allocation and reservation. He offered a detailed brief in support of this view, pointing out no new questions were being considered which had not already been settled through 15 years of FCC administration and sustained in court.

Richard S. Salant, appearing for CBS, held FCC has full legal authority for its proposals. He contended there is no legal difference between allocation and reservation.

Although there are some fea-

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as CBS "feels unwise," he said, "tries to distinguish between what we don't like and what we believe is illegal."

Effects Described

Alternatives to a fixed plan were "terrible to contemplate" by Salant. He thought adding the effect of which city merited the allocation of a channel to the normal issues of a comparative hearing would multiply the complexity of the case innumerable times.

If FCC were to junk its fixed plan and proceed on a strictly allocation basis, Mr. Salant said, "proposal C" to get a channel in Chicago would create a chain-of-allocation hearing involving city after city ranging from Norfolk, Va., to Grand Forks, N. D. He termed this illustration an "extremely limited example."

Comr. Robert F. Jones questioned Mr. Salant at length on what happens to applicants for channels not listed in the fixed plan once it is set by the Commission. The attorney replied in substance all potential applicants are having their hearing and due process "now" on such issue, in oral argument and in the forthcoming city-by-city hearing. It also was noted the right to appeal is provided after the table is made final.

George O. Sutton, appearing for several existing TV stations and other applicants, said all of his clients support FCC's authority to make a firm allocation but he would not comment on the educational issue.

"Neither do we question the authority of the Commission to take such reservation," he said. Mr. Sutton informed FCC none of the existing TV stations he represents, whose frequencies the Commission proposes to change, oppose the switch. These are DEL-TV Wilmington, WBRC-TV Birmingham and WGAL-TV Lancaster, Pa. He also appeared for FBG Altoona, Pa.; KOKX Peokuk, Iowa; KQV Pittsburgh; OAM Pittsburg, Kan.; KFVS Cape Girardeau, Mo.; WDBO Orlando, Fla.; WKRQ Mobile, Ala.; LVA Lynchburg, Va., and FRU Columbia, Mo.

James A. McKenna Jr., appearing for ABC, stated the network supports FCC's allocation authority and believes exceedingly complex hearings would ensue if a fixed plan is not adopted.

Similarly pointing out the long pent-up demand which will be unleashed in a flood of new applications upon lifting of the freeze, Vernon L. Wilkinson told FCC that to cut the Gordian knot there must be an allocation." He appeared

in support of FCC's position in behalf of WBRK Pittsfield, Mass.; WFTL Ft. Lauderdale, Fla., and KING-TV Seattle.

Other attorneys concurring in support of the FCC plan included Abe Stein, for WTTV Bloomington, Ind.; Maurice R. Barnes, for Michigan State College; and Ernest W. Jennes, for Lowell Cooperative Broadcasting Council.

William A. Porter, president of FCBA, opened the afternoon session in opposition to FCC's allocation plan by rule. He held it is "absurd" to challenge FCC's general powers of allocation and rule making but the bar group does oppose a table of fixed allocation by rule.

He saw court litigation on a fixed plan by rule delaying TV service to the whole country.

FCBA does not oppose an allocation plan, Mr. Porter reminded. In fact, he said, "we urge that one be adopted." Such a plan must not be by rule, however, he said.

'Discretion' Hit

When a plan is fixed by rule, Mr. Porter indicated, FCC at its own discretion can decide who may have a hearing on a request to allocate a channel not listed in the table. Such discretion is unlawful, he indicated, since all applicants must be afforded hearing.

As an example of such discretion being used against an applicant, he cited the Yankee Network effort to acquire Channel 10 at Bridgeport and to be included in the Hartford-New Britain comparative proceeding.

The FCBA president noted the FM allocation is only a tentative plan and has been changed every now and then to meet a particular change of need. Chairman Coy noted FCC has been issuing notices of proposed rule changes in FM during the past three years, however.

"If that same liberality could be applied to the television allocation," Mr. Porter stated, "there would be much less trouble with it."

In answer to Comr. E. M. Webster, Mr. Porter thought the FM allocation would be "illegal" if finally fixed by rules.

"Our position is not one of obstruction," Mr. Porter advised the Commission, noting, "We have been accused of that." He explained FCBA feared further delays otherwise, hence spoke out.

To Chairman Coy's inquiry respecting "intimidation," Mr. Porter replied there "absolutely" was no intimidation involved, FCBA merely "fearing possible upset later."

"We couldn't intimidate you if we wanted to," Mr. Porter commented.

"I quite agree with that," Chairman Coy retorted.

"We are officers of your court," Mr. Porter told the chairman, explaining it was for this reason FCBA felt it should advise FCC on the legality problem.

The FCBA spokesman explained the "general language" of Sec. 303 of the act "is modified by the specific language of later sections,"

namely Sec. 307 (b), (c) and 309 (a).

Referring to FCBA's views on shortcutting the further procedure to expedite a lifting of the freeze, Mr. Porter said, "I think you should have hearings on applications now. Take out one step." This step to be omitted is the city-by-city hearing, he indicated.

To Chairman Coy's inquiry whether FCC should "take a long term lease on the Chicago stadium" in order to hold comparative hearings on applications, Mr. Porter replied, "I don't think it will be necessary. Not based on applications."

He explained he did not feel all who filed comments would come forth with firm applications because of the cost of TV and other considerations. So many comments were filed, he indicated, because all parties felt that under FCC's proposal this was the "last chance" to get into TV. Such would not be the effect under FCBA's proposal, he argued.

Chairman Coy indicated perhaps three times as many applications may be filed as there were comments. Initial comments totaled about 700, and replies about 300.

"You're really a pessimist on this, aren't you?" Chairman Coy asked Mr. Porter.

"No, I'm not," was the reply, as Mr. Porter stressed the high cost of application hearings in TV itself "will separate a lot of wind from the substance." He emphasized he believed the so-called "chain-reaction" problem of comparative hearings would therefore wash out.

Chairman Coy suggested FCBA might be more concerned over channel scarcity than the law involved, but Mr. Porter disagreed, stating again the fear of a law suit which would tie up the entire country.

"You've mentioned that before, Mr. Porter," Chairman Coy interjected sharply.

"We see a threatened case of controversy here," Mr. Porter continued, which can delay television for a "very long time."

No Education Comment

When asked about the educational reservation issue, Mr. Porter stated he was not authorized by FCBA to comment, but personally felt the "asterisk" (reservation) could remain on the channels now so tagged, but would be open on "equal basis" to all applicants.

"Now that would really be ducky, wouldn't it," Chairman Coy tartly observed, further commenting FCC really would be showing "good faith" to educators by such policy.

Mr. Porter explained he thought educators should have facilities but they should be on "equal basis" with all other applicants.

"You feel that is real generous," Chairman Coy suggested.

Mr. Porter replied he did not think FCC had the right to reserve channels.

To Comr. Webster's inquiry whether the FCBA view on allocation legality would apply to all

Film Report . . .

FILM PRODUCERS are showing increasing originality in subject matter and treatment of films for television.

There were reports last week of a new production planned by FRANKLIN Television Productions, Hollywood, to be made in Hawaii. It is to be based on *The Lord's Anointed*, a "Book-of-the-Month" a few years ago which "tells the real story of the tragedy of Hawaii when many foreign countries tried to take the Islands from the Hawaiians." According to Manager John Jay Franklin, it is the first in a half-hour series of 52 great novels produced especially for TV. . . . Franklin also has completed *Dr. Jekyll and Mr. Hyde*, first in a series of five- and seven-minute classics which will be billed as *Franklin's Drama Highlights*. . . . The firm also has filmed an authentic Hawaiian musical featuring Alfred Apacka, Decca recording artist, to be released in a series of 15- and 30-minute productions.

A new documentary series, *World Report*, filmed by Clete Roberts for INS-TELENEWS, New York, is now available. First films are based on the Far East, with Middle Eastern and European locales now being shot. The quarter-hour, five-a-week news feature films are "treated with the kind of dramatic documentary techniques that made the 'March of Time' newsreel so famous in the theatrical field." . . . INS also announced that its weekly sports review, *This Week in Sports*, has been purchased by Jax beer for showing on WKY-TV Oklahoma City and WOAI-TV San Antonio, Tex.

other services equally, Mr. Porter replied, "I think so."

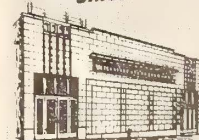
Comr. George E. Sterling asked if an applicant could take the allocation-by-rule plan to court when he had not proven a "flexibility" channel could not fill his need. Mr. Porter answered he felt an applicant has the right to apply for a "specific channel" and may appeal if denied that facility.

W. Theodore Pierson, appearing for several applicants, stated his clients opposed both the allocation and reservation proposals, although not all of them "oppose or have

(Continued on page 88)

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Telestatus

(Continued from page 67)

followed by the *Comedy Hour*, starring Dean Martin and Jerry Lewis. ARB-TV Nationals are issued monthly based on a probability sample of 2,200 TV homes representing all video urban and rural areas. The ratings follow:

RANKING BY PROGRAM CITY RATING

1. Star Theatre	55.6
2. Comedy Hour	43.2
3. Talent Scouts	43.1
4. Your Show of Shows	42.6
5. Godfrey and Friends	39.2
6. Wayne King	37.8
7. Philco TV Playhouse	37.7
8. Fireside Theatre	37.1
9. Groucho Marx	36.8
10. Private Eye	35.2

RANKING BY HOMES REACHED

1. Star Theatre	7,170
2. Your Show of Shows	5,450
3. Comedy Hour	5,370
4. Godfrey and Friends	4,670
5. Philco TV Playhouse	4,640
6. Groucho Marx	4,640
7. Fireside Theatre	4,550
8. Private Eye	4,430
9. Studio One	4,280
10. Original Amateur Hour	4,170

* * *

New KTSL Rate Card, No. 5, Effective July 15

KTSL (TV) Hollywood, owned and operated by CBS, has issued Rate Card No. 5, effective July 15, which increases Class A time in the one-hour classification from \$900 to \$1,200. Class B rate is being increased from \$675 to \$900 and Class C rate from \$360 to \$480, with corresponding increases for program periods of less than one hour.

* * *

Latest Hooperatings Show Berle Tops

MILTON BERLE'S *Texaco Star Theatre* led the TV "Hooperatings Pocketpiece" for the first two weeks in June, with a 44.5.

The first 10 sponsored network programs were:

1. Texaco Star Theatre—Milton Berle	44.5
2. Fireside Theatre	35.4
3. Comedy Hour—Martin & Lewis	33.8
6/3 only	
4. Godfrey's Talent Scouts	33.6
5. Mama	27.5
6. Philco TV Playhouse	27.2
7. Studio One	27.1
8. Original Amateur Hour	26.6
9. Kraft TV Theatre	26.6
10. Godfrey & Friends	26.4
Special Event	
President Truman's Speech 6/14	39.5

Effect on Adolescents Surveyed by USC

EFFECTS of television on adolescents' home life and family relationships are covered in a one year survey made at U. of Southern California School of Education by Linden G. Leavitt Jr., radio-television instructor of Pasadena City College.

Encompassing 322 boys and girls from six junior high schools the survey shows that 30% like their homes more because of television. Only 7 out of the 322 reported video has been a bad influence in their home. Some 75% said they stay home more now because of video and 22% admitted enjoying company of their parents more since the family acquired a set.

From the parental side, 85% stated their parents gave them the same amount of attention they received prior to television, but 5% reported receiving less attention. There has been no change in the way members of the family treat each other was the opinion of 65%. It was the belief of 15% that the family seemed to get along better since they got TV.

* * *

Berle Tops Ratings In Trendex Report

TOP 10 TV shows was headed by *Texaco Star Theatre* according to Trendex Ratings covering interconnected network programs in 20 cities for the week of June 1-7. Survey lists the top 10 as follows:

Star Theatre—Berle	49.1	NBC
Godfrey's Talent Scouts	42.2	CBS
Comedy Hour	39.3	NBC
Fireside Theatre	37.7	NBC
Your Show of Shows	36.4	NBC
TV Playhouse	35.7	NBC
Godfrey 'n Friends	32.8	CBS
Your Hit Parade	31.3	NBC
What's My Line?	30.5	CBS
Martin Kane, Private Eye	28.2	NBC

NOTE: The above figures are based on the one live broadcast of the program during June 1-7.

* * *

Tele-Que Reports On L. A. Televiewing

FAVORITE television program in the Los Angeles area for the second consecutive month was *Spade Cooley*, according to the June Tele-Que survey released by Coffin, Cooper & Clay Inc., Los Angeles.

Taking the next nine places in popularity among evening shows

were Milton Berle, KTLA Thursday Wrestling, *Bandstand Revue*, KTLA Movies, Ina Ray Hutton show, *The Lone Ranger*, Harry Owens show and *You Bet Your Life* tying for seventh place; KLAC-TV Friday Wrestling, *Wild Bill Hickok*, *The Ruggles*.

Rated as top daytime show was *Flash Gordon*. *Time for Beany* was named favorite among multi-weekly shows.

* * *

Sets-in-Use Drop Shown by Trendex

COMPARISON of evening TV sets-in-use for network viewing covering the months of June and February 1951 indicate a drop of 9.7 in June, according to Trendex survey. Individual evening comparisons are as follows:

	February	June	
Sunday	59.6	48.2	-11.4
Monday	60.8	56.2	-4.6
Tuesday	61.9	56.7	-5.2
Wednesday	60.7	50.5	-10.2
Thursday	59.5	49.7	-9.8
Friday	58.7	45.9	-12.2
Saturday	58.0	43.6	-14.4

NBC-TV CHANGES

In Production Services

REALIGNMENT of operating functions and personnel in NBC television production services, reporting to Fred Shawn, director, was announced last week by Lyman Munson, television operations director.

Formation of two sections, production operations division, under James Kovach; and staging services division, under Benjamin L. Webster, was announced. Each will report to Mr. Shawn.

Mr. Munson also announced appointment of Robert J. Wade, production services manager, as executive coordinator of the production services department. Mr. Wade, he said, will concentrate on "developmental activities in all staging production areas, with emphasis on new techniques and on color. . ."

Reporting to Mr. Kovach will be Ernest V. Theiss, broadcast operations supervisor; Stanley Parlan, broadcast film supervisor; William Ervin, studio operations supervisor; Hugh Graham, production coordinators' chief coordinator.

Robert Brunton, who will report to Mr. Webster, has been appointed supervisor of staging services' stage special effects. Also under Mr. Webster's direction will be M. M. Elwell, art director in charge of design, and Walter Giebelhaus, scenic production supervisor.

Seeks UHF Tests

CONESTOGA TELEVISION Assn., Lancaster, Pa., has filed anew with FCC for authority to conduct UHF propagation tests in the 590-610 mc band. The group earlier this year was denied further extension of UHF test authority on the grounds that rebroadcasting of Philadelphia TV programs did not constitute proper experimental work [BROADCASTING • TELECASTING, Feb. 12].

Footballcasts

(Continued from page 25)

York and Boston. Night game pact would be studied at Bos College and Syracuse U., perhaps including high schools.

Careful promotion studies would be conducted since it was pointed out many observers believe the tent of impact on attendance depends primarily on the skill; weight of promotion. Attention was directed to NARTB and Radio Television Mfrs. Assn. cooperation with organized baseball. Good promotion can cancel out the loss from home viewing by widening group of fans interested in game, it was stated.

In baseball, total radio-TV rights fees nearly equal the entire receipts of the National League 1940, baseball's biggest pre-war year.

The Ayer study warned that college football, like baseball, faces difficult problems this year especially in view of the loss in enrollment.

A rights fee of twice-the-hour station-rate-per-game is proposed based on Ayer's experience. Hourly rate for eight games on 107 TV stations is about \$500,000, with rights fees totaling about a million dollars, under this formula. Both games and similar classics would not be included in this figure. With the number of stations expected to multiply rapidly following the lifting of the freeze, the formula could bring in several million dollars a year. Open competitive bidding favored because it avoids restraint of trade and allows ample room for careful research.

Bonafide Cancels

BECAUSE of CBS-TV's no-hiats policy, Bonafide Mills Inc. (floor coverings), New York, is cancelling its *Bonny Maid Versatile Varieties* (CBS-TV, Sunday, 11:30 a.m.-noon) for this summer. Since the show's talent consists of children amateurs, most of whom are away at camp during the summer, Gibraltar Adv., New York, agency for Bonafide, said the move was necessary. Agency said the show would return to the air in September, on a network and at a time to be selected.

ROY THOMPSON

W 25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

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Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

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REPRESENTED BY FORJOE

10th Commercial Year

(Continued from page 54)

Special receiving array at the WRGB transmitter site in the Elderberg Mountains. But WRGB did not begin charging for its own use until Dec. 1, 1947. WBKB (TV) Chicago, which began telecasting programs in March 1941 and received its commercial license in October 1942, did not go commercial until 1945. KTSB (TV) Los Angeles, which as W6XAO began electronic TV operations in December 1931, delayed the start of its commercial career until May 6, 1948, when it telecast a kinescope recording of the Old Gold Original Amateur Hour.

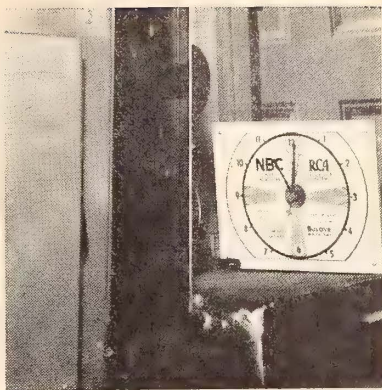
Study Medium

These bare dates alone, however, do not give any thing like a complete account of pictorial advertising on the air, even in the prewar period of video infancy. As soon as the television experimenters put recognizable images on the air, advertisers began to study this new means of communication, which when then they saw as a potentially powerful advertising medium. Industrial films, made for showing in schools, factories, clubs and dealer meetings, were freely offered to the pioneer telecasters, who were glad to receive this ready made program material to augment their meagre supply of video entertainment.

Other advertisers adapted their radio programs, however ineptly, for sight as well as sound broadcasting. A few even developed special programs for video presentation, paying the program costs while the stations contributed their facilities without charge in a mutual campaign of advertising experimentation. NBC's W2XBS, in the 12 months following its inauguration of regular programming

April 30, 1939, telecast experimental commercial programs in operation with 73 individual advertisers whose TV-promoted items ranged from disinfectants to steamship cruises.

In the fall of 1941, WPTZ's tele-



Television's first commercial, a one-minute spot at 2:30 p.m. on July 1, 1941, not only presented the name of the sponsor (Bulova) but also that of the station (WNBT (TV) New York) and the manufacturer of the transmitting equipment (RCA), as well as the date, weather and time of the next program. Picture shows final commercial of the first day of TV commercial operation duplicating the time signal which had opened that day's broadcasting.

* * *

casts of the U. of Pennsylvania football games, which had started the previous year, acquired a sponsor, Atlantic Refining Co., which has continued its sponsorship of the Penn grid games on WPTZ each fall since then. But although WPTZ had a rate card in 1941, its arrangement with Atlantic was for the oil company to pay for the announcers, spotters and incidental program expense, while the station contributed the facilities and technical personnel necessary to transmit the football pictures from the gridiron to the Philadelphia viewing public. It was not until 1946 that a straight time charge was instituted for these telecasts.

DuMont Offers

Early in 1943 DuMont offered advertisers and agencies the use of W2XWV (now WABD) without charge as a laboratory for experimentation in video advertising techniques. First to accept was Benton & Bowles, which put on a series of ten-minute dramatic sketches for Post Tens, a General Foods assortment of breakfast cereals. Another of these early quasi-commercial telecasts on the DuMont station was a Chesterfield program featuring Fred Waring and his vocal ensemble; AFM would not permit instrumental musicians to perform before the TV cameras at that time.

As the war neared its climax, TV programming schedules were expanded and advertisers began to prepare for full-fledged video activity in the postwar era. NBC launched an extensive schedule of sports telecasts, installing sets in service hospitals to bring these programs to invalided fighting men. These sports shows, many of them paid for by Gillette which in the fall of 1944 began its regular weekly sponsorship of boxing matches from Madison Square Garden, were

broadcast in a three-city hookup. WPTZ, which became the first regularly affiliated station of the NBC-TV Network, aired them in Philadelphia, and WRGB in Schenectady, as well as WNBT in New York.

Television's postwar expansion, from seven to 107 stations, from a few thousand receivers to well over 12 million, from a handful of sponsors to thousands of regular video clients, needs no recounting here. Its commercial growth can be epitomized best, perhaps, by a comparison of WNBT's Rate Card No. 1, with a base rate of \$120 per evening hour and nighttime one-minute announcements at \$8 each, and that station's current rate card (No. 9), which calls for \$3,250 per evening hour and quotes 20-second announcements at \$675 apiece.

TV Benefits Children

(Continued from page 56)

shows have lost "a sizable proportion of their after-dark audiences," but that radio's local business is holding up.

The Times also found that night clubs, bars, and restaurants have experienced a general decline in business; civic and community meeting schedules have been revised to avoid TV competition; bus, trolley and taxicab firms report a stay-at-home trend which is slowing their business.

"Conversely, retail clothing stores report increased sale of lounging apparel for use in the home, particularly women's robes and 'TV slacks,'" the newspaper asserted. "Furniture manufacturers also say they have benefited from the 'back-to-home' movement as viewers decided to 'dress up the living room.'"

While the Times found network radio suffering from TV competition, it also found that "local business of radio stations continues at a good level all over the country."

"Few individual stations have cut rates for programs originating in their own studios, and several have announced increases. Daytime shows, which on the radio can be enjoyed without neglecting work or household chores, still have a

strong following. Straight musical presentations, both popular and classical, and news programs—the two fields in which television is weakest—are growing in acceptance.

The extent of the decline in network radio bears an almost direct relationship to the rise of video."

To show "the deterioration of the network radio situation in New York," the Times cited a tabulation by C. E. Hooper Inc. comparing ratings of major network shows among New York listeners during late winter and early spring of 1948 and 1951, as follows:

PROGRAM	1948 Rating	1951 Rating
Jack Benny	26.5	4.8
Amos 'n' Andy	13.6	5.9
Arthur Godfrey's Talent Scouts	20.3	5.9
Radio Theatre	25.3	8.4
My Friend Irma	18.8	6.6
Bob Hope	16.0	3.2
Fibber McGee & Molly	17.2	5.0
Big Town	12.7	2.2
Groucho Marx	12.0	5.0
Sing Crosby	18.0	3.8

The Times reported that "several broadcasters expressed the view that while radio and TV were now compared economically, the growing disparity in rates would soon make radio virtually a 'new low-priced medium' that could stand on its own."

The trend toward lower-priced radio programs was noted, along with the radio networks' reductions in time charges effective yesterday (Sunday).

In Cleveland it was reported the "asking price for one large station has skidded from \$3,000,000 to \$1,250,000 in a year."

Movie attendance was cited as an illustration of "what happens when the screen lights up in the home and the public curtails its spending. The Times reported:

"Attendance at theatres has dropped 20 to 40% since the introduction of television. . . . Many film distributors believe the national decline is roughly 35%."

"In contrast, representative cities that do not have television report business is holding up well and attribute at most a 10% decline to the higher cost of living."

In contrast to the number of theatre-closings, the Times notes, have been the approximately 800 new drive-in theatres which were opened during the past year. At drive-ins,

(Continued on page 72)

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
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117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in
Kansas and adjoining states have
made us their friend.
WIBW The Voice of Kansas
in TOPEKA

TV Benefits Children

(Continued from page 71)

it is pointed out, "customers can avoid parking charges, baby-sitter fees, and traffic congestion, and can dress as they please."

The *Times* study found that "isolated and highly tentative reports . . . give the first hints that veteran video viewers are beginning to resume the movie-going habit after a steady dose of TV."

Referring to experiments in theatre television, Mr. Gould says that "by fall perhaps more than 100 houses will have theatre TV equipment and will be in a position to outbid an advertising sponsor on home video."

"But," he said, "overshadowing all other considerations in the relationship between television and the motion-picture world is the fact that television is still only in its relatively early stages of development."

The *Times* found sports especially concerned about the effects of TV. In the case of high schools particularly it was found "loss of revenue from football and basketball is jeopardizing other sports and such extra-curricular activities as dra-

matic clubs, school newspapers, and student bands." From a collegiate standpoint, it was pointed out, 24 institutions have abandoned football since TV came in.

Yet on a national basis, the *Times* reported, TV's effect on sports "does not follow a consistent pattern, and varies widely in different locations."

The roundup found that "the surest guarantee of immunity from the inroads of TV is what always has been the basic test for success in sports—a winning team or a championship participant."

For instance, it was pointed out that the New York Yankees, Brooklyn Dodgers, and New York Giants baseball teams "are drawing large or sell-out crowds" for their top games, "and sale of the TV rights is just that much added revenue."

Minor league, high school, semi-pro, and neighborhood events are suffering from top collegiate and professional telecasts, the newspaper reported, because "with big games on TV, people won't go to little games."

Book-reading in general, the study revealed, "has withstood the onslaught of television and the printed word at present is not seriously endangered . . ."

Mr. Gould reported that "sale of books to adults has fallen off in most cities, but public libraries in the main report an upward trend in the lending of books." Mr. Gould continued:

"A major surprise in the reports on the nation's reading habits . . . is a refutation of the persistent assumption that the young books reader would be lost to television. An overwhelming majority of public libraries reported that children, once they were accustomed to having TV, actually were reading more books, not fewer."

TV and the inflationary spiral's effect on magazine reading brought a divided answer, and in the case of newspapers it was reported that circulation "has been sustained or even increased in television cities, but distributors said that early editions of morning papers and the very late editions of afternoon newspapers were affected in some communities."

For the 'Record'

FIRST two of *The New York Times* seven articles, written by Jack Gould, on the effect of television on American life were re-printed in the Tuesday *Congressional Record*. Sen. William Benton (D-Conn.), who was responsible for the insertions, said the Public Printer informed him the cost of printing the articles in the *Record* was \$266.50. The Senator also noted that Mr. Gould's reference to him and to Sen. Everett Dirksen (R-Ill.) as "favoring telecasts of Congress because they would prove an educational force in demonstrating the workings of a democracy" was not quite accurate as he has not made up his mind whether such procedure "would not actually reduce the efficiency of the Congress."

POLITICAL MUST

'Times' Reports Truman's Views On Vi

PRESIDENT TRUMAN considers television an essential in modern politics, *The New York Times* reported last week as part of its study of TV's effects on "major segments of American life" (see story page 56).

New York Gov. Thomas E. Dewey, titular head of the Republican Party, shares this view, but they both take a dim view of telecasting Congressional investigations, the *Times* asserted.

The *Times* quoted a White House spokesman as saying:

"In general it is pretty obvious that the President thinks highly of television. He insists on full use of it in all of his major speeches."

"The President has real misgivings, however, about the use of television at hearings because of the tendency to make Roman holidays of them."

"One day he observed that one of the major factors in the weakening of the governments of Athens and of other democratic Greek states was the adoption of trial by mass jury. In that way emotions sway

over reason. Socrates was tried that way and the result was not unfair."

"On this the President is not seriously concerned. He trod with television hearings, he said that a man is held before a jury and 40 million people more or less hear him charged with so-and-so and the public, untrained generally with evaluating the presentation of evidence, is inclined to think the guilty just because he is charged." "Then the pressure begins mounting on the committee and the result can be that the witness is pushed around. It is the very nature of judicial process, with the committee acting as prosecutor and defense, and the public acting as the jury."

On the same subject, Gov. Dewey was quoted, in part:

"Politically, television is a ray. If a man doesn't know the business of government, he cannot long stand its piercing lights and stark realism. It should make constructive advance in political campaigning. . . .

"The use of television and radio to broadcast testimony of witnesses is of very doubtful legitimacy. It uses the power of government to subpoena individuals, put them under the piercing glare of kilowatt lights and question them smack too much of the Russian method of fit in with our institutions and respect for the dignity of the judicial process and the rights of individuals."

CBS-FORDHAM

Symposium Starts July 5

COURSES of the CBS-Fordham U. Summer Institute of Professional Television and Radio, to be held July 5-Aug. 14, will cover television production, radio-TV acting, radio-TV station operation and management, radio direction and production, radio-TV dramatic script-writing, and a "symposium of professional radio and television," William A. Coleman, Fordham radio-television division chairman, announced last week.

All courses will be accredited and come under the "G.I. Bill" educational provisions, which expire July 25 for veterans not enrolled in some school by that date, it was announced.

CBS television and radio studios, equipment and professional staffs will be available, the announcement said. Television production will be taught by CBS-TV directors John Peyser, Paul Nickell, Dick Linkroum and Len Valenta, with staff specialists to lecture on lighting, visual effects, cameras, make-up and other phases.

Joseph Scibetta of Young & Rubicam will conduct radio direction and production courses, while dramatic script-writing will be the subject of lectures by Richard McDonagh of J. Walter Thompson Co.; Wyllis Cooper, writer-director, and Maeve Southgate, TV writers' agent and representative.

Symposium speakers will include Jack Gould, *New York Times* radio-TV editor; Burke Crotty, ABC-TV executive producer; Joseph A. Moran, Young & Rubicam vice president; Louis G. Cowan, producer, and John Daly, Overseas Press Club president.

SWG Cautions Membe

DISCIPLINARY Committee Screen Writers Guild has cautioned members not to accept less than the SWG minimum of \$500 for two weeks' work on television writing assignments. Minimum had been \$375 until recently when the rate was raised. With two members having been fined \$100 each for working for less than minimum, SWG is now stressing the fact that future violators may be given stiff fines.

National Features

PEORIA ILLINOIS

Edgar L. Bill
Merle V. Watson
Julian Mantell,
Sales Manager

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

KSWM
JOPLIN, MO.

KSWM
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

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

* This map shows airline miles to 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.

Austin A. Harrison, President

Radiatorama

ADCAST data is studied at NARTSR Spot Radio Clinic Luncheon at York's Biltmore Hotel June 19 by (l to r): Barry Keit, Headley-Reed; es LeBaron, Ra-Tel Representatives; Jerry C. Lyons, Weed & Co.; Mrs. Wallace, adv. dir., textile division, and Edward Loewenton, in charge radio-TV, Celanese Corp. of America, guests; James Turck, Weed.



HELPING disabled and hospital-veterans, WJBK-AM-TV Detroit gives bronze plaque for Disabled American Veterans. Richard E. Jones v. p. and gen. mgr., accepts for from DAV Commander Boniface Maile.



BLINDNESS handicap is overcome by Jack Stovall of West Point, Miss., who conducts daily radio show, *Jack's Record Rack*, on WROB that city. He charts from memory entire program that is sponsored by local merchants. With him is faithful dog "Mickey."



WEST are (l to r) Hugh B. Ryan, KLZ Denver v. p. and gen. mgr., Bill Ryan, BAB president, and Bert J. McAndrews, managing dir., Calif. Broadcasters. Trio attended annual convention of the Adv. Assn. the West where Mr. Ryan spoke.



CANADIAN Assn. of Broadcasters' Board Chairman Malcolm Neill (l), CFNB Fredericton, hands silver tray at Toronto June 20 meeting to William Guild, CJOC Lethbridge, for services as CAB board chairman for two years.

LD plated microphone trophies for outstanding performance in radio-TV average during 1950 given by Radio News Club of So. Calif. L to r: Top row, George Martin Jr. and Ray Goldman, KTTV (TV), news writing; Dave Peterson, NBC Hollywood newscaster and club president, who presented awards; Cleve Roberts, KLAC-TV, news presentation; Klaus Landsberg, KTLA v. mgr., station on-the-spot coverage of special event; bottom row, Sam Peterson, KLAC-TV, all-around sports program; Jack Beck, CBS Pacific news director, news bureau coverage; Nat Kaplan, ABC, news writing; Elmer Peterson, NBC, news commentary.



WORD SWITCH

Move to 910 kc Proposed

SWITCH from 1400 kc to 910 kc and power increase from 250 w to 1 kw directional for WORD Spartanburg, S. C., were favored in an initial decision issued by FCC Hearing Examiner Elizabeth C. Smith last week. WORD would continue fulltime operation.

In favoring WORD's application for the change, the initial decision asserted the proposed operation "would provide a new primary service, daytime, within its interference-free contour over an area of 1,824 square miles with a population of 115,583 persons and, nighttime, over an area of 79.2 square miles with a population of 24,759."

Moreover, Examiner Smith found the new assignment would enable WORD to furnish a second primary service to 35% of the city of Spartanburg at night and give "residents of the area a choice of locally operated stations."

The initial decision noted the switch does not directly comply with the Commission's rules and standards of good engineering practice "in that objectionable interference will be received within its normally protected contours. . . . While the daytime interference is within the tolerance contemplated by the standards, nighttime interference is substantially in excess of such standards. . . ."

"However," the decision con-

tinues, "the increased number of persons who would receive service from station WORD, both day and night, and especially the extension of the station's nighttime interference-free service to a substantial portion of . . . Spartanburg . . . as well as adjacent areas which now receive only one primary service, justify the deviation from the standards."

The examiner could find no basis for the objections of WJHL Johnson City, Tenn., and declared "no objectionable interference within the normally protected (5 mv/m) daytime contour of station WJHL would result from the proposed operation." She also found that the proposed switch "would not cause objectionable interference to any existing domestic station or any such station proposed in a pending application . . . (or) any foreign station. . . ."

WORD agreed to accept a grant conditioned by the provision that it bear any expense necessary to eliminate re-radiation problems with WSPA Spartanburg.

IBA To Meet Aug. 23

FIRST SUMMER meeting of the Illinois Broadcasters Assn. will take place Aug. 23 at Pere Marquette State Park, President Ray Livesay of WLBH Mattoon has announced. The park is located on the Illinois River 30 miles northwest of Alton.

WHEC helps clear up the Rochester picture for time buyers

The WHEC Service-Ad illustrated here gives useful information not covered in the regular SRDS listings; information that's often unavailable or inaccessible at the time when you're weighing radio advertising opportunities.

The Service-Ads of many other stations, too, are matching the suggestion one radio director made when he said: "When radio stations tell me something about themselves in their ads—something their SRDS listings do not tell—I welcome it, and I use it."

You, too, probably find that such additional on-the-spot information in the SRDS Radio Book saves your time . . . makes your job easier. And Service-Ads near their market listings in CONSUMER MARKETS go to make that selection job even easier.

* Formerly Known as the Radio Section of SRDS

Here's The Picture In
ROCHESTER
The Kodak City

STATION LISTING INDEX—ROCHESTER, N. Y.

STATION	WHEC	W	C	D	E	F
WHEC	40.8	21.9	9.4	7.3	15.8	3.7

REPORT OF LATEST PERIOD
BEFORE CLOSING DATE—JANUARY-FEBRUARY, 1951
Authority—C. E. HOOPER, INC.
Station Listing Index

WHEC
ROCHESTER, N.Y.
5,000 WATTS
CBS

Remember, when you're checking RARD* and CONSUMER MARKETS for station and market information, check the Service-Ads as well as the listings.

the unbeatable media-buying team!

radio ADVERTISING RATES AND DATA

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

J. D. (Jack) FUNK, program director-commercial manager KCHI Chillicothe, Mo., appointed program director KTOE Mankato, Minn.



Mr. Funk

JIMMIE DOLAN starts *The Ramblin' Jimmie Dolan Show* on KLAC-TV Hollywood.

AL LEVITT, Continuity Department KNX Hollywood, and **JOHN HAMMOND**, KMPC Hollywood, to announcing staff KEEN San Jose, Calif. **GEORGE SNELL**, program director KEEN, named radio chairman, San Jose Better Business Bureau.

FRED GARRIGUS, director of public affairs WEEI Boston, to CBS public affairs department, as writer-producer, effective today (Monday).

ROBERT L. (Bob) SILVERBERG, program director and announcer WICH Norwich, Conn., to announcing staff WHTT Hartford.

EARL WELDE, program director WFOB Fostoria, Ohio, appointed program director WKRZ Oil City, Pa. He replaces **JIM GUSTAFSON**, resigned to finish his studies at Ohio State U.

CARROLL McKENNA, sales promotion assistant to **JOHN HANSEN**, promotion director ABC (Hollywood), and Rosemary Hodgkiss, will be married August 18 in Los Angeles.

The Circus plays Waterbury, Conn. every day on W B R Y



ROD HUFF'S "Melody Circus"

Mon. thru Fri., 4:30 to 5:45
Sat., 4 to 6

When Ringmaster Rod opens the tent-flap, WBR Y really takes a strange hold on top Pulse rating.

Avery-Knodel's man will tell you about the new Waterbury Pulse. The Pulse will tell you why Rod sells watches, furniture, ice cream, paint, auto accessories, soft drinks, drive-in movies, etc. What can he sell for you to Waterbury's 30,000 radio families?

W B R Y
5,000 Watts
CBS in Waterbury, Conn.

air-casters



ARMINE WOOD, staff announcer WHSY Hattiesburg, Miss., appointed program director WBHB Fitzgerald, Ga. His wife **KAY LEWIS** appointed women's director and traffic manager at WBHB.

BILL GARIN appointed assistant director and floor manager KSTP-TV Minneapolis.

EDWARD CARLIN, author and radio consultant, to WLIB New York, as head of research, merchandising and promotion.

WALTER BENNETT Jr., trade news editor WOR New York publicity department, father of daughter, Beatrice Gay, June 24 in Northern Westchester Hospital, Mount Kisco, N. Y.

JAY RUSSELL, publicity representative WDTV (TV) Pittsburgh, resigns.

DICK ELLIOT, disc jockey WIRE Indianapolis, resigns to devote his full time to automobile sales.

FAY HAUER to music department WCKY Cincinnati.

FRANK BOWERS, program director, **BOB LEE**, announcer, **PEGGY DAVIS**, continuity department, and **BILL GWALTNEY**, announcer, have severed connections at WCAV Norfolk, Va.

GLORIA SCHULTHEIS, continuity writer WIRE Indianapolis, and Nelson Joyner, married, June 16.

DARRELL VEERHUSEN to announcing staff KAYL Storm Lake, Iowa.

NORB MOORE, news writer-announcer WIBV Belleville, Ill., to continuity department KXLW Clayton, Mo. **SAM WOODALL**, Krupic & Assoc., St. Louis, named to announcing staff.

JOE FOSS to announcing staff WBBM Chicago.

HERB EVERITT, program department KIDO Boise, Ida., resigns to return to college. **LOWENE WOOD** named copywriter in program department. **NORMAN WALLACE**, staff announcer, resigns to return to Spokane, Wash. **JACK LINK**, program director KCID Caldwell, Ida., named announcer and assistant in program department. **WIFF JANSSEN**, new to radio, appointed to announcing staff. **LOUISE BURJARYN**, former receptionist at KIDO, rejoins staff as copywriter in program department.

BILL JOHNSON, staff announcer WNAX Yankton, S. D., married.

MIKE MEARIAN appointed to announcing staff WXRA Kenmore, N. Y.

RUSSELL D. LONG, program manager WCSC Charleston, S. C., elected president of Charleston Lions Club.

LaVAR REESE, production director W. E. Featherstone Adv., Salt Lake City, to promotion department KSL-AM-TV Salt Lake City.

BOB FOUTS, sportscaster KYA San Francisco, father of boy.

WILLIAM O. BULLARD, Club Lido, San Francisco, to KCBS San Francisco, as pianist on staff orchestra.

BILL GRIFFITHS, KOL Seattle, to KYA San Francisco, as staff announcer.

JERRY DEVINE, producer-director ABC *This Is Your FBI*, in Europe with family for six weeks tour of continent.

WILLARD WIENER, writer, to publicity department ABC Western Div., assigned to trade press beat.

ROBERT RAISBECK, producer of ABC-TV *The Ruggles Show*, in New York on month's combined business and pleasure trip.

BOB SHELDON, page ABC Hollywood, named floor manager KECA-TV Hollywood.

ROLLY FORD, manager CHUM Toronto, now editing monthly house organ *Top Dog* CKNW New Westminster, B.C., which gives local news, features aired by CKNW, and round-up of news of Canadian radio personalities.

LYNN POOLE, director of public relations for Johns Hopkins U., Baltimore, and creator of *The Johns Hopkins Science Review* on WAAM (TV) Baltimore, and DuMont Network, presented "outstanding achievement award" from American College Public Relations Assn. Award is made annually to the ACPRA member who has done the most for the advancement of educational public relations during the year.

FRANK CARTER named to announcing staff WPEN Philadelphia. He was with WCAU Philadelphia.

JOHNNY LANE, Western ballad singer KEYL (TV) San Antonio, signed to contract by MGM Recording Co., Hollywood.

MONA McCORMICK, radio student State U. of Iowa, to continuity department WERE Cleveland, as summer replacement.

FRANK HARDEN, program director, and **STEVE LIBBY**, publicity manager WIS Columbia, S. C., named two of "Key Men" by Columbia Junior Chamber of Commerce.

ULY NICK PANOS, advertising department Oklahoma Publishing Co., Oklahoma City, to WKY-TV Oklahoma City, as artist.

JOE AGNELLO, producer-director KTTV (TV) Hollywood, father of girl, Francesca, June 19.

DEAN MARTIN and **JERRY LE** stars of *The Colgate Comedy* over NBC-TV, were selected "Comedians of the Year" by Gagwriters America in their annual poll, the National Laugh Foundation announced last week. The gagwriters polled members of the Gagwriters' Institute and Gagwriters Protective Assn.

News . . .

RON MILLER, news editor WAM-TV Huntington, W. Va., appointed news editor WOWO Ft. Wayne.

GERRY WRIGHT, women's news editor KWFT Wichita Falls, Tex., the woman commentator contest recently conducted by "Wendy Ward and the News," over CBS weeks with an unusual human interest about a handicapped child of her community, it was announced last week.

IN A "move to add speed and flexibility to AP radio coverage in the northwest," the Spokane bureau AP has become a filing point on service's radio wire, it was announced in New York last week. Spokane bureau filing will be coordinated that of Seattle, main regional filing point for Washington, north Idaho and Alaska, the announcement said.

JOHN ROLFSON, KGVO Missoula, Mont., to news staff WNAX Yankton, S. D.

GORD SINCLAIR Jr., announcer CFNB Fredericton, to news staff CFCE Montreal.

RAY WATERS named to news staff WNJR Newark. He was with WMMR Morristown, N. J.

JACK McCLEAN, news editor WBBF Buffalo, appointed news editor announcer WXRA Kenmore, N. Y.

FRED EDGE appointed roving European correspondent of CKEY Toronto and CKOY Ottawa. He will make recordings with important European descriptions of events, and mail these back weekly.

BILL O'HALLAREN, newspaperman and free lance writer, to news staff ABC Hollywood.

MERRILL MUELLER, news commentator NBC, leaves for five-week tour of world to visit major news centers. His itinerary will include Korea, Japan, London, Manila, Hong Kong, French Indo-China, Singapore, Iran, Palestine, Rome, Paris, New York. In his absence, **B. LETTS**, KNBC San Francisco, will substitute for Mr. Mueller on regular NBC Western Network news analysis program.



Improve Your Selling!

RADIO SALES TRAINING SCHOOL New England Area

will be held July 17-18-19
Boston, Mass.

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.

Write or wire for information and reservations

THE **Fred A. Palmer** CO.
WORTHINGTON, OHIO

amed Programming

(Continued from page 41)

center. Since the name Green would not fit in appropriately letters across the top of the walls of his first store building took his first name, Philip, as name for the store.

The store prospered but did not radio until 1939 when a fire destroyed the original building. Philip's was rebuilt radio was to advertise the opening. It was credited with pulling 6,000 people into the store opening day.

Programs were continued until 1941 when the store bought the 6:15-6:30 segment three days a week and the quarter-hours weekly at 8:15. All six carried *Philip's Open House*, which followed the musical format, with light music, and weather reports. In 1943 the name of the programs was changed to *Liberty Bell* and were broadcast almost entirely to the war effort until 1945.

Coinciding with the store's first broadcast of radio was its inauguration of the Green Stamp premium plan. Success was credited largely to the continued promotion received by the program.

Among the more conspicuous radio success stories which the Green brothers credit to radio are: four announcements on *Good Morning from Philips* sold 11,000 pairs of 29 to 35 cent cotton pairs in two days at the special price of five yards for \$1.

Four announcements on the same program sold 1,800 men's shirts at \$5 in one day.

A gross of multi-colored sports shirts were sold for \$3.98 each after announcements on one 6:45 a.m. program.

Philip's plans to keep the present program lineup supplemented by schedules for special promotions. Advertising is handled by Universal Adv. Agency of Omaha. The KOIL account executive, who has handled the account for years, is Margaret Croghan. More than 50% of the store's

\$3,500 advertising budget goes into radio.

Sam Greenberg feels that beamed programming is the best answer to the problem of department store radio format. The early morning format of music, club news, time and weather appeals to housewives, office workers and laborers—all early risers in the area. Omaha surveys show peak unloading time downtown to be 7:45 a.m. The 8 a.m. news reaches the professional group.

Evidence of the popularity of the Philip's shows is found in ratings for October 1950 through February 1951 which, according to KOIL, indicate that *Good Morning from Philips* has better than 50% of the early morning audience for the area and has almost 50% for the 8 a.m. news segment although seven stations compete for the audience during these time segments.

ANOTHER radio success story, which, while not strictly in the department store field, seems appropriate to outline briefly here. It is that of the Montgomery Ward catalog office in Tulsa.

A year ago this May the office placed one 50-word spot per week on KTUL, advertising catalogs for call-ins, according to KTUL vice president and general manager John Esau. This first spot brought 36 immediate calls, swamping the telephones.

Francis Samuelson, office manager, felt that the response indicated the money was well spent and increased the spots to three a week.

Now, a year later, Miss Samuelson is able to report a 26.7% increase in business. Although Montgomery Ward's company policy forbids the use of radio except in a few isolated instances, this experiment has proved so successful that all newspaper advertising has been cancelled and radio is being used exclusively in this market.

The schedule on KTUL has been increased to 10 spots a week.

Says Miss Samuelson: "We're KTUL fans—and very pleased with the results of radio advertising."

CAPITOL RECORDS

Moves to N. Y. July 1

CAPITOL RECORDS Inc., effective July 1, moves its national sales headquarters to New York. The announcement was made last week by Glenn Wallich, president of the firm, at the annual meeting of regional vice presidents and sales promotion men in Hollywood.

Directing sales in New York as general sales manager will be William H. Fowler, vice president and treasurer of Capitol. Mr. Fowler has been with the organization for the past seven years, heading over that time such departments as manufacture, personnel, purchasing, market research and systems engineering.

Also being transferred to New York will be Paul Featherstone, vice president of Capitol Records Distributing Corp., Western Division, who will take over special sales duties under Mr. Fowler; and Willis Wardlow.

Other changes announced within the organization were the transfer of James Gordon, personnel director, to Scranton, Pa., where Capitol has its main plant, and his replacement on the West Coast by Robert H. McDonald; naming of Hal B. Cook as director of sales promotion, advertising and publicity, assisting Lloyd W. Dunn, General Merchandise manager. Floyd Bittaker, executive vice

president, will take the position of vice president of the Western Division, choosing to remain in Hollywood.

In line with the proposed strengthening of the firm's merchandising program, Mr. Wallich also announced the following appointments: Jack Coerne, as advertising manager; Lou Schurrer, manager of creative services; Ray Polley, manager of production services; Bud Freeman, manager of publications and West Coast publicity; Dick Linke, national publicity manager, with headquarters in New York. The Eastern offices are at 250 W. 57th St.

PRICE ORDER

OPS Issues Changes

THE PRICING order that sets the pattern of Office of Price Stabilization ceilings at the manufacturers' level during the so-called "interim period" that followed the government's general price freeze has been amended to permit certain readjustments.

OPS' summary is herewith reproduced in part:

The amendments to the two orders (CPR 22 (for manufacturers) and CPR 30 (machinery regulations)) permit manufacturers to consider their increased cost, between the end of their base periods and March 15, 1951, caused by required payments under the Federal Insurance Contributions Act, the Federal Unemployment Tax Act, and any state or local unemployment compensation law.

It is also made clear that retroactive wage increases or fringe benefits granted after March 15, even though before the date the regulations were issued and even though under prior contracts, cannot be included in labor cost adjustments. The regulations have already been so interpreted.

The amendments provide additional optional methods for determining the costs of manufacturing material. Manufacturers now may use the net price per unit of material shown on the invoice for the last delivery date even though made 30 days before the prescribed cutoff date. Also, they now may use the price in the last contract or written offer even though made more than 60 days before the prescribed cutoff date.

These optional methods will enable manufacturers to compute permitted cost increases without applying to OPS on the grounds they cannot determine net cost of a material as of the prescribed date because of delivery, contract, or offer date restrictions.

Manufacturers who have already filed Forms 8 are now permitted to redetermine ceiling prices based on changes resulting from CPR 22 or CPR 30 amendments, revisions, and interpretations and to file new forms. In case of redetermination because of the extension of the effective date of the regulations, the forms must be filed by July 2.

SALES RIGHTS

Acquired by Goodman

ACQUISITION of the exclusive sales distribution rights for *Let George Do It*, transcription of live programs sponsored by Standard Oil of California from Hollywood, by Harry S. Goodman Productions, New York, was announced last week. The Goodman firm reported sales in 18 markets before the pressings were released.

Purchase of five Goodman programs by Blackstone Corp., for sponsorship of dealers throughout the United States and Canada, also was reported. The five selections were *Mystery House*, *All Star Western Theatre*, *Mary Foster the Editor's Daughter*, *Jim Ameche*, *Storyteller*, and *Mystery Chef*.

CHURCH JOINS NARTB

Legal Staff Enlarged

ABIAH A. CHURCH will join the NARTB legal staff Aug. 1, NARTB's board chairman and general counsel, Justin Miller, has announced. Mr. Church is a 1950 graduate of George Washington U. law school where he ranked first in a class of 121. At present he is associated with the U. S. Court of Claims.

A native of St. John's Park, Fla., where he was born Aug. 3, 1922, Mr. Church was educated at Bartow, Fla., before moving to Washington in 1940. He has been in government service since that time except for three years in the Coast Guard. He is a member of the District of Columbia Bar Assn. and Florida Bar Assn.



National Advertisers

When Shopping for BIG RETURNS in Maritimes, your best "MARKET SKET" is CHNS... Ask

JOS. WEED & CO.

350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX

NOVA SCOTIA

CHNS

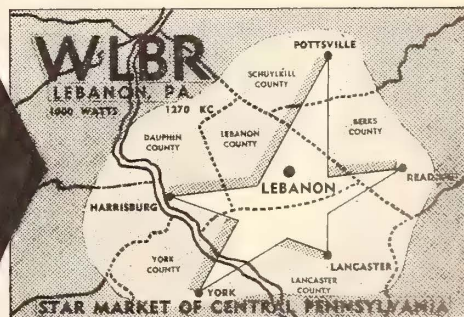
HALIFAX

NOVA SCOTIA

This Rich
Lebanon Valley
Market Is
YOURS...

300 Million
DOLLARS
WORTH

covered with
ONE STATION



WLBZ AM
FM

LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

On All Accounts

(Continued from page 10)

products, he handled Derby Foods' Peter Pan peanut butter, spending most of his time on the leading item in the Swift line. From 1943 until 1951, while he was account executive, Peter Pan was carried to the top of its field and gained much of its appeal to children through use of radio and TV. Peter Pan bought *Sky King* and *Jack Armstrong* on ABC, and was the first Chicago sponsor to sign for a network video show, *Super Circus*, on ABC-TV. *Magic Slate* on NBC-TV was purchased the day Mr. White resigned. As a farewell gift, NL&B employees signed a full-page color layout for the peanut butter, which is now framed and serves as the focal point on a wall of Mr. White's office.

Married to the former Helen (Hank) Ortstadt, Mr. White is the father of two sons and a daughter. Lyman, 23, is a senior at the U. of Illinois, and was a member of the Byrd Antarctic expedition. David, 21, is a track star in his junior year at the U. of Indiana, and 17-year-old Priscilla is a junior at Oak Park High School, the suburb in which the family lives.

Mr. White is state publicity chairman for the American Cancer Society for the second year, a member of the board of directors of the University Club and a member of the Television Council. He is a former lecturer in advertising at Northwestern U.

Fisher To Europe

BEN S. FISHER, partner in the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, leaves for Paris by plane July 3 to attend the 2,000th anniversary celebration of the founding of Paris. He is one of two official delegates from the District of Columbia. Planning to stay in Europe until early September, Mr. Fisher is to survey television operations and developments in France and England for the American Bar Assn.'s Communications Committee, of which he is chairman. He will be accompanied by Mrs. Fisher and their daughter, Nancy.

STEEL, IRON SCRAP DRIVE

Radio-TV Called to Aid Defense Project

RADIO, America's crackerjack salesman, has another man-sized job cut out for it on the defense scene.

Availability of steel and iron scrap on the industrial supply counter may get as scarce as a non-appropriated gold ingot.

While as precious and valuable to the nation's productivity, and, incidentally to radio-TV industry's health as well, iron and steel scrap unfortunately is dull in drama to the average American, like the ingot is to the eye.

An alarm already has been sent out by the National Production Authority along with the Iron and Steel Institute. The Advertising Council has joined in with its nationwide sales power.

Use Commercials

U. S. Steel and other steel companies have begun emphasizing the scrap drive on their radio commercials. It can be expected that other sales muscles will be flexed in the broadcast media.

The story certainly is easy to explain. Basic to top-level production both for defense and for domestic consumption are the sprawling steel mills.

Scrap is needed to feed hungry furnaces which turn out this steel. And lately these furnaces have been consuming scrap at a terrific pace, threatening to outstrip the scrap supply on hand.

Melting figures down, the Iron and Steel Institute finds inventories of heavy industrial iron and steel scrap dangerously low. "Supplies recently have been fluctuating between days and only a few weeks compared with the normal safe-working inventories of about 60 days," Robert W. Wolcott, chairman, AISI's committee on scrap iron and steel, has informed BROADCASTING • TELECASTING.

Radio-TV's stake in this drive is greater on the projected front than on the immediate scene. As pointed out by this publication in an editorial June 25, steel not only pro-

vides for military and defense-rated uses but also to supply consumer items, most of which find their way along radio sales channels.

Yet another relationship is the continued supply of adequate repair and replacement parts for broadcast services, both transmitting and receiving. In addition, there's the question of materials to physically handle any lifting of the TV freeze.

As easy as it is to explain the scrap shortage—it came about because (1) we sent between 110-120 million tons of steel overseas without getting back the tonnage which became scrap and (2) steel production now is running about 10 million tons above the World War II peak. It also is not difficult to show where we expect to get more scrap.

The steel producers are appealing to "administrative officials in business, industry, agriculture and other places" to conduct "an emergency inspection of plants and properties and channel idle, obsolete machinery and equipment to the nearest scrap dealer."

In other words, if there's an old piece of iron or steel machine that has seen its best day and is unworkable, turn it in. It will help industry in general, radio-TV, too.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

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

REGULAR WEEK MAY 20-26, 1951

Current Rank	Programs	Ratings Homes %
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(5.4)
1	Lux Radio Theatre (CBS)	13.0
2	Jack Benny Show (CBS)	11.4
3	My Friend Irma (CBS)	10.3
4	Charlie McCarthy Show (CBS)	10.0
5	Godfrey's Talent Scouts (CBS)	9.6
6	Gene Autry (CBS)	9.2
7	Mr. Keen (CBS)	8.8
8	Walter Winchell (ABC)	8.7
9	Gangbusters (CBS)	8.7
10	Mr. Chameleon (CBS)	8.5
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(3.4)
1	Beulah (CBS)	6.2
2	Lone Ranger (ABC)	5.9
3	Club 15 (CBS)	5.7
WEEKDAY (Average For All Programs)		
	(Average For All Programs)	(4.6)
1	Romance of Helen Trent (CBS)	9.7
2	Our Gal, Sunday (CBS)	8.3
3	Ma Perkins (CBS)	8.2
4	Big Sister (CBS)	7.8
5	Wendy Warren and the News (CBS)	7.2
6	Arthur Godfrey (Liggett & Myers) (CBS)	7.1
7	Rosemary (CBS)	6.9
8	Aunt Jenny (CBS)	6.8
9	Guiding Light (CBS)	6.5
10	Pepper Young's Family (NBC)	6.5
DAY, SUNDAY		
	(Average For All Programs)	(1.8)
1	Martin Kane, Private Eye (MBS)	3.3
2	True Detective Mysteries (MBS)	3.3
3	Symphonette (CBS)	2.8
DAY, SATURDAY		
	(Average For All Programs)	(4.5)
1	Grand Central Station (CBS)	7.9
2	Armstrong Theatre (CBS)	7.8
3	Stars Over Hollywood (CBS)	6.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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AT&T GROUPS

Long Lines Dept. Chan

TO SET UP common boundaries for its various departments, decentralize some of its operations and to place higher levels of supervision closer to field activities, AT&T's Long Lines Dept. last week appointed general managers of newly formed eastern, central and western divisions.

Carl E. Wideberg, former general traffic manager, on July 1 came general manager of eastern area, comprising the New England states, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Harold A. White, former general commercial manager, was appointed general manager of central area, which includes Michigan, Indiana, Ohio, Kentucky, Tennessee, North and South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida. Central area headquarters are in Cincinnati.

Vernon B. Bagnall, former director of personnel, was made general manager of the western area comprising the other states, with headquarters in Kansas City, Mo.

George G. Jones, former general plant manager, on July 1 became director of personnel for the entire Long Lines organization, with headquarters in New York. All legal staffs also were established effective that date, with E. Krause named eastern area attorney, J. C. Higgins central area attorney and P. C. Elvis western area attorney.

New Home for WCAE

NEW HOME next year for WCAE AM-FM Pittsburgh is being planned now, President Leonard Kapner announced last week. It will be located on the fifth floor of the new Carlton House, still under construction, at 550 Grant St. Station currently is in the William Penn Hotel.


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

IF HE DOESN'T
TEAR HIMSELF AWAY
FROM **KGLO**, WE
WON'T EVEN BE ABLE
TO WALK THIS
WINTER



kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income \$535,703,000; total retail sales \$493,004,000. A Lee Station—represented by Weed & Company

SENT CRISIS

B Hollywood, *The Dope Traf-*
Sun., 10-10:15 p.m. (PST).
ly series of panel discussions
rominent local citizens on the
otic problem in Los Angeles

Permanent panel consists of
mond V. Darby, member L. A.
ty Board of Supervisors;
e Charles W. Fricke, L. A.
rior Court Judge; Lt. Ray Hu-
of Sheriff's Office, in charge
arcotic Detail; Joe Micciche,
program moderator.

ERS LAUNCHING

AR-TV Norfolk used micro-wave
to cover the launching of
S. S. United States, largest
enger liner ever built in this
try, June 23. Some sources re-
ed that it was the first launch-
ever telecast live. Station of-
s estimated that about 240,000
00,000 viewers witnessed the
ching and festivities.

LE TICKETS

New York is offering its lis-
rs free tickets to Loew's The-
s' showing of "The Great Ca-
" upon submission of a grocer's
ipt from purchase of gallon
of Caruso Olive Oil. Cooperat-
with the station are Caruso
ducts Corp., sponsor of *Room 18*
gram on which offer is made,
Loew's Theatres, N. Y.

ACHING BY TV

VJ(TV) Miami, in cooperation
U. of Miami, presenting six-
k educational show *Introduction*
Sculpture, June 19 to July 26.
gram designed to combine seri-
art education with cultural
eation. "Telestudents" may
ster for summer "telecourses"
\$1.00 and receive outline guide
lessons, recommended lists of
ling and related studies, and on-
ence of satisfactory results a
ificate of completion. Show is
duced by students studying tele-
on production in workshop
ses under direction of O. P.
der Jr., associate professor of
o and television.

RKET BOOKLET

BR Baltimore sending trade and
ertisers colored booklet based
Baltimore market. Booklet gives
a on different industries that are
ted in city, population, retail
les, coverage maps and the
ount of monies spent in area.
also has short history of station
ng with different shows that
ear on station. Part of piece is
oted to letters received from ad-
tisers praising station for its
ling power. It has short section
station promotions and public
vice programs presented.

E TOURNEY SHOW

OTV(TV) Pittsburgh, *Golf Pro*
ty, 8 p.m., June 25, sponsored
Kaufmann's Department store.
ow will interview pros about to
ticipate in national PGA Tour-
nent at Oakmont. Guests will
w their wares to the viewers.
n Snead, Lloyd Mangrum and
e Sarazen are a few of the
s that will appear.

programs promotion premiums



'WELCOME MAT'

MBS is distributing stiff-backed,
nine-page, illustrated promotional
booklet in color having appearance
of a "welcome mat," which serves
as the theme of the sales message
giving the "key" to greater sales
within "Hometown America", as
contrasted with "Big Town Amer-
ica." Contents give "major high-
lights from two Crossley studies
(April and November 1950)."

WINDOW BROADCAST

WCUE Akron, *Yawn Patrol*,
daily, 5 to 9:40 a.m., June 15
presented its early morning
show from display window of
local department store in-
volved in the recent price
war. Art Ross, colorful emcee
of show, slept in window fit-
ted with striped pajamas, and
equipped with pot of coffee.
He entertained the onlookers
who watched from the out-
side, and talked with persons
requesting more information
on price cuts offered by store.
Station reports that traffic
became jammed with motor-
ists who stopped to watch
Mr. Ross while listening to
him on their radios.

EDUCATIONAL TV

ABC-TV has set aside two-hour
period, Mondays, 8-10 p.m., for
"timely education on past and pre-
sent history" with series of pro-
grams—*Marshall Plan In Action*,
March of Time Through the Years,
Everybody's Business, *United Or*
Not, and *On Trial*—starting July 2.
Successively the programs will in-
clude films taken throughout the
18 Marshall Plan nations to show
results of U. S. aid; reviews of
latest phases of American life; new
developments in health, education
and public service; interviews of
U. N. delegates and world leaders
on timely issues; and discussion of
both sides of problems of major
importance to nation.

BASEBALL SCOOP

WWPA Williamsport, Pa., regis-
tered a scoop for local baseball
fans by interviewing Tommy
Holmes 15 minutes after the news
broke that he had just been ap-
pointed new manager of Boston
Braves. Bill Gardner, WWPA
sports director, called Mr. Holmes
in Elmira, N. Y., where his Hart-
ford team was playing, and inter-
viewed him via the phone, using
special telephone recording equip-
ment.

SWORN STATEMENT

KDKA Pittsburgh sending adver-
tisers promotion piece headed "6
Case Histories from the file of one
of America's greatest salesmen."
Inside on first page is notarized af-
fidavit asserting the facts present-
ed are true. After each case his-
tory on selling via KDKA is pre-
sented there is a comment on the
procedure used.

STATION MAGAZINE

CKNW New Westminster now pub-
lishing monthly magazine entitled
Top Dog. The pocket sized publi-
cation is edited and styled for quick
informative reading, featuring
stories, pictures, listeners' surveys
and business and sponsor reports.

OPERATING WITH RADIO

WJNO West Palm Beach, Fla. pre-
sented new public service program
using interviews with local service-
men serving here and abroad. After
interview, Announcer Pat Mc-
Guinness, took a recording of in-
terview and his tape recorder and
visited wife of man interviewed,
to present the recording and get
a few comments. The wife, a nurse
at a local hospital, was on duty in
the operating room. Foreseeing she
could not get to a radio, she took
one with her into the operating
room. The surgical group with the
exception of the patient, who was
having a hernia removed, heard
the program, and her comments
produced some good humor for the
first show.

CLIENT-STATION RELATIONS

WWL New Orleans, June 9, pre-
sented talent show taped at Borden
Co.'s New Orleans plant in con-
nection with observance of Na-
tional Dairy Month. Talent from
the station appeared on the show
entertaining nearly 300 Borden em-
ployees who attended. Advertise-
ments were placed in newspapers
calling attention to the National
Dairy Month Show.

ANNOUNCING THE SWITCH

WNAX Yankton used almost every
promotion stunt to inform listeners
of its switch to CBS. Nearly 25
CBS stars recorded "welcome" an-
nouncements for use on station.
News stories were sent to 1,010
newspapers in the area. Screen
trailers were used in 43 movie
houses. Advertising space was
bought on taxicabs in Sioux City
and billboards were leased in Sioux
Falls. Clowns handed out 5,000
balloons saying, "WNAX now
CBS." Full page newspaper ads
were used, letters were sent out
to interested groups and program
schedules were sent to listeners
who requested them. This was just
part of what station did to inform
listeners of the change.

WEDDING SHOW

WHTC Holland, Mich., *Holland*
Wedding, conducted 13-week con-
test in cooperation with 39 city
retail establishments. Many young
couples registered for competition.
Customers voted for the best couple
who were presented with \$1,600 in
gifts. Station reports that contest
attracted wide interest and resulted
in an estimated \$275,000 in retail
sales for the participating stores.

FREE MOCCASINS

WOOD Grand Rapids presenting
new advertisers free pair of Bass
Moccasins. On receipt of each new
account, station writes letter of
thanks to person concerned, enclos-
ing a "WOODsy" diploma pro-
claiming the person a true
"WOODsman." A postcard order
blank to the company that makes
the moccasins is sent along for the
person to fill in his name, address,
and shoe size for his free pair of
moccasins.

COVERAGE FACTS

CANADIAN BROADCASTING
Corp., commercial division, Toronto,
has issued booklet, complete with
maps, of coverage statistics of
Trans-Canada, Dominion and
French networks. Booklet lists all
data for national and regional sec-
tions of each of three CBC net-
works.

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

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



NBC's 25 Years

(Continued from page 26)

of listening habits conducted for NBC by Dr. Daniel Starch.

April 4: NBC receives first TV station CP.

Oct. 2: First broadcast of *National Farm and Home Hour*.

Oct. 26: Walter Damrosch's *Musical Appreciation Hour* begins.

Dec. 4: *Voice of Firestone* first heard, still on NBC in 1951.

Dec. 23: Coast-to-coast 53-station NBC network put on permanent basis.

1929

Jan. 18: Crooning goes network with Rudy Vallee radio debut on NBC.

Feb. 1: First shortwave broadcast relayed by NBC—symphony concert from London.

March 4: Inauguration of President Hoover and Vice President Curtis broadcast, vice presidential ceremonies marking first time microphone had been admitted into Senate Chambers.

Aug. 19: *Amos 'n' Andy* become first network serial program.

November: NBC chimes introduced.

1930

March 27: First broadcast from ship at sea to listeners on shore.

April: California Packing Co. starts first nationwide commercial program originating on Pacific Coast.

April 1: Mobile unit first used in Bronx Zoo broadcast.

May 12: First use of parabolic microphone.

June: Plans announced for erection of \$250 million Radio City in New York.

July 7: NBC's first telecast (mechanical system).

Sept. 14: First broadcast from NBC studios in Merchandise Mart, Chicago.

Sept. 18: American Legion program includes pickups from nine cities.

Sept. 29: Lowell Thomas starts news commentaries.

Oct. 1: First premium offer on NBC.

1931

April: First integration of an-

nouncer into program format when James Wallington becomes straight man for Eddie Cantor.

June: NBC facsimile broadcasts begin over W3XL New York.

June: Empire State Bldg., world's tallest skyscraper, chosen as site for NBC's New York TV transmitter.

Oct. 11: *American Album of Familiar Melodies* starts on NBC.

Oct. 30: Start of 120-line TV transmission from W2BS atop Empire State Bldg.

Dec. 25: First regular Metropolitan Opera series starts over combined Red-Blue hookup, with "Hansel and Gretel."

1932

March 2: Report of Lindbergh baby kidnapping followed by hourly bulletins, description of child and appeals to kidnappers, with intense network coverage through March 8.

April 29: *One Man's Family* enters radio.

May 2: Jack Benny starts first NBC series.

June 27: First product price mentions on NBC daytime programs.

Sept.: First product price mentions on NBC nighttime programs.

Oct. 6: *Maxwell House Showboat* commences star-studded series.

1933

Feb. 1: Adolf Hitler outlines policies in address rebroadcast here.

Feb. 11: Pope Pius XI and Senatore Marconi heard during inauguration of new Vatican radio system.

March 4: Roosevelt inauguration most elaborate radio set-up to date, a seven-hour broadcast, shortwaved overseas via five international transmitters.

March 9: Opening of 73d Congress marks first broadcast from floor of House of Representatives.

March 12: President Roosevelt makes first "Fireside Chat" in broadcast on banking moratorium.

April 11: George Bernard Shaw heard via NBC in only American talk.

May 17: Hitler address to Reichstag, announcing Germany's foreign policy under Nazi regime, translated by NBC's Max Jordan.

June 8: Bob Hope's radio debut.

Aug. 5: NBC starts first regular interchange of programs with Canada.

Aug. 19: WLS *National Barn Dance* starts on network.

Oct. 15: Start of *Chicago Round Table*.

Oct. 22-26: Graf Zeppelin—first

broadcast from over ocean during flight from South America to Miami; from Miami to Akron; description of landing at Akron; cruise over Chicago's Century of Progress.

Nov. 11: First broadcast from Radio City, with M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. G. Harbord, Sir John Reith of BBC participating as well as top flight entertainers.

Nov. 29: NBC Radio City guided tours begun.

Dec.: American Tobacco Co. starts first sponsored series of opera from Metropolitan Opera House.

1934

Jan. 30: Combined networks of NBC join nation in the President Roosevelt Birthday Ball in honor of his 52d birthday.

July 15: Gulf Oil Co. launches first regularly sponsored series of international broadcasts.

Sept. 15: *Gibson Family* broadcast, first musical comedy with music specially written for radio.

Sept. 22: First voice broadcast round the world in fraction of second demonstrated by shortwave station W2XAF Schenectady and broadcast by NBC.

Oct. 6: Mussolini talk in Milan on Italy's foreign and social policy broadcast with an English summary.

Nov. 29: *Kraft Music Hall* premieres on NBC.

1935

April 16: *Fibber McGee & Molly* begins NBC careers.

May 30: Start of *America's Town Meeting of Air*.

Aug. 23-24: U. S. Army maneuvers at Pine Camp, N. Y., covered by NBC in most extensive field broadcast hookup to that time, four mobile units from all fronts demonstrating use of radio during war conditions.

Oct. 27: Most comprehensive international hookup to date arranged for *Youth Sings Across Borders* nationwide broadcast with pickup from 31 countries.

Nov. 11: Stratosphere Balloon Explorer II's entire record-breaking flight broadcast exclusively on NBC, including special broadcast linking Capt. A. W. Stevens and Capt. O. A. Anderson in balloon at 72,395 feet (13.7 miles) with China Clipper flying over California coast and an English editor at his desk in London.

Dec. 7: NBC opens Hollywood studios.

1936

Jan. 1: Lenox Riley Lohr becomes NBC president.

April 12: Top-hat transmitter, miniature micro-wave unit, used by George Hicks, NBC announcer, to describe New York's Easter Parade up Fifth Avenue.

June 10: Bell System provides first coaxial cable for TV use between NBC studios in Radio City and transmitter on Empire State Bldg.

June 29: RCA and NBC start TV tests between transmitter and experimental receivers in homes.

July 7: First public demonstration of RCA electronic system of TV witnessed by radio manufacturers.

Nov. 6: NBC demonstrates TV live and film programming on 7½-by-10-inch screen.

Nov. 15: NBC's 10th birthday celebration included two radio "firsts": Conversations of RCA President David Sarnoff at his desk in Radio City with Guglielmo Marconi on his yacht in the Mediterranean, with Robert Jardilier, French Minister of Communications, on an airliner between New York and Washington, and with Maurice Rambert, president of Inter-

national Broadcast Union, in another plane flying the same route; and world-wide program with 13 pickup points, ranging from an undersea boat to a squadron of planes, featuring conversation between announcers streamlined planes traveling in N. England and in Germany.

Dec. 17: NBC makes first pickup from Nanking, China, as day's headlines focus on kidnapping of Marsh Chiang Kai-Shek. Dr. H. H. Kung, finance minister and acting head of Nationalist government, addresses American listeners in the exclusive NBC presentation.

1937

Jan.: South American stations start rebroadcasting NBC's Metropolitan Opera programs.

May 6: Hindenberg disaster at Lakehurst, N. J., covered with interview and on-the-scene post-accident descriptions. Eye-witness account of fire and crash made by Herb Morrison of WLS Chicago and recorded by Charles Nehlsen for that station, subsequently broadcast by NBC, first transcription ever put on that network.

May 9: Edgar Bergen and Charlie McCarthy make their radio debut.

May 12: First coronation broadcast—King George VI and Queen Elizabeth of England.

Oct. 14: TV on 3-by-4-foot screen demonstrated to Society of Motion Picture Engineers.

Nov. 4: NBC Symphony Orchestra first ever assembled and maintained by a U. S. broadcasting company, starts weekly series of full-length concert.

Dec. 25: Arturo Toscanini conducts NBC Symphony Orchestra in first of 10-concert series.

1938

March: Mobile TV vans operated by NBC make first remote pickup in New York.

March 12-14: Complete coverage of absorption of Austria by Germany from Vienna and other European capitals. For more than 24 hours NBC provided only radio link between Vienna and the United States.

June 22: Joe Louis-Max Schmeling championship fight given most extensive coverage in sportscasting history to that time—an NBC exclusive on 14 stations in the U. S., plus five shortwave stations to practically entire globe except Orient, with five sets of announcers describing fight in English, Spanish, Portuguese and German.

Sept. 12: NBC devotes 90 minutes of network time to Hitler's Nuremberg address.

Sept. 27: Bob Hope starts radio series.

Sept. 29: NBC broadcasts full official text of Four-Power Agreement 46 minutes ahead of its nearest competitor, with Max Jordan reading the communique in English.

1939

Jan. 27: NBC-RCA demonstration of electronic TV in Washington.

Feb. 9: First broadcast account of passing of a Pope—Pope Pius XI.

March 11: Coronation of Pope Pius XII—first ceremony of its kind on air.

April 22: World premiere of *The O*

KGW

carries the weight in the Oregon Market DAY or NIGHT



TOTAL BMB FAMILIES
From 1949 BMB Survey

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

KGW

PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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

on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

and the Thief, opera commis-
by NBC and written especially
adio by Gian-Carlo Menotti.
il 30: NBC starts regular daily
rogram service in New York area
elecast of opening of New York's
Fair by President Roosevelt,
ideo broadcast of a Chief Exec-

7 3: First studio program from
City over W2BS (now WNBT)
ular public service.
8: Duke of Windsor breaks
ear silence to plead for peace in
ive NBC broadcast from battle-
of Verdun.
13-June 15: Series of 34 broad-
covering American visit of Brit-
ing and Queen.
17: First baseball telecast—
eton vs. Columbia—from Baker
New York.
20: First U. S. TV relay over
one wires—telecast of Six Day
le Race from Madison Square
en.
1: First telecast of a profes-
ional boxing contest—Lou Nova vs.
Baer at Yankee Stadium.
20: Inauguration of 10-hour
TV schedule.
13: NBC first major network
ply for FM station.
26: First major league base-
game telecast—Brooklyn Dodgers
incinnati Reds at Ebbets Field,
oklyn.
29: NBC sends Hilmer Bauk-
to Europe—first network to send
correspondent abroad.
3: British declaration of war
ermany broadcast by Prime Min-
Chamberlain. France's declara-
of war broadcast by Premier
ier. W. L. McKenzie King,
e Minister of Canada, broadcast
Canada would answer the call of
overeign.
30: First football telecast—
ham vs. Waynesburg—from Tri-
gh Stadium.
15: United Fruit Co. starts
sponsored series to Central Amer-
ver NBC's International facilities.
24: First broadcast from Sieg-
Line. . . . Christmas Eve on
not Line broadcast.

1940

11: NBC FM station, W2XWG
York, opens atop Empire State
b. First all-country census of sta-
preferences and listening habits
e by NBC, with cards sent to
0,000 U. S. homes.
b. 1: FCC members witness in
nectady pictures telecast from
York (130 miles away) and re-
cast through automatic relay

LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.
REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERRY CO.

son's economy is completely
rsified . . . which means a
dy, prosperous market.
r best way to reach this big,
ready-to-buy market is through
use of Mississippi's most listened-
ation . . . Hooper-high WJDX.

BROADCASTING • Telecasting



NEW home of WLAK Lakeland, Fla., is a modernistic building which houses both studios and the transmitter. The NBC affiliate is owned and operated by S. O. Ward. WLAK operates fulltime with 1 kw on 1430 kc. The new building is suitably landscaped.

over first TV network of WNBT New York and WRGB Schenectady.

May 10: Neville Chamberlain broad-
casts resignation as Prime Minister.

May 19: Winston Churchill makes
first broadcast as Prime Minister.

June 10: Mussolini heard from Rome
as Italy declares war on Allies.

June 17: Marshal Petain of France
broadcasts French capitulation to
Germans.

June 22: German-French Armistice
proceedings described from Compiègne
Forest, France.

June 24: Coaxial cable used for first
time in program service by NBC in
telecasting in New York the Republi-
can National Convention in Philadel-
phia.

July 12: Niles Trammell elected
NBC president.

Oct. 7: First broadcast between refu-
gee children in New York and their
parents in London.

Nov. 5: First telecast of Presidential
election returns.

1941

Jan. 24: NBC's mobile TV relay
units transmit program from Camp
Upton, L. I., to New York via RCA
automatic radio relay. Program simul-
taneously received in New York the-
atre where images 15-by-20-feet are
projected on a motion picture screen.

April 6: First radio flash of German
invasion of Yugoslavia and Greece.

April 15: NBC Sports Department
formed under direction of Bill Stern.

May 6: Bob Hope plays first Armed
Forces Camp Show (March Field,
Calif.).

June 21: NBC first to broadcast
news of German invasion of Russia.

June 27: NBC publishes first TV
rate card.

July 1: Commercial television starts,
with four sponsors buying time on
WNBT (formerly W2XBS) New
York, first time-selling TV station.

July 23: Listening post established
at Bellmore, L. I., to monitor news
broadcasts from Western Europe and
European Russia.

Aug. 14: Asiatic listening post set
up in North Hollywood.

Oct. 4: Weekly shortwave broad-
casts of major football games begun
for benefit of military personnel
throughout hemisphere.

Dec. 7: Radio alerts nation after
Pearl Harbor.

Dec. 8: President Roosevelt's war
message to Congress and the declara-
tion of war broadcast on record-break-
ing world-wide hookup.

Dec. 8: Eyewitness account of first
Jap bombing raid on Manila broadcast
against background of anti-aircraft
fire.

1942

Jan. 9: Blue Network separated
from NBC and established as Blue
Network Co. Inc.

Jan. 23: First mass education by TV
initiated by NBC-RCA in training
New York's Air Raid Wardens.

April 5: Army Hour—official weekly
radio report of War Dept. to public—
starts on NBC.

May 22: TV schedule cut to four
hours a week as wartime measure.

July 6: NBC University of Air be-
gins as first endeavor in U. S. network
history to provide systematic subject
matter with existing class-room in-
struction in American universities.

Nov. 1: All shortwave operations
taken over by government through
OWI.

1943

Jan. 26: John McVane's eye-witness
account of Roosevelt-Churchill meet-
ing at Casablanca read on air from
London by Stanley Richardson.

May 10: John McVane, first radio
man to enter Tunis after its fall,
broadcasts from Algiers.

Aug. 18: First use of wire recorder
in combat, bombing raid of German-
held Bourget Field in France recorded
in Flying Fortress and broadcast from
London.

Oct. 25: First of TV series of Mad-
ison Square Garden sports events for
special benefit of wounded servicemen
in hospitals equipped by NBC with
video receivers.

1944

March 1: NBC announces plans for
nationwide TV network.

June 6: NBC first with flash on al-
lied invasion of Europe. All commer-
cial programs cancelled for uninterr-
upted flow of news from Normandy
beaches. President Roosevelt leads
nation in D-Day prayer.

June 13: NBC's special bond day—
21-hour continuous broadcast climaxed
with 90-minute all-star show stars
NBC's Fifth War Loan campaign.

Oct. 1: "Welcome Home" Auditions,
offered free to members and former
members of Armed Forces, with audi-
tion records sent to NBC affiliate sta-
tions in home areas of persons audi-
tioned.

1945

Feb. 7: Bert Silen, announcer lib-
erated from Santo Tomas, broadcasts
recapture of Manila on NBC.

April 12-15: News of death of Pres-
ident Roosevelt followed by 3½ days
of broadcasting confined to appropriate
music, news and memorials, with sched-
ules disrupted and all commercials
cancelled.

May 8: V-E Day celebration takes
over network, with all commercial pro-
grams cancelled for the day.

Aug. 14: Max Jordan again scores
beat with broadcast from Basle, Swit-
zerland, of arrival there of Jap sur-
render papers.

Sept. 1: NBC Reporter Merrill Muel-
ler broadcasts "on the spot" description
of Japanese surrender on the deck of
the USS Missouri in Tokyo Bay.

Sept. 9: WNBT telecasts films of
Jap surrender.

Oct. 25: NBC gives first public dem-
onstration of RCA-developed ultra-
sensitive image orthicon TV camera
tube.

Dec. 1: Army-Navy football game
telecast on WNBT from Philadelphia
via coaxial cable.

1946

March 25: NBC telecast opening
sessions of UN Security Council at
Hunter College, New York.

June 19: Louis-Conn heavyweight
championship fight at Yankee Stadium

(Continued on page 84)

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



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HIGSBY**
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**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 arrange-
ment 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!



WEAW POLICY

No Functional Music Pacts

"ALTHOUGH we feel that such service is within the rules and regulations of the Commission," Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., last week stated WEAW "does not now have, and has never in the past had any arrangement with anybody for the provision of program service on a functional music service basis."

WEAW was incorrectly listed among stations which hold or have held contracts for functional music service in the June 11 BROADCASTING • TELECASTING story on Court of Appeals action in the transit radio case in Washington, D. C. FCC currently is studying the functional music services and has under consideration statements on such operations from about a dozen FM outlets [BROADCASTING • TELECASTING, May 31].

WLBJ Now on 1410 kc

WLBJ Bowling Green, Ky., now operates on 1410 kc with 5 kw day, 1 kw night. Shift of the station, owned and operated by Bowling Green Broadcasting Corp., was completed June 17 from its old frequency of 1340 kc, 250 w. WLBJ, which celebrated its 11th anniversary last Tuesday, is an MBS affiliate and is owned by L. B. Jenkins. Manager is Ken D. Given.

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FCC actions



JUNE 22 THROUGH JUNE 28

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 25 Applications . . .

ACCEPTED FOR FILING

AM—900 kc
KFAL Fulton, Mo.—CP to increase power from 250 w to 1 kw and install new trans.

AM—1460 kc

Freeport, Tex.—CP for new AM station on 1490 kc 250 w unl. AMENDED to change name of applicant from Kelly Bell and J. C. Stallings d/b as Brazosport Bestg. Co. to Kelly Bell, J. C. Stallings and H. F. Twombly d/b as Brazosport Bestg. Co. and change from 1490 kc 250 w unl. to 1460 kc 500 w D.

Modification of CP

KSGM Ste. Genevieve, Mo.—Mod. CP to change frequency, increase power and install new trans. and DADN for extension of completion date.

WGSN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WCUM-FM Cumberland, Md.—Same.
WRVC (FM) Norfolk, Va.—Same.
WBCA (FM) Schenectady, N. Y.—Mod. CP authorizing changes in FM station for extension of completion date.

WTTV (TV) Bloomington, Ind.—Mod. CP new TV station for extension of completion date to 1-1-52.

WATV (TV) Newark, N. J.—Same to 1-9-52.

License for CP

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

FM—106.1 mc

WSTP-FM Salisbury, N. C.—CP to change from 106.5 mc 20 kw to 106.1 mc 20.960 kw etc.

APPLICATION RETURNED

KDLK Del Rio, Tex.—RETURNED application for assignment of license to a new partnership.

KHMO UNION

NLRB Dismisses Petition

A UNION petition involving representation of five announcer-control room operators of KHMO Hannibal, Mo., was dismissed last week by the National Labor Relations Board.

The union, IBEW, Local 1272, AFL, sought to represent the five employees as a unit separate from straight announcers or, alternately, to have these five employees added to the unit of radio engineers the union currently represents.

KHMO contended that all employees with announcing duties should be included in the same unit apart from any other employees.

After reviewing duties of the employees, NLRB found that their principal job was announcing and that the appropriate representation would be one embracing all announcers. NLRB concluded that since the local had not made a sufficient showing of representation as to announcers, it therefore dismissed the petition.

June 26 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WJBF Augusta, Ga.—Denied petition insofar as it requests dismissal without prejudice of application, but petition granted insofar as it requests dismissal of said application.

WOL Washington, D. C.—Granted petition to continue hearing from July 10 to Oct. 10 in Washington, re its application for renewal of license for synchronous amplifier located in Silver Spring, Md.

WHIP Mooresville, N. C.—Granted petition to dismiss without prejudice his application.

WJDX Jackson, Miss.—Granted petition for continuance of consolidated hearing on its application and that of WGGA from July 31 to Oct. 1 in Washington.

WNOE New Orleans, La.—Granted petition for dismissal without prejudice of application and dismissed as moot motion for continuance of consolidated hearing in re his application and those of KTHS and KGRH.

Suburban Bestrs., Jackson, Mich.—Granted petition to dismiss as moot petition requesting rehearing of grant of renewal of license of WJIM Inc., Lansing, Mich.

Waldo W. Primm, Sanford, N. C.—Dismissed as moot petition to reconsider Commission action of March 7, granting application of Royal Bestg. Co., Lancaster, S. C., as his pending application has been amended to specify 1290 kc.

KSMN Mason City, Iowa and KEYD Minneapolis, Minn.—Granted petition of KSMN to dismiss without prejudice its application; and Commission on own motion removed from hearing docket and returned to pending file until after conclusion of hearings re clear channels and daytime skywave transmissions the application of KEYD.

Chief, Broadcast Bureau—Granted petition for extension of time to June 19 within which to file proposed findings re applications of KXLA Pasadena, Calif.

American Communications Assoc. and The U.S. of America—Granted petitions for leave to intervene in proceeding in Docket 9980, in matter of charges, etc. in connection with interstate telegraph service of the Western Union Telegraph Co.

By Hearing Examiner Elizabeth Smith
KJAY Topka, Kans.—Granted petition for extension of time from June 25 to July 5 within which to file proposed findings on engineering phases involved in his application.

Radio California, Sacramento, Calif.—Granted petition insofar as it requests continuance of consolidated

hearing for a period of not less than 30 days, re its application and the Capitol Radio Enterprises and has been continued from July 9 to August 1, 1951, as moot petition insofar as it opposes petition of Capitol Enterprises to change place of hearing and adjust hearing date.

By Hearing Examiner J. D. F.
WHOB Gardner, Mass.—Granted petition for continuance of consolidated hearing from June 26 to July 2, 1951, re its application and of City Bestg. Corp.

By Hearing Examiner Fanny N.
WHDH Boston, Mass.—Granted petition for extension of time to July 10 within which to file proposed findings in matter of petitions of WHDH and KOA and application of WXXW

By Hearing Examiner
Hugh B. Hutchison

KLMR Lamar, Col.—Granted petition for leave to amend application including therein a substituted Exhibit showing proposed nighttime horizontal pattern, etc., and application amended is retained in hearing session.

BY THE SECRETARY

WSBB New Smyrna Beach, Fla.—Granted license for AM station on kc 100 w unl.; cond.

KONO San Antonio, Tex.—Granted license for installation new transmitter for night only; cond.

WSAP Portsmouth, Va.—Granted license for installation of new trans.

WFPL Louisville, Ky.—Granted license for noncommercial educational FM station, 89.3 mc 150 w ant. 30 ft.

WFNC Fayetteville, N. C.—Granted CP to install FM ant. on northwest AM tower; cond.

Following were granted motion for extension of completion date shown: KNEB North Platte, Neb. 8-15-51; WGAF Valdosta, Ga. to 10-15-51; WBUD Trenton, N. J. to 12-15-51; WHO Des Moines to 10-15-51; WSUN St. Petersburg, Fla. 11-15-51.

WMFS Chattanooga, Tenn.—Granted CP to change type trans.; cond.

KFRB Fairbanks, Alaska—Granted license for aux. trans.

WHBF Rock Island, Ill.—Granted to install new trans.

WCHS Charleston, W. Va.—Granted CP to install new trans.

KRKO Everett, Wash.—Granted license for changes in DA pattern.

WNAG Grenada, Miss.—Granted to install new trans.; cond.

KWTN Crystal City, Tex.—Granted CP for approval of ant., trans. and main studio locations and change type trans.

WFN-FM Findlay, Ohio—Granted CP to change ant. height from 240 to 240 ft.

KDON Santa Cruz, Calif.—Granted CP to install old main trans. at prelocation of main trans. to be used as an aux. on 1460 kc 1 kw (DA-1).

The Radio Voice of New Hamps Inc., Manchester, N. H.—Granted request to cancel license and delete remote pickup KA-3070.

Chambersburg Bestg. Co., Chambersburg, Pa.—Granted request to cancel license and delete remote pickup KGB-378.

June 26 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

WBUT Butler, Pa.—Special service authorization to operate 6:30 a.m. to sunrise for period ending 3 a.m. EST, May 1, 1954.

AM—740 kc

WBAM Montgomery, Ala.—Mod. new AM station to increase power

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By Hearing Examiner

Elizabeth C. Smith

Acting Chief, Broadcast Bureau—
Granted petition for extension of time
from June 25 to July 16 within which
to file proposed findings re applications
of Ionia Bestg. Co., Ionia, Mich., and
Seneca Radio Corp., Fostoria, Ohio.

June 27 Applications . . .

ACCEPTED FOR FILING

License for CP

WACL Waycross, Ga.—License for
CP new AM station.

Modification of License

WLAW Lawrence, Mass.—Mod. li-
cense to maintain an additional main
studio in Hotel Bradford, 275 Tremont
St., Boston, Mass.

Modification of CP

WRJW Picayune, Miss.—Mod. CP to
increase power, install new trans. and
change ant. system for extension of
completion date.

KOB-TV Albuquerque, N. M.—Mod.
CP new TV station for extension of

(Continued on page 87)

locations.

WMME Menomonie, Wis.—RETURN-
ED application for license to cover
CP new AM station etc.

June 27 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

Trans-Pecos Bestg. Co., Ft. Stockton,
Tex.—Denied petition requesting leave
to intervene in matter of revocation
of CP of KFST Ft. Stockton, Tex.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—Granted peti-
tion for leave to amend application, to
show mean sea level height of proposed
towers to be 267 ft. instead of 250 ft.

250 w to 50 kw on 740 kc etc.
AM—790 kc

RA Cairo, Ga.—CP to change
1300 kc to 790 kc etc.

AM—1320 kc

IJ Gladewater, Tex.—CP to change
1430 kc 1 kw D to 1320 kc 1 kw-D
v-N DA-N AMENDED to change
system.

License for CP

ITE Manistee, Mich.—License for
new AM station and specify studio
location.

OD-FM Miami, Fla.—License for
new FM station.
MIN-FM St. Paul, Minn.—License
CP new FM station.

Modification of CP

BEN-FM Buffalo, N. Y.—Mod. CP

new FM station for extension of com-
pletion date.

KANU (FM) Lawrence, Kan.—Mod.
CP new non-commercial educational
FM station.

KONO-FM San Antonio, Tex.—Mod.
CP new FM station for extension of
completion date.

Modification of License

WLAW-FM Lawrence, Mass.—Mod.
license to specify an additional main
studio in Boston.

License Renewal

WABE (FM) Atlanta, Ga.—Renewal
of license for non-commercial educa-
tional FM station.

APPLICATIONS RETURNED

KSWB Yuma, Ariz.—RETURNED ap-
plication for mod. CP new AM station
for approval of ant., trans. and studio

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

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

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

Help Wanted

Managerial

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.

Salesman, one who can offer honesty, neatness and pleasing personality combined with top radio knowhow in exchange for extremely pleasant position in attractive town noted for its fine living conditions. Unlimited opportunity for right man. Must have car. Box 137K, BROADCASTING.

Salesman or sales manager. 250 watt middle east network affiliate. Rush references and full particulars. Box 168K, BROADCASTING.

Head salesman wanted—New England area. 15% commission \$75 guaranteed draw. Reply Box 176K, BROADCASTING.

Have opening for salesman who wants to do some announcing. ABC affiliate, 3 oil refineries of major companies located here. Send disc, snapshot, letter, air mail to KVOC, Casper, Wyoming.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDYK, Cumberland.

Aggressive salesman who knows the radio sales game has an opportunity to make money with a livewire network station located in a good market. Good salary and commission to producer. Contact Tom W. Talbot, Manager, WJL, Niagara Falls, New York.

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

Announcers

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.

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.

Radio announcer leading middlewest regional radio-television station. Prefer personality with disc jockey experience. State age, family, military status, education, previous experience, references. Box 139K, BROADCASTING.

Announcer-engineer for Louisiana station. Experience desired but not necessary. Box 160K, BROADCASTING.

Help Wanted (Cont'd)

Wanted, announcer-copywriter for one thousand watt fulltime midwest affiliate. Interview necessary, act quickly. Box 170K, BROADCASTING.

Do you live in Oregon, Washington or midwest? Do you want to improve your position? Northern California 5 kw station is adding one announcer and one news reporter. Send complete background, ability and desires. Box 179K, BROADCASTING.

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

Announcer-engineer. First phone. Sixty dollars. Contact Ted Rand, KDRS, Paragould, Ark.

Announcer-engineer. Starting salary \$70.00 week, with increases to follow determined by your ability. Send disc. Salesman also needed. Radio station KLIC, Monroe, La. Phone 3-4617.

Announcer-salesman: Excellent opportunity for aggressive "salesgetter" on 1 kw indie in major southern market. Twenty hours air work per week. Send disc or tape plus sales references and all details first letter to Robert Murphy, WBOK, New Orleans, La.

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 sports. Good wages, talent. Send audition, photo and letter of qualifications to Station WFDF, Flint, Michigan.

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.

Sound operation needs announcer with first class ticket. Permanent position. Full information on request. Send full details Manager, WTVN, St. Johnsbury, Vermont.

Technical

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.

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.

Local South Carolina network station needs first class operator. Experience not necessary. No announcing. Complete details first letter. Box 157K, BROADCASTING.

Help Wanted (Cont'd)

Engineer, mature, experienced, capable of taking charge of 1000 watt station. One who is accustomed to doing a good job on maintenance. Must have car. Position offers security and good living conditions in attractive town. Box 138K, BROADCASTING.

Wanted—Engineer, announcer-engineer preferred. Experience desirable but not essential. 250 watt middle east network affiliate. Box 167K, BROADCASTING.

Husband-wife team. Man with good voice and first phone for combo position. Woman to head copy dept. Some experience. Good opportunity progressive 250 net affiliate. Rush salary requirements, disc, full details. Box 551, New Bern, N. C.

Wanted—Combination first class engineer-announcer. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFLD, Floydada, Texas.

Combination chief engineer and announcer wanted. Must be tops in both. Want married man who is looking for permanence. Salary based on experience. Contact me quickly. Orth Bell, General Manager, KLMR, Lamar, Colorado.

KPET in Lamesa, Texas has just lost first engineer in 4 years. Need a replacement at once. 40 hours, some combination. Bob Bradbury, Manager.

Progressive LBS station in college city has immediate opening for first class engineer. Prefer combination man, but not necessary. Good salary. Ideal working conditions. Contact WAUD, Auburn, Alabama.

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.

First phone-announcer. \$75.00, 44-hour week start. WCTA, Andalusia, Alabama.

Wanted—First phone transmitter engineer. Experience not necessary. Details first letter. Contact immediately M. J. Craig, WGCD, Chester, S. C.

Chief engineer-combination man for 5 kw MBS affiliate. Will pay \$100.00 per week. Write complete details first letter. WKNK, Muskegon, Michigan.

First class transmitter operator for WKAL, Rome, New York. Possibility of future transfer to WKTV or TV affiliate. Contact D. T. Layton, WKTV, Box 386, Utica.

Wanted—Transmitter engineer with first phone, experience not necessary: \$50.00 weekly; Chief Engineer, WLBB, Carrollton, Ga.

Production-Programming, Others

Wanted, experienced draft exempt program director with \$5,000 cash for investment in new 1 kw station in south Florida. Box 166K, BROADCASTING.

Writer—with ideas, showmanship, imagination, and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying, creative opportunity in a market of 150,000. Send samples and details to Box 169K, BROADCASTING.

Copywriter needed for progressive station. Ideal working conditions in a friendly town. Experience preferred, but college training in lieu of this accepted. Write, including recent snapshot, copy sample and expected salary, Dave Button, KSVP, Artesia, New Mexico.

Situations Wanted

Managerial

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

Manager-commercial manager proven sales record. Experienced phases radio operation. College graduate, promotion and civic minded. Cash to invest or purchase contract. AM operation. Prefers tough market. Box 57K, BROADCASTING.

No genius . . . just thoroughly experienced in all phases of good clean radio. . . strong on sales. Successfully managed 250 watt network affiliate a kw independent. 32 years old, married, one child. Best references furnished from all former employers. Sire manager's job with good results following proven results. Prefer southwest, but not immune to other locations. Well known in Texas radio. Would consider investing in deal. If your station has any possibilities and you are interested write wire Box 89K, BROADCASTING.

Station manager, looking for station with progressive owners. Came through the ranks in radio. Knowledge based on practical experience and 10 college years. Presently employed minimum salary considered \$8,000 yearly. Box 149K, BROADCASTING.

Manager, sales manager. 16 years broadcasting experience. Constructed 2 stations. Know all department. Engineer. Presently employed as manager. Available 60 days. Desires midwest. Mature, responsible business man. Have good record in sales and management. Family man. Write Box 156K, BROADCASTING.

Assistant manager at established station, preferably in midwest or Pacific area. Twenty years in radio, including station construction, engineering, announcing, sales, copywriting, management of "local" stations. Supervise and accept responsibility. Give good service in return for reasonable salary and opportunity to learn and apply progressive management practices. Available soon. Box 111, BROADCASTING.

Manager who can produce more profit. Seventeen years in broadcasting including ownership, management, programming, announcing, engineering. Presently managing small city network station. Box 163K, BROADCASTING.

Station manager-commercial manager. Currently employed executive position top independent in one nation's first 10 markets, desires position manager's position in small metropolitan market. New England, middle Atlantic preferred. Local national sales experience, sales promotion, programming. Married. College graduate. Personal interview requested. Box 175K, BROADCASTING.

Salesmen

Announcer-salesman, clean record. Details by letter, audition. Box 112, BROADCASTING.

Salesman - announcer. Presently employed at same station where commercial manager, salesman and announcer for past five years. 31, 2 children, so reliable, best of references, veteran. Demand commission. Before after hours announcing appreciated but not necessary. Box 150K, BROADCASTING.

Announcers

Stop! Dirt cheap! Draft exempt young man desires to train as announcer-combo man, also learn continuity, and photo. Box 846J, BROADCASTING.

Experienced, versatile announcer single, age 22, draft exempt veteran. Sires opportunity develop special talent. News, sports, western disc show. Smooth board and team man. Effective delivery. Air check available. Box 71K, BROADCASTING.

Top newscaster and editor with years announcing background with permanent job eastern city. Family man. Presently employed 50,000 watt station. Available July 15. Box 82K, BROADCASTING.

Situations Wanted (Cont'd)

ancer-salesman: Familiar with all of radio including control board, sports, some experience. Vet-married, no children, willing to disc available. Box 99K, BROADCASTING.

ancer and/or copywriter: Thor- experienced all phases of pro- ncing, traffic, announcing, writing, udition or disc. Vet (no reserve) 25. New England only. Box BROADCASTING.

nnouncer: Experienced. College ate. Capable. Operates board. an. Young. Prefers east or Box 104K, BROADCASTING.

ly speaking: Three years radio- tic, deejay/events. \$60. Exempt. 34K, BROADCASTING.

enced announcer, music, news, tics. Want TV or radio job. Box BROADCASTING.

able July 1st! Two metropolitan York announcers, draft exempt, family men. Desire progressive. If opening definite, will travel. 45K, BROADCASTING.

ancer, versatile, vet, family, col- Employed metropolitan station, al interview. Box 146K, BROAD- ING.

but right. Experienced radio and announcer. Married, with family. g on personality shows. Live and will re-enter business for right Box 148K, BROADCASTING.

ancer, experienced in all phases dio broadcasting, desires steady dable job. Excellent voice. able immediately, draft exempt, 3, negro. Disc and photo avail- Box 152K, BROADCASTING.

me! Disc specialty, hillbilly, pop, married, draft exempt, college, years experience. Friendly, de- able seller. Qualified PD. Will nywhere for \$100 weekly. Box BROADCASTING.

illy DJ. Announcer, news, com- als. Musical knowledge. Know like hillbillies. Looking for right anent spot. No "stuffed shirt" on. Details, transcription on re- Available, one week. Box BROADCASTING.

announcer. Experienced, respon- Have clean-cut disc show on air h is original, different. Good dily selling voice. Leave two weeks e. College graduate, draft exempt. tion disc available. Box 162K, ADCASTING.

tion: Eastern stations. Announcer, rience commercials, news, DJ, le copy, know board. Exempt vet, ed, 28. Box 171K, BROADCAST-

rienced announcer in all phases of a, presently employed, married, d exempt. Some shows sponsored y on my ability (one a sports in its 3rd year). Am interested position in eastern met city. Per- l interview and audition on re- t. Box 174K, BROADCASTING.

ndable, ambitious, energetic an- cer, MC, special events director ormer program director. Desires act with larger station in midwest. ntly employed 5000 watt network on. Five years experience. For y and picture see Page 89 Broad- ing, June 25th. Veteran not sub- to military service. Box 181K, ADCASTING.

erience, draft exempt newscaster, nouncer. First phone ticket. Car. ight network caliber in announc- programming and engineering. um \$70. Prefer 100 miles of Y. C. or southern California, but der any station with future. Ed hell, 528 East 29th Street, Pater- N. J.

combination man. Network experi- e. First phone. Emphasis on an- cing news, commercials. Vet, le, draft exempt. Florida prefer- William Rogel, 1275 Grant Avenue, C., N. Y.

satile announcer-sportscaster, strong -by-play all sports and newscast- Three years experience. Married, t exempt. Ken Sanford, 2035 Cres- Avenue, New York 53, N. Y.

Technical

enty years experience. Highly qual- l. Permanent south, southwest. 0 minimum. Box 14K, BROAD- STING.

ne first, salary, hours, first letter, dable. Box 36K, BROADCASTING.

Situations Wanted (Cont'd)

Northeast-midwest: Licensed engineer, veteran, 27, six years experience (most- ly 5 kw), seeks progressive AM and/or start in TV transmitting. No combina- tion or small operation. Will start at sixty-five weekly after two weeks no- tice. Permanent. Box 140K, BROAD- CASTING.

First class operator, draft exempt, sin- gle. Preferably low wattage station. Box 144K, BROADCASTING.

First class operator, draft exempt. Pre- fer New England, small station. Box 172K, BROADCASTING.

1st phone combo. Experience 5 kw. Board work, married vet. State salary, hours, living conditions first letter. Southwest. Minimum \$60. Box 173K, BROADCASTING.

Available after July 15. First phone, single, age 26, draft exempt. Now em- ployed. Box 180K, BROADCASTING.

First phone, graduate top announcing school. Married. Draft exempt. Wants combo job Wisconsin or nearby. Avail- able Aug. 7. Disc and details on re- quest. Box 182K, BROADCASTING.

Colored vet. Age 30, first radio-phone license. Broadcast transmitter experi- enced. Employed at present by local broadcast station. Desires change. Available after one week notice. Con- tact J. Allen, P. O. Box 374, Laurin- burg, N. C.

Radio operator with thirty-two months experience available upon weeks no- tice. No announcing. Vet, single, pre- fer south. Address Travis Gunter, 66 Greenville St., Newnan, Ga. or phone 1403 between twelve and one P.M.

Production-Programming, others

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Mar- ried, two children. Box 13K, BROAD- CASTING.

Staff organist—thoroughly experienced. Write Box 70K, BROADCASTING.

Versatile continuity writer, woman's feature announcer, account servicer. Excellent references. Southwest pre- ferred. Box 80K, BROADCASTING.

Advertising executive presently em- ployed as assistant radio-TV director of national 4A agency in major metro- politan center desires director's job with small agency preferably in mid- west or as executive with substantial radio or TV station. Experienced in sales, programming, production, public relations and network announcing. College graduate. Married. Ambitious. 31. \$8000 to \$10,000 bracket. Box 98K, BROADCASTING.

10 years of solid commercial radio and TV experience as department manager and writer for top midwestern stations. This experience has paid off for others. Can you use it? Write Box 142K, BROADCASTING.

Want more than just a PD? Want su- pervisor experienced all phases adver- tising, production too? Have success- ful record local, regional stations. College education. Excellent recom- mendations. Veteran. Looking for ex- ecutive job in bigger city with progres- sive station which believes in getting results for sponsor. \$400. Box 147K, BROADCASTING.

Program director; experienced produc- tion, promotion, programming, writing, announcing. Headed program, news, sports departments. Baseball play-by- play. References. Family man. De- sires midwest position. Box 177K, BROADCASTING.

Continuity director capable of an- nouncing, board operation, news writ- ing and reporting. 3 years experience, knowledge of programming traffic. Draft exempt. Single, available im- mediately, good references. Write Charles Read, 15 Third St., Northwest, Oelwein, Iowa, Phone Oelwein 1345W.

Television

Announcers

Seek TV opportunity. 5 years experi- ence. Responsible MC, topflight an- nouncer, DJ, actor. Single, veteran. Currently employed major network affiliate. Prefer personal interview. Box 132K, BROADCASTING • TELE- CASTING.

Situations Wanted (Cont'd)

Technical

Ex GI, 1st class phone. No experience. Single. 24, amateur. Experience, with- out car. Box 136K, BROADCASTING • TELECASTING.

For Sale

Stations

Prosperous eastern 250 watter-one station market. Earning over 25% on asking price. \$145,000. No brokers. Box 178K, BROADCASTING.

Equipment etc.

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

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. Engi- neering information available on either item. Box 97K, BROADCASTING.

Three (3) complete Universal RMC reproducer groups with extra new Uni- versal head used short time, good con- dition. \$150.00. Box 131K, BROAD- CASTING.

Attention: Traffic departments! For sale, thirteen drawer Acme visible record cabinet. Holds 845 standard 8 x 5 inch cards. In perfect condition. Box 151K, BROADCASTING.

Tower 150' insulated base A-3 light- ing Wincharger 101 two years old available for immediate shipment. Box 161K, BROADCASTING.

RCA 308-A field intensity meter. KFNF, Shenandoah, Iowa.

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 mer- ger. WJLK, Asbury Park, N. J.

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 Elec- tric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

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, WLBK, Bowling Green, Kentucky.

One kw used Gates model BC-1E trans- mitter, like new, for sale. R. H. Thompson, WWNS, Statesboro, Georgia.

Two Presto 6-N's. Like new. Also two 50 watt RCA amplifiers. Bill Connor, 214 Vine Ave., Park Ridge, Ill.

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

Equipment etc.

Stand-by AM transmitter 100-1000 watts. Reply CFBC, Saint John, N. B.

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

Tower self-supporting, approx. 180' new or used Truscon preferred. Jones, WJET, 1607 Oak Street, Youngstown 6, Ohio.

Wanted to buy: 250 watt FM trans- mitter. Prefer RCA or GE. Must have monitor and bay. WVOP, Vidalia, Georgia.

Wanted to Buy

Need one good, used 1 kw trans- mitter. Guarantee Radio Supply Co. Laredo, Texas.

10 kw FM transmitter. Must comply with FCC specifications. Write Univ. of Wisconsin Purchasing Dept., Madi- son, Wisconsin.

Employment Service

OBSCURE TIME SALESMAN BECOMES STATION MANAGER

A successful salesman of a hard-to- sell station came to Broadcasters' Executive Placement Service. He wanted to sell for a larger station in a less competitive market. We thought he was management material. More important, in just three weeks we found a station owner who agreed. The result was an immediate increase of 30% in earnings, plus a share of profits, plus a management future.

We may be able to assist with the next move in your executive career. Every inquiry receives prompt, confidential and personal attention.

If you own or manage a station, large or small, AM or TV, we prob- ably have the right answer for ex- ecutive vacancies in your organization.

Howard S. Frazier
Broadcasters Executive Placement
726 Bond Bldg.
Washington 5, D. C.

Help Wanted

Announcers

Are You a Good Announcer

- Unaffected Voice
- 2 years experience

Air mail letter of application to:
M. N. Bostick
KWTX, Waco, Texas

Situations Wanted

Managerial

Three top-level men available

Manager: employed 1000 watt, fulltime, network, major market station. Fifteen years' successful management.

Program-Production: employed same station. 23 years independent and network operations; news and special events a specialty. Every show sponsored.

Announcer-Producer: d.j., promotion and pub- licity. Plenty of sell and originality. Five years.

Available as team or individually.

BOX 183K, BROADCASTING

Announcers

NOW AVAILABLE

One of America's most experi- enced symphonic music an- nouncers; also solid, success- ful newscasting background.

BOX 153K,
BROADCASTING

Production-Programming, Others

AVAILABLE JULY 31

PROGRAM DIRECTOR

(Sales, production, television, education, mer- chandising, station administration)

Currently employed major metropolitan station east.

BOX 133K, BROADCASTING

(Continued on next page)

For Sale

Stations

FOR SALE

Fulltime network affiliate in desirable single-station New England market out of TV area. Good earnings. Priced at \$45,000 for quick sale. No brokers. Box 155K, 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 watter up. Fulltime, daytime or network. Ready to act. Cash on the line. Box 72K, BROADCASTING.

Miscellaneous

for lease: radio & television school equipped with beautiful little theatre, control rooms, etc.

address: Radio Arts Bldg. 5927 Sunset Blvd. Hollywood 28, Calif.

School

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th - PORTLAND, OREGON

NBC's 25 Years

(Continued from page 79)

telecast in New York, Washington, Philadelphia and Schenectady via NBC, marking first use of portable equipment with image orthicon cameras on a regular TV program.

June 30: NBC newsmen report Operations Crossroads from Bikini, with bombardier of B-29 heard over the target and scenes following explosion described.

1947

Jan. 2: NBC TV cameras enter Halls of Congress for first time at opening of 80th Congress.

May 7: Kraft Television Theatre begins series still running.

June 27: WNBW, NBC's TV station in Washington, begins operations.

Sept. 13: Paving way for syndication of TV programs to non-interconnected cities, NBC announces special camera, developed with Eastman Kodak Co., for photographing video images off kinescope tube.

Sept. 30: World Series telecast for first time. Carried on NBC stations in New York, Philadelphia, Washington and Schenectady to estimated total audience of 3,962,000.

Oct. 5: First telecast from White House.

Oct. 9: Charles R. Denny Jr. joins NBC as vice president and general counsel after resigning as FCC Chairman. Elected executive vice president of NBC July 2, 1948.

Nov. 13: Bell System radio relay set-up between New York and Boston proves successful carrier of TV programs.

Dec. 27: Howdy Doody debuts on NBC-TV.

1948

Jan. 12: Kukla, Fran & Ollie join NBC-TV with completion of cable connection of eastern and midwestern TV hookups.

March 20: Toscanini conducts NBC Symphony in its first telecast.

June: "College by Radio" plan announced as part of vast adult education project. Controlled experiments started by WAVE Louisville and the U. of Louisville.

June 8: Texaco Star Theatre and Milton Berle start on NBC-TV.

June 21 and July 12: National political conventions at Philadelphia get full TV coverage, NBC devoting 54 hours of TV time to GOP, more than 41 hours to Democratic sessions.

Sept. 18: WNBQ, NBC's TV station in Chicago, begins test transmissions.

Sept. 20: NBC Midwestern TV Network opened.

Oct. 21: Ultra-Fax demonstrated in

Washington. A million words a minute transmitted from WNBW (TV) to demonstrate results of combined efforts of RCA Labs, NBC Engineering Development and Eastman Kodak Co.

Oct. 31: WNBK, NBC's TV station in Cleveland, starts commercial operation.

1949

Jan. 20: Truman's inauguration is first one to be televised.

April 9: Milton Berle raises \$1,100,000 in pledges for Damon Runyon Memorial Cancer Fund in 16-hour marathon telecast on NBC-TV.

July 21: Films of Sen. Tom Connally (D-Tex.) announcing Atlantic Pact ratification processed and shown on NBC-TV 65 minutes later, setting a new speed record.

Oct. 7: Niles Trammell elected NBC board chairman. Joseph H. McConnell elected president of NBC.

1950

Feb. 25: Saturday Night Revue starts on NBC-TV.

April 9: Bob Hope makes network TV debut.

July: NBC sends accredited newsreel correspondents to Korea, a TV "first."

July 6: The Quick and the Dead, NBC's four-part documentary on the atomic and hydrogen bombs, begins.

Nov. 3: NBC inaugurates new sales concept with Operation Tandem, enabling advertisers to buy participation in a group of evening programs.

Nov. 4: The Big Show with Tallulah Bankhead premieres as 90-minute Sunday evening radio series.

WAGE POLICY

Panel To Report July

WAGE policy in the radio and television field may be determined this summer with a target date tentatively set for July.

A panel, appointed by the War Stabilization Board to consider wage stabilization in industries exempt from price ceilings, meets in Cincinnati July 5 to report on hearings it conducted in Washington early in June.

Radio-TV stations as well as a number of other industries are exempt from price controls under Sec. 4 (e) of the Defense Production Act.

Majority of witnesses who appeared before the wage panel favored lifting of the wage freeze in those industries which do not come under price controls.

A widely circulated news report last week claimed that the panel would recommend the lifting of the wage freeze in the exempt industry category. WSB could not confirm this report and pointed out that the board, and not the panel, has the authority to "make final determinations on the problems on which it [the panel] received testimony."

STATION BREAKS

WCBS Announces New Policy

WCBS New York will sell station break announcements on a "fixed position basis," effective today (Monday), G. Richard Swift, general manager, announced last week. The "rotating station breaks policy" will be abandoned, he said.

Also announced was the availability of nighttime radio station breaks for 20 seconds transcribed or 45 "live" words, which reduce night time-signal availability to five seconds or 12 "live" words, a 50% of the base station break rate of \$200 Class A time. Present rate of \$100 for daytime station break and time signals will continue. First choice of fixed station-break availabilities will be given to current advertisers, Mr. Swift said.

DUTCH PROGRAMS

Recorded Series Offered

NETHERLANDS Information Service, an agency of the Netherlands Government, is offering to radio stations a transcribed series of diversified Dutch music entitled Holland Calling. Series consists of 26 programs. 14:30 minutes each.

Holland Calling is produced in The Netherlands and pressed in New York by Gotham Recording Corp. There is no charge for the series. Records are sent express prepaid. Stations may retain the records for their library, or for donation to a school. Some 300 stations are now using the service, NIS reports. Address of the information service is 10 Rockefeller Plaza, New York 20.

FOR SALE

- 1 • GE transmitter console for 1 kw transmitter type XT-1-A
- 1 • GE FM exciter type, model 4-Bt1A1
- 1 • GE FM 3 kw amplifier type BT-3-A model 4-BF2A1
- 1 • GE AM 1 kw amplifier type XT-1-a model 4XT1A
- 1 • GE frequency monitor FM type BMIA model 4BE1A1
- 1 • GE frequency monitor OM type BM 3A model 4B3A1
- 2 • GE regulated power supplies for frequency monitors, type BP2A model 4BP2A1
- 2 • GE program amplifiers type BP2A model 4BA2A1
- 1 • GE monitoring amplifier type BA4C model 4BA4G1
- 1 • Table holding GE console
- 2 • 6 ft. racks, holding frequency monitor, etc. GE racks
- 1 • GE console type 4FS1A1 monitoring speaker
- 1 • GE speaker base model 4FA17A1 (for above unit)
- 1 • GE monitoring amplifier model 4BA4C1 type BA4C
- 1 • GE crystal thermocell Cat. 32C401G63 213.657 kcs
- 1 • GE utility input amplifier type BA10A
- 1 • GE 2 channel console
- 1 • 8 ft. GE rack
- 1 • GE relay assembly (4 relays)

BOX 165K, BROADCASTING

Southern Network Station

\$55,000.00

One of the old established network properties located in an excellent and rapidly growing market. Station has always made money in spite of absentee ownership. With a down payment of \$25,000.00 we can finance the balance on reasonable terms.

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

Y CONVERTS

Hollywood Offices

remodeling cost reported as \$250,000," Gene Autry is putting a recently purchased wood building at 6920 Sunset into 22 offices to headquarters radio-television and other entertainment units.

Formerly a one-story supermarket occupying more than 9,000 feet of floor space, it will be a two-story structure upon completion. Included will be a completely equipped sound stage to be used by his Flying A Pictures Inc. in production of TV films. Occupancy is expected by late August.

FOR DANGER

Used in 'Redbook' Article

WARNING that thoughtless censorship may mean "a diet of movie radio and television programs representative of life as it is lived that you are almost lulled by the unreality" was published by Collie Small in "What Partnership Keeps You From Knowing" published in the July issue of Redbook Magazine.

Noting that "censorship is on the increase in America," Mr. Small attributes it to larger number of organized minority groups, the growing fear on the part of publishers and motion picture radio producers of offending these groups, to "the appearance of television—which creates a new item to be censored," and to "racial insecurity."

A Elections

RULES R. VINT, president of State-Palmolive-Peet Co. Ltd., Toronto, has been elected president of the Bureau of Broadcast Measurements, Toronto, at a board meeting of the B.B.M. held at Toronto fortnight ago. Horace N. Stovin, president of N. Stovin & Co., station representative, Toronto, was re-elected president. Charles J. Follett, president of Canadian Advertisers, Toronto, was elected executive secretary, and Athol McQuarrie, general manager of ACA, re-elected treasurer of B.B.M.

New York will carry a summer water-safety spot campaign featuring transcribed personal messages, placed under American Red Cross auspices, volunteered by Esther Williams, Buster Crabbe, Eleanor Holmes Johnson, Weissmuller, together with three swimming champions of the Women's Swimming Assn. of New

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

allied arts



EDWARD ROBERTS CARROLL, DuMont TV Network teletranscription department head, appointed vice president and general manager of Vidicam Pictures Corp.

SHERMAN GREGORY, veteran broadcast executive, appointed chief of technical operators for Radio Free Europe's stations and transmitters in Western Germany. He will leave the United States July 2 for his new headquarters in Munich, from which he will supervise the engineering and technical operations of the RFE stations at Frankfurt and Munich and their transmitters, as well as other RFE stations now in the planning stage whenever they are ready to begin operations. He will report directly to Richard J. Condon, European director of RFE.

CHARLES SEAVER, Chemical Rubber Co., Cleveland, to editorial staff of The Jam Handy Organization, Detroit.

STORECAST Corp. of America added 24 new sponsors, including General Foods Corp., Airline Foods Corp. and Kraft Foods Co., during month of May. Thirty-nine new sponsors and renewal by 25 old ones during April and May also were reported.

CHARLES DOCKER, operator of own advertising agency, to Sales-O-Matic, as San Francisco representative. Firm sells and leases point-of-sale tape recorded commercials.

BENNETT S. ROSNER, advertising and promotion manager Custom Record Sales Div. RCA Victor, father of girl, Druanne Gale.

DICK MITCHELL appointed sales manager Radio Apparatus Corp., Indianapolis. He will also continue his duties as sales manager Industrial Development Engineering Assoc., same city.

FEDERAL TELECOMMUNICATION Labs, Nutley, N. J., research unit of International Telephone & Telegraph Corp., announces new television picture monitor which will not "cut into" picture signal resolution. Described as "especially useful in the laboratory and production testing of television video amplifiers," with a picture size of 14 inches, the new monitor, FTL-84a, has a "revolving power . . . designed for operation well beyond the specified 600 horizontal line minimum." Deflection circuits of the monitor, designed to operate stably and independently of the "separately driven pulse high-voltage supply," permit horizontal linearity and size adjustments without regard to the effect on high voltage of 16 kv.

SANDERSON SMITH, assistant advertising manager Golden State Co. Ltd., S. F., to Varian Assoc. (microwave electronics), San Carlos, Calif., as advertising and public relations director.

NATIONAL UNION RADIO Corp., Orange, N. J. announces new portable checker for picture tubes. The new cathode ray tube checker is designed for use both in the shop and in the customer's home. It also can check tubes while still in cartons, making it easy to check for damage in transportation.

LEO G. SANDS appointed director of public relations and advertising Bendix Radio, Phila.

GENERAL ELECTRIC Tube Div. announces new heavy-duty thyatron tube for control application. Designed for airborne electronic control equipment, the GL-6044 provides both electrical connection and mechanical support.

M. R. RODGER, assistant general sales manager central division of Crosley Div., Avco Mfg. Corp., Cincinnati, appointed central division sales manager. **E. W. GAUGHAN**,

who is in charge of special activities, named eastern divisional sales manager. **T. H. MASON**, sales promotion manager, named western divisional sales manager.

M. J. STREHLE, assistant manager of replacement tube sales General Electric, Syracuse, appointed intracompany sales manager for the G.E. tube division.

IDECO, division of Dresser Equipment Co., has announced contracts for construction of two of "world's largest television towers." Towers will be built for WTMJ-TV Milwaukee and WBEN-TV Buffalo, and are being furnished through RCA by IDECO of Columbus, Ohio.

Technical . . .

LAWRENCE J. SCANLON, WIBX Utica, N. Y., rejoins engineering staff WFLW Lawrence, Mass.

H. WALTER THOMPSON, engineer WGN Chicago, on leave of absence, was re-elected president of International Brotherhood of Electrical Workers (AFL), Local 1220, for another two-year term at recent membership meeting. **M. A. (Maxie) BAER** and **JOHN BAKER**, also of WGN, were elected vice president and treasurer, respectively. **JAMES FELIX**, WJJD, and **KURT DARR**, WBBM, were re-elected recording and financial secretary, respectively.

EDWARD EDISON, manager San Francisco branch RCA Service Co., to engineering staff KLAC-TV Hollywood, as assistant to director of engineers, **ROBERT CONNER**.

July 4 Features

INDEPENDENCE DAY will be an occasion for special programs for all Lang-Worth affiliates, Lang-Worth Feature Programs Inc. has announced. Special programs planned included *A Summer Day*, a half-hour show utilizing words and music in a patriotic vein. Another, *Independence Day—1951*, also runs 30 minutes and interprets July 4 with brass band and choral singing. An informal show about baseball was also announced—*A Sidelight on the Baseball Story*, allowing for introduction of local baseball scores and stories.

Equipment . . .

JAMES W. SHACKLEFORD, southeastern district sales manager, Scott & Mack Television, named southeastern district sales manager for radio & television division, Sylvania Electric Products, Inc. Mr. Shackleford will establish his headquarters in Atlanta, Ga., to cover Georgia, Alabama, Louisiana and Florida.



Mr. Shackleford

SCOTT MORENCY, sales representative Western Automatic Machine Screw Co., Elyria, Ohio, appointed Washington representative of War Contract Div. Zenith Radio Corp., Chicago.

THE TURNER Co., Cedar Rapids, Iowa, announces new television booster, model TV-1, capable of covering all TV channels from 2 to 13.

RAY A. MORRIS, assistant sales manager Industrial Development Engineering Assoc., Indianapolis, appointed chief engineer.

ROGER B. YEPSEN, executive department, marketing research division General Electric, Syracuse, appointed manager of marketing research for tube divisions. He makes his headquarters in Schenectady.

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Dates

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Phone 8202

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

HOUSTON, TEXAS (2700 Post Ave.) Phone 41400 3536

Open Mike

(Continued from page 16)

about NBC's new code of radio and television broadcast standards, as unveiled by NBC Executive Vice President Charles R. Denny, you quote the code as follows: "NBC seeks to have such backdrops or properties used judiciously (showing the sponsor's name, name of his product, etc.). . ."

Item: Three days prior to this release, NBC-TV carried a summer replacement show called *Juvenile Jury*. This was sponsored by the Minnesota Mining & Mfg. Corp. for Scotch Cellophane Tape.

The five moppets who constituted the panel were introduced through a giant Scotch Cellophane Tape Dispenser. Each of the moppets spoke his or her witty saying into a small individual microphone, made in the form of a Scotch Cellophane Tape Dispenser. Jack Barry, me, spoke his lines into a larger microphone made in the form of a Scotch Cellophane Tape Dispenser. Behind Mr. Barry's head, but fully in every camera shot, was a large, overbearing replica of the Scotch Cellophane Tape trademark.

And not only that but one of the questions which the cute little tykes grappled with had to do with the needs of a subject for various uses of Scotch Cellophane Tape. This little model also stepped through

the giant size Scotch Cellophane Tape dispenser.

NBC says this is incidental background . . . ?

Richard Krolik
Project Supervisor
The March of Time
New York

* * *

Enough Is Enough

EDITOR:

After reading the editorial of June 11 entitled "FM's Aches, TV's Balm?" . . . we are writing as representatives of the FM listening public. We wonder why your publication continually persists in knocking the best means of sound broadcasting—FM . . .

Bruce Elving
Richard Gottschald
Duluth, Minn.

* * *

EDITOR:

. . . I have noted with interest your replies to Ed Wheeler and Mr. Adams [OPEN MIKE, June 25, 18] in regard to defending your statement, attributed to engineers, that FM could be accommodated on two megs. You state in only the densely populated areas such as their markets are it might not work. Please then explain what would happen in our area (Washington population 12,000) to the 15 or 16 FM stations that are listened to with regular consistency by the people of this area. . .

You say, with a twang of bitterness, there are only 700 FM stations on the air. How many AM's were there on the air five years after the advent of radio? How many TV's after five years? What industry or business can invest what we have in a new business, speaking of the FM broadcasters, and expect it to give an immediate return? We who have stuck it out for three or four years are getting on our feet, much to the consternation of those who like to see us die. . .

Please don't try to add insult to injury by stating that anyone who thinks your publication is opposed to FM hasn't read it very closely. I have long defended you of these charges, but now it is so obvious that it is indeed an insult, even though we have shown our lack of intelligence by staying in FM, a thing we believe in, and even some of us making it pay.

Robert E. Williams
Station Manager
WFML (FM) Wash., Ind.

* * *

EDITOR:

I am sorry to have to say that BROADCASTING • TELECASTING certainly does discriminate against FM broadcasting. Invariably, BROADCASTING • TELECASTING calls aural broadcasting AM instead of Radio. The letters AM mean amplitude modulation and so exclude

the frequency modulation segment of the broadcasting art. Your reference to radio as AM is grammatically wrong, too. This is of course a calculated deliberate, cutting slur of the superior FM medium.

Richard F. Lewis Jr
(licensee)
WRFL (FM) Winchester,
Va.

* * *

EDITOR:

. . . Upon carefully re-reading your editorial ["FM's Aches, TV's Balm?" June 11] and the comments given to Edward Wheeler's letter [OPEN MIKE, June 18], I agree with you that in substance BROADCASTING • TELECASTING has not come out against FM. However, in effect you have. You are actually denying that there is any future to FM; that someday there might be broadcasters clamoring for space on the FM spectrum. The suggestion is a bit far-fetched, perhaps, but you know what I mean.

There are broadcasters who are making money by providing a listener program (as contrasted with Storecast, Air Music, etc.) on strictly an FM basis. WBIB, WABF and several others can be cited as examples. Sol Chain and Ira Hirschman and others have the hope that someday others will join them. By denying the FM band, they are denied that chance; for once lost, the FM spectrum will never be regained. FM growth may be slow, but it's steady. Let's plan for a brighter FM future, and leave 88 to 108 mc intact.

George W. Hamilton
Maplewood, N. J.

[EDITOR'S NOTE: We're glad that Mr. Hamilton's fears for our scuttling FM, as expressed in his letter published in OPEN MIKE last week, have been relieved by a re-reading of our editorial. To Mr. Hamilton and to other avid FM partisans who misinterpreted the intent of the editorial, a final word: BROADCASTING • TELECASTING desires no end to FM but believes the fact that the FM spectrum is not fully occupied justifies a consideration of the question of diverting some spectrum space to TV].

* * *

Old Wheeze

EDITOR:

As a theatre operator [The Georgetown Theatre in Washington] and as a public relations adviser on films and television, I can't quite agree with the premise you outline in your editorial, "Theatre TV No Knockout" [June 25 issue] . . .

And frankly what makes television so sacrosanct that you, in your omnipotence, can blithely, and carelessly, insist that "the retail price of a radio or television set should be the total admission charge to all the programs on the air?" Especially when you know that the customer is paying for the show in the form of a pitchman's approach to "hurry, hurry, hurry," to buy a sponsor's product? . . .

Al Sherman
Washington, D. C.

[EDITOR'S NOTE: No viewer of commercial TV is obliged to buy a sponsor's product unless he wants to. The difference between that and buying a ticket at a box-office before being admitted to a show is obvious.]

Perennial Chisel

THE summer planting season has brought a new flower offer from a perennial perennial offeror, National Radio Adv. Co., Seattle. In a letter to stations, Edward A. Kraft, manager, wants to buy two five-minute periods a day, five six days. That adds up to a hour of broadcasting so the agency says, "We want the one-hour rate to apply. Product is a collection of 2 perennials plus a rose bush." "The offer is presented very well on a five-minute transcription," the letter explains, adding, "We will send you our check covering the first week's broadcasts plus transcription and shipping instructions if you will agree to the foregoing and will assist in every way to make the account pay out."

AMA CONFERENCE

Marketers Meet in Detroit

SEVENTEEN "circles of information" climaxed the three-conference of the American Marketing Assn. at the Hotel Statfortnight ago in Detroit. This novation made the last day of conference into an open forum where those with specific questions and problems could take them directly to a table containing three-five experts in a particular category.

Two of the "circles" were voted to radio and TV problems. At the table headed "Radio and TV as a Source of Marketing Information" were: Robert J. Anderson, ABC; Warren Middleton, WLS Chicago; Donald L. Mil, Crosley Broadcasting Corp.; Edward Shurick, of CBS.

Under "Measuring Advertising Effectiveness on Radio and TV" questions were being answered by Thomas Coffin, NBC; Sydney R. Low, The Pulse Inc.; E. E. Sunquist, A. C. Neilsen Co., and Maxwell Ule, of Kenyon & Eckhardt.

The success of this new idea was measured by the fact that well over half of the 400 delegates took advantage of one or more of the roundtables. The theme of the meeting was "Marketing For Tomorrow," with future techniques being discussed in the light of today's indications of future conditions.

Advertising's place in marketing was well covered at one morning session, when the delegates were addressed by John L. McQuigg, Geyer, Newell & Ganger; H. (Ken) Jones, vice president and director of research for Brook Smith, French & Dorrance, at Walter B. Booth, account executive for Campbell-Ewald.

Advertisers like to
read ads, too. And
so advertising in
Printers' Ink is read by
the leading buyers
of advertising not
only because they are
interested in the
stations and
markets they might use,
but also because they
have a professional interest in
your copy, layout, etc.

FCC Actions

(Continued from page 81)

Applications Cont.:

Expiration date.

License Renewal

VL Waterville, Me.—Request license renewal.
CX LaCrosse, Wis.—Same.

28 Decisions . . .

THE COMMISSION EN BANC

Request Granted

RA Mayaguez, P.R.—Granted request for extension of completion date of which authorized increase in power to 5 kw, installation of new change in trans. location and location of DA-DN on 1150 kc.

Application Granted

AM Camden, N. J.—Upon petition, moved from hearing docket and denied application to change trans. on, ant. and ground system of M subject to cond. that proposed be painted and lighted in accordance with specification B6-16 plus primary lighting.

QD Anchorage, Alaska—Granted application for CP to replace expired which authorized change in frequency from 790 kc to 600 kc, and 1 new trans.

Designated for Hearing

LS Kinston, N. C.—Designated for hearing in consolidated proceeding with application of WELS to change facilities—the application of WFTC to change facilities—the application of WELS, consent to relinquish negative consent of licensee by E. L. Scott, Jack L. and Robert Wasdon to Leroy L. et al.

Authority Extended

Wesley Broadcasting Corp.—Extended temporary authority to operate experimental TV relay stations KQA-40 and -44, now providing Crosley with wave relay service between Dayton and Columbus, Ohio, for one month July 31.

BY THE COMMISSION

License Extended

General Electric Co., Syracuse, N. Y.—Extended extension of developmental license in KE2XCV license on temporary basis for period ending Sept. 1.

Freedom Essay

BE PLOUGH, owner of WMPs Memphis, and president of Plough Inc., wanted to develop employee interest in a \$5 million pharmaceutical plant he has just dedicated. To that end he announced a scholarship award to children of radio-pharmaceutical employees in a competition for the best essay entitled, "Freedom Is Everybody's Job." The contest was won by Richard Lee Krelstein, 14-year-old son of Harold R. Krelstein, vice president and general manager of WMPs.

CHAS. MICHELSON HIT!

Phil Brito

in

"a Date With Music"

15 MIN. SHOWS
TRANSCRIBED

for particulars

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

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

Summary of Authorizations, Stations on the Air, Applications

SUMMARY THROUGH JUNE 28

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2278	2246	140		275	123
FM Stations	651	527	132	1*	11	3
TV Stations	107	81	28		414	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

Ottawa, Ill.—Announced final decision and order adopting initial decision of May 22 which, as amended, granted application of Carl H. Meyer for a construction permit for a new AM station on 1430 kc, 500 w, daytime; condition. Decision June 21.

INITIAL DECISIONS

WORD Spartanburg, S. C.—Hearing Examiner Elizabeth Smith issued initial decision favoring grant of application for switch in facilities from 1400 kc, 250 w, fulltime to 910 kc, 1 kw, fulltime, directional; conditions. Decision June 25.

MEMORANDUM OPINIONS AND ORDERS

WTUX Wilmington, Del.—By order, granted Port Frere Bestg. Co. Inc. authority to continue temporary operation of WTUX from July 2 until midnight Sept. 10, 1951, pending action on petition for rehearing and other relief filed on Nov. 1, 1950, directed against FCC decision released Oct. 12, 1950 denying renewal of license. Order June 21.

KGBS Harlingen, Tex.—By memorandum opinion and order, vacated and set aside initial decision of Nov. 21, 1950 recommending grant of application for switch in facilities from 1240 kc, 250 w, fulltime to 850 kc, 5 kw, fulltime, employing same night-day directional, in order to allow time for proposed site survey; remanded to examiner for further study. Also authorized applicant to conduct proposed survey on 850 kc with 100 w, unmodulated signal except for voice identification every half-hour. Order June 27.

Kansas City, Mo.—Adopted order requesting Kansas City Bestg. Co. Inc., Kansas City, and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. to direct their arguments to issues specified by order at oral argument scheduled for July 16, in addition to issues raised by their exceptions. Order June 27.

Sacramento, Calif.—Adopted memorandum opinion and order denying petition of Capitol Radio Enterprises for review of examiner's ruling on May 31 which denied request to change place and date of hearing in consolidated proceeding involving its application and that of Radio California. Order June 27.

Non Docket Actions . . .

AM GRANTS

Marion, Ala.—Neely Bestg. Co. Granted 1310 kc, 1 kw, day; engineering conditions. Estimated construction cost \$27,250. The partners, Lester M. Neely and Kathleen W. Neely are owners of a chain of Alabama theatres. Granted June 27.

WINZ Miami-Hollywood, Fla.—Granted modification of permit authorizing fulltime operation on 940 kc with 1 kw, to increase power to 50 kw-day, 10 kw-night, day-night directional.

WINZ Miami-Hollywood, Fla.—Granted switch in facilities from 1 kw, fulltime to 50 kw-day, 10 kw-night on 940 kc with day and night directional antenna systems and an additional studio in Miami; engineering conditions. Granted June 27.

TRANSFER GRANTS

WLYC-AM-FM Williamsport, Pa.—Granted consent to John T. Keliher, present stockholder, to acquire control

of Lycoming Bestg. Co., licensee, through purchase of 226 additional shares issued by the company for \$13,580. Granted June 19.

WPJB (formerly WFCD) Providence, R. I.—Granted assignment of license from Pawtucket Bestg. Co. to Providence Journal Co., sole owner of Pawtucket Bestg. Co. since May 31. Granted June 19.

WJER Dover, Ohio—Granted assignment of license from Agnes Jane Reeves Green to Dover Bestg. Co. Inc., owned 99% by Agnes Green, 1/2% by R. A. Raese and 1/2% by Jane G. Raese. Granted June 19.

WDYK Cumberland, Md.—Granted assignment of license from R. A. Raese to The Western Maryland Bestg. Co., owned 98% by Mr. Raese and 2% by James A. Avirett, attorney. Mr. Avirett pays approximately \$300 for his interest. Granted June 19.

WLS Chicago, Ill.—Granted acquisition of control Prairie Farmer Pub. Co., sole owner of licensee corporation, by Gus A. Holt and five others, individually and as trustees of the Burridge D. Butler Memorial Trust of Chicago, through transfer of 1750 shares from Thomas E. Murphy and James E. Edwards, co-executors of the will of Burridge D. Butler, deceased. Granted June 18.

KPLC Lake Charles, La.—Granted involuntary assignment of license from T. B. Lanford, R. M. Dean and L. M. Sepaugh d/b as Calcasieu Bestg. Co. to T. B. Lanford, L. M. Sepaugh, R. M. Dean and the Viola Lipe Dean Trust through its trustees d/b as Calcasieu Bestg. Co. Action required by death of R. M. Dean's wife in accordance with Louisiana community property laws. No money involved. Granted June 27.

KRMD-AM-FM Shreveport, La.—Granted involuntary assignment of license (AM) and construction permit (FM) from T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and Mrs. R. M. Dean d/b as Radio Station KRMD to T. B. Lanford, R. M. Dean, Mrs. Mary J. K. Lanford and the Viola Lipe Dean Trust d/b as Radio Station KRMD. (See KPLC above.) Granted June 27.

WFRO - A M - F M Fremont, Ohio—Granted assignment of license from Robert F. Wolfe Co. Inc. to Wolfe Bestg. Corp., a formality designed to separate Robert Wolfe's broadcasting interests from his office supply inter-

ests, formerly owned by same company. Granted June 27.

KSTV Stephenville, Tex.—Granted assignment of license from John Blake, individually, and as administrator of estate of Mrs. Pauline Buckner Blake, to Galen O. Gilbert (66 2/3%) and J. R. Kincaid (33 1/3%) for \$17,500. Mr. Gilbert is manager of KGER Long Beach, Calif. Mr. Kincaid, his father-in-law, is a hardware dealer at Decatur, Ark. Granted June 27.

KPET Lamesa, Tex.—Granted assignment of license from R. O. Parker and R. A. Woodson d/b as Lamesa Bestg. Co. to R. O. Parker, R. A. Woodson and W. J. Beckham d/b as Lamesa Bestg. Co. Mr. Beckham, an auto dealer, buys 12% interest from Mr. Parker, who retains 51%. Granted June 27.

New Applications . . .

AM APPLICATIONS

Carmel, Calif.—Dr. Harry Morgan, 1150 kc, 500 w, day; estimated construction cost \$21,915; first year operating cost \$24,000; first year revenue \$36,000. Mr. Morgan is 16 2/3% owner KSTN Stockton, Calif. Filed June 26.

Lebanon, Tenn.—William O. Barry, 1340 kc, 1 kw, fulltime; estimated cost \$11,944; operating cost \$24,360; revenue \$36,000. Mr. Barry is program director WCOR Lebanon, Tenn. Filed June 27.

Edenton, N. C.—William J. Davis & R. C. Dukes tr/as Tar Heel Bcstrs., 860 kc, 1 kw, day; estimated cost \$16,275; operating cost \$24,000; revenue \$36,000. Mr. Davis was formerly manager of WFGV Fuquay Springs, N. C. Mr. Dukes is owner of Tar Heel Adv. Agency, Raleigh. Filed June 27.

Springhill, La.—Springhill Bestg. Co. Inc., 590 kc, 500 w, day; estimated cost \$14,275; operating cost \$24,000; revenue \$36,000. One-fourth owners are President Roy M. Fish, 1/4 partner is Bolin, Lowe & Fish law office; Vice President Jesse L. Boucher and Vice President Wilburn A. Slack, partners in Boucher & Black Insurance Service; Secretary-Treasurer James B. Branch Jr., owner Dixie Queen ice cream manufacturing and retailing. Filed June 27.

Guthrie, Okla.—Winston Carroll Blewster and Ray Henderson Wells d/b as Guthrie Bestg. Co., 1490 kc, 250 w, day; estimated cost \$11,004; operating cost \$28,000; revenue \$48,000. Mr. Blewster is an engineer with KSPI Stillwater, Okla. Mr. Wells is an engineer with KVMA Magnolia, Ark. Filed June 27.

Seminole, Tex.—New Frontier Bestg. Co., 1050 kc, 250 w, day (contingent on KTFY relinquishing 1050 kc); estimated cost \$17,475; operating cost \$30,000; revenue \$40,000. One-fourth partners are E. J. Watkins, owner South Plains X-Change Co.; George Burke, owner Burke Real Estate Co.; Mike A. Barrett, owner KTFY Brownfield, Tex.; David R. Worley, general manager KTFY. Filed June 26.

Darlington, S. C.—Frank A. Hull tr/as Darlington Bestg. Co., 590 kc, 500 w, day; estimated cost \$14,275; operating cost \$24,000; revenue \$36,000. Mr. Hull is president and treasurer of Royal Crown Bottling Co., Durham, N. C. Filed June 27.

FM APPLICATIONS

Dawson, Ga.—Dawson Bestg. Co., Ch. 266 (101.1 mc), 11.64 kw, antenna 222.5 feet; estimated cost \$9,784.45; operating cost \$1,200; no revenue. Applicant is

(Continued on page 88)

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by BMI

BECAUSE OF YOU

On Records: Johnny Desmond—MGM 10947; Bob Crosby—Coral 60440; Tony Bennett—Col. 39362; Jan Peerce—Vic. 10-3425; Ray Barber—Mer. 5625; Gloria De Haven-Guy Lombardo—Dec. 27666; Les Baxter—Cap. 1493.

On Transcriptions: Mindy Carson—Associated; Coconut Grove Orch.—Standard; Monica Lewis—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



COAST RADIO

Court Upholds Grant

U. S. COURT of Appeals for the District of Columbia last Thursday upheld the FCC's grant of new station facilities to Coast Radio Broadcasting Corp., Los Angeles. The decision had been appealed by Huntington Broadcasting Co., Huntington, Calif. [BROADCASTING • TELECASTING, Feb. 26].

Grant had been made following a consolidated hearing involving Coast Radio, Huntington Broadcasting and Gabriel Valley Broadcasting Co., all three asking 1540 kc, 5 kw daytime only.

The court considered the appellants' contention that the Communications Act required the FCC to determine which of the two cities was more in need of new broadcast facilities. It upheld the Commission's reasoning that Huntington Park, six miles from the center of Los Angeles, might be entitled to a Class IV outlet with maximum of 250 w, but that the proposed facility would serve not only Huntington Park, but 83% of the Los Angeles metropolitan district. In like manner, it was said, Coast Radio would serve almost all of that area including Huntington Park.

The appellate court then affirmed the choice of Coast Radio as being in a better position to carry out its service plans because ownership was more largely local residents and because it proposed greater integration of ownership and management in its operation.

Abe L. Stein and P. W. Seward appeared for Coast Radio. Edward Kenehan, Welch, Mott & Morgan, represented Huntington Broadcasting.

upcoming



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 23: FCC City-by-City TV Allocation Proceedings Begin, Washington.

July 27: United Paramount Theatres' Stockholders Meet on UPT-ABC Merger.

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. 20-23: 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.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Moves to Speed Thaw

(Continued from page 69)

views on educational reservation."

Going into details of the Yankee Network's unsuccessful efforts to get Channel 10 at Bridgeport, Mr. Pierson attacked the provision of "arbitrary denial" he held is involved in FCC's proposal. He said if FCBA has a better method, FCC should follow it in the public interest.

He saw FCBA's plan for a final guide now and commencement of application-hearings as a means of discouraging litigation later which would delay TV indefinitely. He saw a worse "chain reaction" inherent in FCC's plan than in that of FCBA.

Mr. Pierson argued the "last chance" nature of FCC's proposal makes greater the desire to take a denial to court, whereas under the FCBA plan an applicant has as many chances as he wishes to take and his ingenuity can devise.

He also pointed out litigation under FCC's plan would tie up allocation of the whole U. S. while any litigation under the FCBA plan would be confined to only one area or city.

Under FCBA's plan applicants would forego unduly complicated "alternate proposals" and work out mutual compromises as they do in AM, he suggested.

Mr. Pierson appeared in behalf of WTTM Trenton, N. J.; WEEK Peoria, Ill.; WIND Chicago; WIRE Indianapolis; WJLS Beckley, W. Va.; KIOA Des Moines; KUTA Salt Lake City; WWST Wooster, Ohio.

Paul D. P. Spearman, who called television "God's greatest radio gift to man," held FCC can't assume any authority except that "affirmatively" granted by the Communications Act. Even though the act may be out of date, which he indicated it is, FCC is obliged to follow the intent of the law as originally legislated in 1927.

Mr. Spearman pointed out Sec. 303 (c) of the act allows FCC to assign frequencies to classes of stations, but says nothing about assigning multiple types of stations to the same frequency.

Asked by Chairman Coy if FCC could take Channels 2 through 6 and assign them as a block to education, Mr. Spearman agreed this was lawful although doubting the wisdom of such action.

"Take Channels 2 to 13 and allocate them to education," Mr. Spearman suggested, adding, "Mess it up good."

Mr. Spearman sympathized with Mr. Cottone for being "made" to argue in support of FCC's policy rather than to submit his advice.

He charged Mr. Cottone took "poetic license" with his brief and in quoting authority contained in provisions of Sec. 307 (b) of the act left out the most important part, "in considering applications" FCC must allocate equitably among the states.

Mr. Spearman agreed television must have some jumping off place

from which to measure minimum engineering standards, and felt the statute supports a skeleton plan for about 50 cities.

He urged strongly that once the engineering rules are set that FCC stick to them firmly.

"Let's protect television as we didn't protect AM. There's something worth protecting in television," he said.

Mr. Spearman argued in behalf of WHB Kansas City; WSMB New Orleans; WAGE Syracuse; WKY Cincinnati; WGH Newport News, Va., and WSFA Montgomery, Ala.

Robert M. Booth Jr., appearing for WKMH Dearborn, Mich., urged limitation of litigation to specific areas through use of a guide plan rather than FCC's fixed rule plan. Asking FCC to request all parties to submit shortcuts to ending the freeze quickly, he said WKMH had a plan which would be submitted this week if desired. WKMH also opposes as illegal the "preferred status" accorded educators.

Thomas W. Wilson directed his appearance only to opposing the educational reservations. He felt FCC legally can allocate a certain number of frequencies to education, but argued it is illegal to do so in advance in specific cities. He appeared for WIBC Indianapolis, WMBD Peoria, Ill., and WIP Philadelphia.

NARTB-TV View

Thad H. Brown Jr., arguing for NARTB-TV, fully supported CBS' Salant on legality of a predetermined, fixed allocation plan. He considered such a plan "extremely wise." Mr. Brown, however, argued FCC has no authority to reserve educational channels in view of the history and intent of Sec. 307 (c).

E. D. Johnston, appearing for DuMont, pointed out that although the legality of fixed allocation is agreed to by DuMont, corrective legislation on the subject has been submitted to Congress in view of the questioning of this authority. He held the educational reservation, however, is illegal and such principle would apply to all services as well.

FCC Roundup

(Continued from page 87)

licensee of WDWD Cairo, Ga. Filed June 21.

TV APPLICATIONS

Duluth, Minn.—Midson Inc., Ch. 6 (82-88 mc), 15.8 kw visual, 7.9 kw aural, antenna 725 feet; estimated cost \$295,500; operating cost \$228,858; revenue \$275,000. Ridson Inc. is licensee of WDSM Duluth-Superior. Ridson is controlled by Ridder Pub. Inc., 1/2 owner WTCN-AM-FM-TV Minneapolis and owner of controlling interest in KIRO Grand Forks, N. D. and KSDN Aberdeen, S. D. Filed June 26.

Hammond, Ind.—South Shore Bestg. Corp., Ch. 56 (722 or 732 mc), 17.6 kw visual, 8.8 kw aural, antenna 429 feet; estimated cost \$162,000; operating cost \$100,000; revenue \$125,000. Applicant is licensee of WJOB Hammond and WJIZ (FM) Hammond. Filed June 27.

Eau Claire, Wis.—Badger Bestg. Co., Ch. 13 (210-215 mc), 10.3 kw visual, 5.15 kw aural, antenna 466 feet; estimated cost \$170,299.50; operating cost \$60,900; revenue \$50-75,000. Applicant is licensee of WIBA-AM-FM Madison, Wis. Filed June 27.

TRANSFER REQUESTS

KHOZ Harrison, Ark.—Acquisition of control Harrison Bestg. Corp., licensee,

by Robert S. Wheeler Jr. through chase of 260 shares from Charles Myers for \$9,360 plus. Mr. Wheeler a present stockholder. Filed June 26.

WKXY Sarasota, Fla.—RE SMITTED application for assignment license from partnership of Antonio Fernandez, Charles J. Fernandez, Liam P. Carey and Gonzalo Fernandez to new partnership, without Mr. Carey as Sarasota Bestg. Co. The three pay Mr. Carey \$12,712.68 for interest. Filed June 26.

WOSC Fulton, N. Y.—Assignment license from Harold W. Cassill to sill Radio Corp., owned 100% by Cassill. No money involved. Filed June 26.

KBTA Batesville, Ark.—Transfer control White River Bests. Inc. licensee, from J. Fred Livingston, nine others to three present stockholders who will own 1/3 each after transfer: Jared E. Trevathan, W. A. and J. F. Higginbottom. They \$21,000 for the stock. Filed June 26.

KHIT Lampasas, Tex.—Assignment license from W. R. Pierre, T. A. Man and M. A. Frenkel d/b as Lampasas Bestg. Co. to Lampasas B. Corp. for \$22,500. One-fifth owners: President Lee H. Gripon, 1/3 of Lampasas Feed & Elevator Co.; President Ryan M. Howard, 1/7 of Park-O-Tel Corp. and agricultural structure; Secretary-Treasurer K. Smith, owner CPA firm; Dr. W. Brook, physician; Harold Bakke, general manager of KHIT. Filed June 27.

KVKM Monohans, Tex.—Involuntary transfer of control from Charles Stuckey, deceased, to Mrs. Ch. Stuckey. Mr. Stuckey was 98% owner. Filed June 27.

WGAR Cleveland, WJR Detroit, KMPC Los Angeles—Involuntary transfer of control and interests from G. Richards, deceased, to his widow, Frances S. Richards, executrix of estate. Mr. Richards owned 64.94% WGAR, 26.12% of WJR, and 55.58% KMPC. (See story, page 29.) Filed June 27.

WGGH Marion, Ill.—Assignment license from Hartley L. Grisham, George W. Dadds d/b as Marion B. Co. to George W. Dadds for \$10. Filed June 27.

ANTI-TRUST SUIT

Filed Against Blaw-K

JUSTICE Dept. last week filed civil anti-trust suit against Blaw-Knox Co., Pittsburgh, manufacturer of radio-TV equipment charging unlawful restraint trade in cast metals rolls. Suit was filed in the U. S. District Court, Pittsburgh.

Attorney General J. Howard McGrath accused the company taking part in an international cartel agreement, which, he said, had the effect of restricting the export and import of cast metal rolls. These rolls, according to Mr. McGrath, are vital products "in this period of defense preparation." The court was asked to cancel alleged agreements between Blaw-Knox and four other firms in England.

Savitt Becomes Judge

MAX M. SAVITT, co-owner and secretary-treasurer, WCCC Hartford, will be spending his first day on the bench today unless there was a Sunday sitting in Hartford of its police and city court. Savitt, formerly prosecutor in Hartford Court, was appointed a judgeship by Connecticut's Governor John David Lodge, effective June 1. His was one of 68 appointments made by the governor throughout the state.

Radio Tops Papers

Continued from page 23)

on the fourth day, accounting 4.8% of traffic that day compared to 22.6% for newspapers. It was construed as an indication that radio did a better selling job than the three-day studies had indicated, in view of its prior carry-over effect.

Each of the Woodward & Lothrop and Jelleff's studies only showed related items were advertised.

The use of repetition on the part of newspaper advertising methods was found to support the broadcasting contention that it can steadily produce superior results for the same advertising dollar.

Interviews Incorporated

RBI's technique is built around measurement of store traffic, going with detailed interviews conducted at point of sale. Four types of customers are covered—radio, newspaper, both and other. Trained interviewers contact store traffic on the tested lines, obtaining comments on reasons for appearance in the store. Purchases are carefully checked to show what each medium produces from a dollar advertising standpoint.

In the Woodward & Lothrop test built around nylon lingerie, \$273 spent in the Washington *Evening Star* for one display advertisement produced \$269.19 on WRC for 15 announcements. Detailed results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	55	23	8	32	118
% Traffic	46.6	19.5	6.8	27.1	100.0
No. Purchasing	41	19	7	18	85
% Purchasing	47.5	22.4	8.2	21.9	100.0
Merchandise*	74.5	82.6	87.5	56.3	72
% Dollar Value of Purchases*	43.7	25.2	10.9	20.2	100.0

	Radio	Newspaper	Both	Other	Total
% Tuesday	33.3	33.3	9.1	24.3	100.0
% Wednesday	54.3	17.4	8.7	19.6	100.0
% Thursday	48.7	10.3	2.6	38.4	100.0

	Radio	Newspaper	Both	Other	Total
% In City	63.6	78.3	75.0	59.4	66.1
% Outside City	36.4	21.7	25.0	40.6	33.9

* These figures include all purchases made in the lingerie department by customers showing an interest in the test merchandise.

In the other Woodward & Lothrop test also covered lingerie but men's related items costing as much as \$95. A total of \$612.61 was spent over a four-day period in the *Sunday Star*, *Times-Herald* and *Post*, with \$598.12 spent for announcements and two participation programs on WRC. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	39	30	10	64	143
% Traffic	27.3	21.0	7.0	44.7	100.0
No. Purchasing	25	21	9	39	94
% Purchasing	64.1	70.0	90.0	60.9	65.7
Merchandise*	23.7	22.2	9.5	44.6	100.0

	Radio	Newspaper	Both	Other	Total
% Tuesday	19.7	21.3	4.9	54.1	100.0
% Wednesday	31.3	22.9	8.3	37.5	100.0
% Thursday	35.3	17.6	8.8	38.3	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	56.4	66.7	50.0	65.6	62.2
% Outside City	38.5	33.3	50.0	34.4	36.4
% Unascertained	5.1	1.4

* These figures include all purchases made in the knit underwear section by customers who were interviewed.

One of the Jelleff's tests dealt with \$25 misses and juniors suits. The store used *Evening Star* space at a cost of \$312.40 and spent \$313.07 for 15 announcements on WRC. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	59	60	18	77	214
% Traffic	27.6	28.0	8.4	36.0	100.0
No. Purchasing	28	22	13	27	90
% Purchasing	47.5	36.7	72.2	35.1	42.1
Merchandise*	32.7	21.8	13.7	31.8	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Tuesday	14.3	39.7	7.9	38.1	100.0
% Wednesday	26.5	24.5	8.2	40.8	100.0
% Thursday	36.3	22.5	8.8	32.4	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	69.5	56.7	66.7	55.8	60.7
% Outside City	30.5	43.3	33.3	44.2	39.3

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

Second Jelleff's test was based on women's robes selling for \$10.95 and \$12.95. Two advertisements costing \$320.10 were used, in the Tuesday *Evening Star* and Thursday morning *Post*, and \$329.98 was spent for a total of 15 announcements on WRC Tuesday through Friday. Results follow:

	Radio	Newspaper	Both	Other	Total
Traffic	52	38	16	7	113
% Traffic	46.0	33.6	14.2	6.2	100.0
No. Purchasing	24	23	9	3	59
% Purchasing	46.2	60.5	56.3	42.9	52.2
Merchandise*	40.9	39.1	17.0	3.0	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Wednesday	44.0	52.0	4.0	...	100.0
% Thursday	43.2	32.4	21.6	2.8	100.0
% Friday	40.0	30.0	15.0	15.0	100.0
% Saturday	54.8	22.6	12.9	9.7	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	63.5	81.6	87.5	57.1	72.6
% Outside City	36.5	15.8	12.5	42.9	26.5
% Unascertained	...	2.6	0.9

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

In the test at Brooks, newspapers were slightly more effective in producing traffic and in dollar value of purchases, but radio was slightly ahead in percent of customers buying the advertised merchandise, women's robes and brunch coats. Four newspaper advertisements were carried, using all of the Washington newspapers, for a total cost of \$214. Ten announcements were used on WRC at a total cost of \$219.34.

The Woodward & Lothrop and Jelleff's tests showed newspaper traffic declining rapidly after the first day but in the case of Brooks the newspaper traffic increased whereas radio traffic declined. The Brooks newspaper advertising utilized the small-space repetition



WHEN THE Hofstra College television study [BROADCASTING • TELECASTING, June 18] was shown in Chicago, among those attending were, TOP PHOTO (l to r): Walter Krause, McCann-Erickson; E. M. Hoge, sales manager, NBC-TV Chicago; Edward Madden, NBC vice president; Sterling Peacock, N. W. Ayer & Son, and Harry Kopf, NBC Chicago vice president and host at the showing. BOTTOM PHOTO: D. E. Robinson and John F. Price, both partners of Price, Robinson & Frank agency.

Hofstra Study Showing

NBC presented its story of television's role in the business world at a Washington luncheon held last Monday for members of the FCC, officials of other government agencies and station affiliates in nearby cities. The story was told by Robert McFadyen, manager of sales planning and research for NBC-TV. Mr. McFadyen gave an illustrated talk based on the second Hofstra study, "Television Today—Its Impact on People and Products," conducted by the Psychological Workshop of Hofstra College [BROADCASTING • TELECASTING, June 18]. William R. McAndrew, general manager of NBC Washington stations, presided at the luncheon.

technique, an adaptation of the radio announcement method where the value of repetition is effective. The Brooks radio copy sacrificed considerable sales impact to include detailed instructions for phone and mail orders, include tax and shipping charges plus telephone number.

Details of the Brooks study follow:

	Radio	Newspaper	Both	Other	Total
Traffic	50	56	18	9	133
% Traffic	37.6	42.1	13.5	6.8	100.0
No. Purchasing	42	47	15	7	111
% Purchasing	84.0	83.9	83.3	77.8	83.5
Merchandise*	39.2	40.9	12.4	7.5	100.0

Percent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
% Thursday	48.6	32.4	16.2	2.8	100.0
% Friday	35.2	42.6	14.8	7.4	100.0
% Saturday	31.0	50.0	9.5	9.5	100.0

Percent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
% In City	74.0	82.1	77.8	77.8	78.2
% Outside City	26.0	17.9	22.2	22.2	21.8

* These figures include all purchases made in the robe department by customers who were interviewed.



FM SALES DRIVE Station Income Up 500%

EXTENSIVE selling campaign by KRFM (FM), affiliate of KFRE Fresno, Calif., increased advertising volume 500% in 30 days, according to Paul R. Bartlett, president. The station has started publication of a program schedule covering its good music service.

"We chose the policy of good music not because we believe everyone is interested in the high-quality aspects of FM reception but because there is no other station between San Francisco and Los Angeles providing such a schedule," Mr. Bartlett said.

"Surveys in this area indicate FM set ownership of approximately 27% of the total homes. We believe the future of our station, and of all FM stations, depends not on the high-quality characteristics of FM broadcasts, or the static-free qualities, though these are desirable, but upon the ability and willingness of the station to provide a kind of programming not available elsewhere.

"We broadcast programs for the reception of the public as a whole. We are in the broadcasting, not the wired music business. In selling the station we stress the importance of using all kinds of media. Even tobacco companies with their mass advertising use slick paper magazines like the *New Yorker* as well as popular magazines like the *Post* and *Life*. Most advertisers using newspaper and AM radio in our area could also well afford to devote some small portion of their budget to the class audience we serve."

ABC has acquired the rights to *Hollywood Star Playhouse*, weekly dramatic show currently heard over CBS, ABC announced last week. First ABC performance is scheduled for July 25, 8:30-9 p.m.



...at deadline

DuMONT SAYS DEFENSE HITS TV SET OUTPUT

ALLOCATION of materials for defense already effecting production of video receivers, Allen B. DuMont, president, Allen B. DuMont Labs., told stockholders Friday at annual meeting. Company has defense orders totaling about \$30 million.

Dr. DuMont said production has been cut since April 1 and that output of receivers might be expected to run at 40% of 1950 rate for rest of year.

For first five periods of 1951 (Jan. 1-May 20), DuMont sales of all products totaled \$23,970,334, compared to \$22,474,562 year ago. Profits are down despite increased sales, however, with Jan. 1-May 20 profits of \$832,018 before taxes and \$487,618 after taxes. In same time of 1950, profits before taxes were compared to \$3,885,166 and \$2,380,886.

Predicting black-and-white telecasting will remain backbone of video industry for some years, Dr. DuMont called CBS system interim measure which will last "at the most, one or two years." He reaffirmed conviction final answer will be all-electronic fully compatible system. Stockholders saw a demonstration of field sequential and tri-color systems at DuMont Laboratories in Passaic.

Full slate of officers and directors reelected.

KTHS OBSTACLES REMOVED

WAY cleared Friday for FCC consideration of KTHS Hot Springs move to Little Rock, Ark., with 50 kw operation on 1090 kc. KGRH Fayetteville, Ark., also seeking 50 kw on 1090 kc and participant in the week-long hearings last week, requested FCC permission to withdraw without prejudice (see picture, page 32). Paul A. Porter, KGRH counsel, explained cost of installation was higher than originally estimated and it was felt advisable to drop application. WNOE New Orleans, originally party in hearing, withdrew before June 25 start of sessions. KTHS represented by Fly, Shuebruk & Blume. John D. Ewing, owner of KWKH Shreveport and publisher of Shreveport *Times*, also owns KTHS. Henry B. Clay is KWKH general manager. B. G. Robertson, KWKH assistant manager, slated to become manager of KTHS in Little Rock.

AMA RADIO-TV PROJECT

AMERICAN MEDICAL ASSN., which plans to continue its campaigning against the government's socialized medicine proposals, considering recommendation of Russel M. Seeds Agency, Chicago, to use "high-level" radio and TV drama series. Shows would be networked, reportedly paid for by "contribution" of \$100 from each of nation's 45,000 physicians. Seeds handled AM-TV billing during AMA's national saturation campaign last fall.

WISCONSIN BILL NOW LAW

WISCONSIN giveaway bill became law Friday after publication in *Wisconsin State Journal* (early story page 28). Interpretation of law will be outlined by group of experts to members of Wisconsin Broadcasters Assn. July 13 in Northland Hotel, Green Bay, at special meeting called by President Ben Laird, WDUZ Green Bay.

COY URGES FACTORIES TO 'ROAD SHOW' UHF DEVICES

FCC Chairman Wayne Coy declared Friday, after seeing demonstrations of UHF television converters at Bridgeport, Conn., that manufacturers should make "road show" demonstration to let more prospective telecasters "have a look at what can be done with the UHF." (See early story page 55.)

Such demonstrations, he said, might contribute to lifting of freeze in addition to selling UHF to dubious telecasters. He praised industry for UHF progress to date, and said public can now be told that "here is a service that is excellent and in some ways superior to VHF." His remarks came at luncheon given by J. W. Craig, vice president and general manager of Avco's Crosley Division, for more than 100 industry representatives and visitors at demonstration.

Several industry members echoed Mr. Coy's suggestion that converters be shown to telecasters. Possibility of having such demonstration at early broadcasters convention has been broached to NARTB officials, it was learned.

Visit to RCA-NBC experimental UHF transmitter, employed for demonstrations, and trip to New Haven to show pick-ups from greater distances (about 18 miles) followed Bridgeport showing.

Besides showing converters, RCA Service Co. announced it had developed new UHF receiving antennas during Bridgeport tests. They were called "highly satisfactory."

TWO SEEK TV SEGMENTS

TWO major advertisers currently battling to buy remaining half-hour alternate weeks on *Your Show of Shows*, Sat., 9-10:30 p.m. on NBC-TV. They are Bymart Inc. (Tintair) and Revlon polish. Lehn & Fink (Lysol) signed late last week to sponsor half-hour every other week. Other sponsors are Camel cigarettes for first half-hour, and Benrus watches, Scotch Tape and SOS sharing middle half-hour.

MILLER RESUMING TOUR

JUSTIN MILLER, NARTB board chairman, embarks late this week on remaining leg of Latin American inspection tour on behalf of Dept. of State and U. S. Advisory Commission on Information, of which he is member. Judge Miller is surveying and evaluating U. S. information programs, especially the Voice.

VAN LINES ON ABC

NORTH AMERICAN VAN LINES, Fort Wayne, Ind., sponsoring *Jay Stewart Show*, Friday, 4-4:05 p.m. on 289 ABC stations, beginning July 6. Agency for 13-week contract is Joseph Castor & Assoc., Los Angeles.

GENERAL MILLS SERIES

GENERAL MILLS sponsoring new adventure program *Silver Eagle*, 7:30-8 p.m., Thurs., over ABC beginning July 5. Agency, Knox-Reeves Adv., Minneapolis.

BROWN BROTHERS, advertising agency, Nashville, preparing to open New York office. Firm has Gloria Swanson radio show.

Closed Circuit

(Continued from page 4)

area to be operated in conjunction with existing three AM stations.

THOM McAN Shoes, New York, through Neff-Rogow, same city, preparing radio spot campaign for fall in Negro markets only similar to its schedule last year.

FORD MOTOR CO. preparing six-week radio spot campaign, effective July 16, in Texas. J. Walter Thompson, New York, is agency.

APPLICATIONS for transfer of ABC's radio and TV station licenses to newly formed American Broadcasting-United Paramount Co., which would consummate \$25-million merger, expected to be filed this week with FCC. Also to be filed will be proposed \$6-million sale of WBKB (TV) Chicago, by United Paramount's subsidiary Balaban & Katz to CBS, as part of overall transaction. Applications will be filed contingent upon stockholder approvals at meetings scheduled for July 27 of ABC-United Paramount merger.

STEGMAIER BREWING CO., Wilkes-Barre, Pa., slated to name MacManus, John & Adams, New York, as advertising agency. Firm currently sponsoring Frederic W. Ziv package *Bold Venture* in 20 markets. Advertiser expected to use TV and radio spot campaign.

ZENITH RADIO Corp., sponsor of Phonevision, circulating letter on Capitol Hill that challenges theatre TV acquisition of rights to sports events.

PROCTER & GAMBLE CO., Cincinnati (Drene), increasing its current radio spot schedule from three to five times weekly, effective early in July. Compton Adv., New York, is agency.

READY for private showing is battery-driven portable television receiver, almost as easily moved about as larger portable radios.

STATE ASSOCIATION ORGANIZED IN IOWA

BROADCASTERS from 23 Iowa stations, on call of William B. Quarton, WMT Cedar Rapids, unanimously voted Friday to organize state association and approved writing of ethical code.

Code was termed positive approach to that set for radio men by outside group, Iowa High School Athletic Assn., with which stations have had many policy run-ins. High school group, private union of public school principals, "censors" sportscasts and makes illegal demands on broadcasters, radio men charge. Principals recently banned KRNT Des Moines sportscaster from appearing on high school track meet telecast because of his comments [BROADCASTING • TELECASTING, June 4]. Broadcasters charge high school group not authorized officially by school boards and does not have representatives from public.

TRUMAN ON NETWORKS

PRESIDENT TRUMAN's Independence Day address will be carried by four radio networks and four TV networks, July 4, from Washington, D. C. ABC, ABC-TV, CBS, MBS and DuMont will air program from 9:30-10 p.m. (time President is scheduled to speak); NBC, 11:30-12 p.m.; NBC-TV, 11-11:30 p.m., and CBS-TV (kinescope) 10:45-11 p.m.

KGFT Fremont, Neb., denied increase from 100 w to 250 w on 1340 kc unlimited on interference grounds, FCC announced Friday.

BROADCASTING • Telecasting

OPERATION



Sunburst

Television impressions
as low as

64¢ per thousand!

Brochures explaining this unique operation have been mailed out. If you haven't received yours, write or call your nearest WLW sales office—

CINCINNATI

140 W. Ninth St.
Cincinnati 2, O.
Phone CHerry 1822

NEW YORK

630 Fifth Ave.
New York 20, N. Y.
Phone Clrcle 6-1616

CHICAGO

360 N. Michigan Ave.
Chicago 1, Ill.
Phone STate 2-6693

HOLLYWOOD

6381 Hollywood Blvd.
Hollywood 28, Calif.
Phone HOLlywood 9-5408

SAN FRANCISCO

San Francisco 4,
California
Phone EXbrook 2-8033

DAYTON

4595 Dixie Highway
Dayton 9, Ohio
Phone WALnut 2101

COLUMBUS

3165 Olentangy R. Rd.
Columbus 2, Ohio
Phone JEFFerson 5441

want inquiries for recipe books?

MAKE YOUR PITCH ON INQUIRY-PULLING, SALES - BUILDING



On radio stations in 18 leading markets, a manufacturer recently offered a booklet.

Not for free. For 10c in cash!

KDKA's "Shopping Circle" (9:30 AM Monday through Friday) sold more booklets than any other station... more than the

second and third stations combined!

That's the kind of result you can expect on 50,000-watt KDKA... the station that's a tradition to more than 7 million people in the bustling, tri-state Pittsburgh area. For further information, get in touch with KDKA or Free & Peters.

**50,000 WATTS
NBC AFFILIATE**



KDKA PITTSBURGH

Westinghouse Radio Stations Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales