

# TELECASTING

A Service of **BROADCASTING Newsweekly**

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## The Top Success Story of the Year!



Erie's only video outlet, WICU, and The Erie Dispatch cooperated to win the award of Colgate-Palmolive-Peet and NBC for the best merchandising promotion in connection with Colgate Comedy Hour.

It's not that we won over more than sixty other TV stations, it's what we did in showing how effective TV and newspaper tie-ins can move merchandise.

In the few days of the contest, more than 55,000 box tops were turned in by the 160,000 Erie people and the thousands of folks in the rich Tri-State area who watch the TV shows on WICU and subscribe to the famous Erie Dispatch.

For this one advertiser, WICU gave more than 600 promotional plugs, we ran more than 100 stories in The Erie Dispatch, we had a whole raft of merchandising tie-ins, we staged a civic parade and really showed what effective newspaper-TV cooperation can do.

Thanks for the award. We're going to win a lot more!

EDWARD LAMB, PRESIDENT

WICU is closely affiliated with WTOD, Toledo, Ohio and TV Station WTVN in Columbus, Ohio.

## THE ERIE DISPATCH and WICU

*how to*  
*save money*  
*in television...by watching*  
*the ball games*

Comes the baseball season, and some people in advertising suddenly discover there's more to television than network programs. What they "discover" is something as old as broadcasting: *Spot program* advertising.

For those ball games you see on your screen are *Spot programs*. So is that homemaker show your wife watched yesterday. And that Western that had your kids digging spurs in the sofa. And that half-hour mystery show, and that feature-length film, etc.

Yes, *Spot programs* cover practically every form of television entertainment. They may be live or film . . . day or night . . . long or short . . . directed to the entire family, or to one specific member. They can be all these things – and much more. *Spot programs* can be your highway into successful television advertising.

For *Spot program* advertising saves you money. Compared to network rates, it saves you up to 19% for the same period . . . over the same stations. Saves you more than enough to take care of the extra film prints involved and their distribution to stations.

*Spot program* advertising saves you money in another way. You're never saddled with "must" stations, or minimum station requirements.

And you get more for your money with Spot. You're a more profitable customer to the stations. So stations clear time more readily . . . cooperate wholeheartedly.

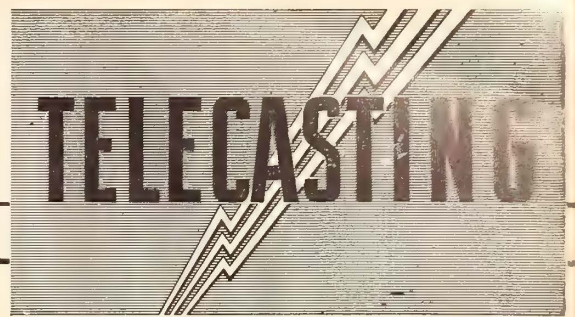
If you'd like to know more about *Spot program* television advertising, just call any Katz representative. You, too, may find that in television . . .

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

**THE KATZ AGENCY, INC.**    *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY





# VIDEO ALLOCATIONS

## FCC Opinion Seen Upholding Legality

LEGALITY of its pre-determined television allocation plan by rule-making procedure is expected to be sustained by FCC in an opinion to be issued early this week.

Such a decision, tentatively adopted by the Commission last week, was in preparation at staff level over the weekend and may be finally approved today (Monday).

The action will open the way for prompt consideration of further steps to expedite lifting of the three-year-old freeze on new station construction—steps which last week still were in the preliminary discussion stage and awaiting formal suggestion and support from the industry.

FCC a fortnight ago postponed until July 23 its scheduled hearing on city-by-city allocation proposals to the legality issue, argued before the Commission *en banc* June 28, might be finally resolved and ways to shortcut further lengthy proceedings investigated [BROADCASTING • TELECASTING, July 2].

### NARTB to File

Such a suggestion was to be filed with the Commission late Friday, or is to be filed today (Monday), by the television branch of NARTB, asking that the city-by-city hearing be confined to a "paper" presentation and that oral examination be waived except in hardship cases determined by FCC on a case-to-case basis. Acting upon the approval of its TV board, NARTB expects additional petitions may be filed with the Commission to endorse the shortcut proposal.

Meanwhile, a warning went out last week to educators that they must act quickly to put into use those channels proposed to be reserved for their noncommercial use—"if and when" the Commission should make final its reservation proposal.

The admonition was given by FCC Vice Chairman Paul A. Walker in an address Friday in San Francisco before the delegate assembly of the National Educational Assn., said to represent "the interests of about 800,000 teachers and 30 million pupils and students."

While acknowledging the vast educational potential of television properly employed, Comr. Walker reminded his audience of educational leaders that "these chan-

nels cannot be reserved forever. He explained:

The FCC is under a Congressional mandate to allocate frequencies and regulate their "use" in the public interest. The radio spectrum is public domain. Clearly, it would not be in the public interest to permit frequencies to remain idle indefinitely where there has been no real plans or effort on the part of educators to apply for and use them.

This would be especially true in those communities where there is an evident demand on the part of other qualified applicants to provide television service where it is needed.

It is imperative therefore, that if and when the Commission makes final its proposed frequency allocations, educational organizations be ready to demonstrate by more than mere lip service their interest in establishing stations.

Careful and vigorous planning on national and local levels should begin promptly so that once the freeze is lifted educational television will be ready to move full speed ahead.

Ever since the Commission issued its third allocation proposal in March to provide for some 2,000 new VHF and UHF stations in more than 1,200 U. S. communities, including a 10% educational reservation [BROADCASTING • TELECASTING, March 26 et seq.], observers

have noted an increasing trend toward finding a formula for an expeditious lifting of the TV freeze, first imposed Sept. 30, 1948. Public, Congressional and industry displeasure of the new-station ban already had long been felt.

The search for a shortcut has neared a climax during the past several weeks. The Federal Communications Bar Assn. and others who contested the lawfulness of the Commission's allocation plan during the oral argument June 28 pleaded for dismissal of the city-by-city hearing and commencement of hearings upon applications.

### WRS Petition

Westinghouse Radio Stations Inc. in late June petitioned FCC to accept its further allocation testimony in written form in order to save time in the city-by-city hearing. WRS said its witnesses would be available for cross-examination, however, and asked the same privilege of other parties [BROADCASTING • TELECASTING, June 25].

Some felt this suggestion would key off additional support for cutting further legal procedure to the

bone, but FCC so far has heard only informal comment.

One Commission source has indicated a paper hearing and shortcut plan can win approval only if it bears broad industry support, even though it would be lawful under the terms of the Administrative Procedure Act.

DuMont already has told the Commission it must have oral hearing on its national allocation plan, contending a paper presentation will not do it justice. Educational interests also are said to be in favor of an oral hearing.

In view of these dissents and the paucity of formal support or suggestion of proper shortcut methods, the Commission in some quarters is seen disposed to proceed with the formal city-by-city hearing even though it may attempt to hold it down to something like a six-weeks' session. Thus, all who want to be heard orally would be afforded due process. Cross-examination and rebuttal, however, would be expected to be held to a bare minimum. Earlier expert guesses on length of the final

(Continued on page 89)

# FILM STUDIOS PREPARE

## For Move to TV

DESPITE talk that the Hollywood film industry is not ready to get into television, there is hardly a studio that hasn't made a definite move in that direction, one way or another.

Major film studios, long time holdouts on selling their product directly to, or having any relationship with video, are gearing themselves for a fast move-in. Various affiliations or associations that tie-in with TV have been made within recent months and others are in the planning stages.

Republic Productions Inc. and Monogram Pictures have already leased some of their old features to television and each has signed the AFM standard 5% agreement. Republic has set up its own sales subsidiary, Hollywood Television Service Inc., and announced that a huge backlog of old Westerns and feature films is available to video on a license-rental basis. Monogram eventually will set up its own sales department. Republic, in addition, is offering rental space to

independent TV film producers [BROADCASTING • TELECASTING, June 25].

Universal-International Pictures' subsidiary, United World Films, besides making TV trailers for U-I motion pictures, also is negotiating with Ruthrauff & Ryan Inc. to film *Mayor of the Town* for video. UWF both produces and distributes for television.

### Warner Bros. Action

Warner Bros., which helped in the development of RCA's big screen unit, and subsequently bowed out, is making some 600 story properties available to television as well as other motion picture production companies. Warner Bros. also is selling 30 acres adjoining its Burbank studios to NBC as part of the network's projected \$25 million radio-TV center. The agreement with Warner Bros. assertedly involves a working agreement for use by NBC-TV of sound stages and other facilities

of the film studio [BROADCASTING • TELECASTING, June 25].

Paramount Pictures Corp., tied with video in a variety of ways, reportedly will shortly offer many of its old motion pictures for television showing.

This is the only film studio that has actually pioneered in the development of television. Besides a 29.5% stock interest in Allen B. DuMont Lab. Inc., Paramount owns and operates KTLA (TV) Hollywood through subsidiary Paramount Television Productions Inc. The station also produces and syndicates kinescope films daily to some 40 other TV outlets nationally through Paramount Television Network.

The film company entrenched itself still further recently by becoming a substantial stockholder in International Telemeter Corp. [BROADCASTING • TELECASTING, June 4]. Telemeter will manufacture a device whereby motion pictures and other entertainment can

(Continued on page 88)



# Telefile: WMAL-TV

## Capital Outlet's Progress Reflected in Expansion

**I**N THE four-station Washington television market, WMAL-TV boasts that it is the only one of the quartet with its own specially designed studio-office quarters.

As the Washington Star-owned outlet approaches the end of its fourth year of telecasting, it is spreading out over a new 35,000-foot headquarters that has all the room and all the facilities that General Manager Kenneth H. Berkeley and his staff are likely to need—for the next several years, at least.

WMAL-TV is housed in what once was Chevy Chase Ice Palace, haven for thousands of Washington ice skaters. This uptown site, some four miles from the Capital's business center in the fashionable Connecticut Ave. apartment belt, is an engineer's fondest dream come true and a producer's delight.

General Manager Berkeley and his 100-plus employees like to talk about some of WMAL-TV's "firsts." These include: First station in the United States, not excepting networks, to announce a seven-night-a-week schedule; first

station in the country to telecast on the upper band (Channels 7-13); first station in Washington to start daytime programming on a regular basis.

When WMAL-TV took the air Oct. 3, 1947 as the Capital's third TV outlet the station was wedged into the overcrowded offices of WMAL on the second floor of the Trans-Lux Bldg., where NBC's radio (WRC) and TV (WNBW) of-

fices are housed. Executive, sales and engineering personnel served both radio and television, sitting in each others laps and threading among desks and gadgets snugly fitted into scant space.

\* \* \*

**I**N Washington's crowded downtown, where a square foot is more precious than a pork chop, WMAL-TV snatched a small suite of the Commonwealth Bldg. for studio use. Films studio and master control operated at the transmitter, located several miles to the northwest on the campus of American U. Easing the space problem slightly was an arrangement by which NBC's Washington engineering staff handled some of WMAL's engineering under contract.

The Ice Palace site was picked after the whole area had been thoroughly scanned in an effort to meet the acute needs of a fast-growing TV operation. A 15-year lease was signed in July 1950. Construction was started immediately and by October a temporary studio had been set up at the new site though the downtown studios were still used because the station has a heavy list of local pickups,

including shows back-to-back at frequent intervals.

TV production and office personnel moved into the new television center last February and all broadcast operations were concentrated there despite the clatter of construction gangs. The Commonwealth Bldg. studios were thereupon closed.

Completion of the construction phase of the operation is still a long ways off but WMAL-TV is getting along nicely, if somewhat frantically, during the downtown-uptown phase much to the delight of the Capital taxicab industry.

The new quarters are vast and efficient. Minus pillars, the ice rink gave architects and engineers wide open spaces and high ceiling space. Into this area they fitted two large television studios and an auditorium. The rink's balcony was utilized for control and sponsor viewing rooms. Studio B went into operation first. It is 30x50 feet and has a permanent set for Ruth Crane's *Modern Woman* program, including complete operating kitchen, living room and similar gear.

Studio A is much larger, 40x70  
(Continued on page 84)



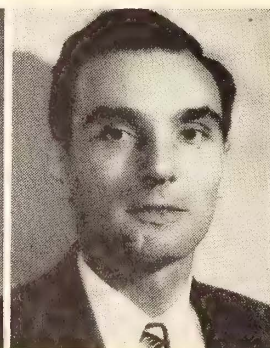
Mr. Kaufmann



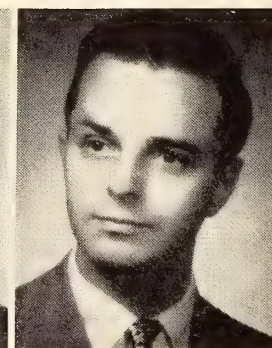
Mr. Berkeley



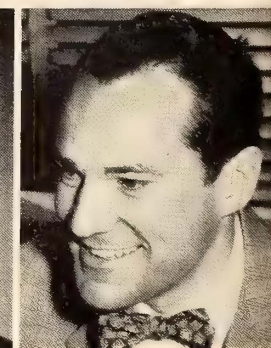
Mr. Baylor



Mr. Harvey



Mr. Kelly



Mr. Hoskinson



# KFI-TV, WLAV-TV

## Sales Pacts Finalized

ORMAL application for approval General Tire and Rubber Co.'s \$500,000 - acquisition of KFI-TV Los Angeles from Earle C. Anthony Inc. was tendered for filing with FCC last week [BROADCASTING • TELECASTING, June 11]. Meanwhile, the contract for purchase of WLAV-TV Grand Rapids, Mich., by Harry M. Bitner Sr. and associates for \$1,400,000 from Leonard A. Versluis was forwarded to Washington counsel last week for preparation of transfer papers following formalization by the principals [CLOSED CIRCUIT, May 1]. The Bitner group operates WOOD Grand Rapids and WFDF Flint as well as WFBM-AM-TV Indianapolis.

### Transfers to Don Lee

The KFI-TV application requests approval for transfer of the TV outlet from the Earle C. Anthony interest to Thomas S. Lee Enterprises Inc. doing business as Don Lee Broadcasting System, now owned by General Tire and recently merged with General Tire's Yankee Network [BROADCASTING • TELECASTING, May 14, April 16]. Mr. Anthony will retain KFI-AM, ABC outlet and 50 kw clear chan-

nel station on 640 kc.

Only personnel changes indicated by General Tire in the application for KFI-TV at the present time involve the posts of comptroller and chief engineer. J. W. Cunningham, present KFI-TV comptroller, is to be succeeded by A. M. Quinn, Don Lee secretary-treasurer, and Curtis W. Mason, KFI-TV chief engineer, is to be replaced by Walter Carruthers, Don Lee vice presi-

dent in charge of engineering.

Other station executives given in the application included: George Whitney, general manager; Haan J. Tyler, manager; Kenneth C. Higgins, program manager; John Bradley, sales manager, and Charles E. Hamilton, director of public service.

In addition to KHJ Los Angeles, Don Lee owns and operates KFRC San Francisco and KGB San Diego. The Yankee Network division op-



EXAMINING a developmental TV tube at General Electric's cathode ray plant in Syracuse, N. Y., are (l to r) K. C. DeWalt, manager, cathode ray tube division; Gerard Swope, honorary GE president, and Dr. W. R. G. Baker, vice president and general manager of the electronics department.

erates WNAC-AM-TV Boston, WEAN Providence, WICC Bridgeport, WONS Hartford and WGTR (FM) Worcester.

KFI-TV is assigned Channel 9.

The transfer application disclosed the net income of the Yankee Network for the fiscal year ending Nov. 30, 1950, was \$464,667.39, before taxes. A net operating deficit of \$258,134.16 was reported for the previous year.

Don Lee net before taxes for the 1950 calendar year was reported as \$1,041,153.26. Net for 1949, before taxes, was given at \$888,369.87.

The KFI-TV transaction includes property rights in Hollywood and Mount Wilson, the latter also subject to approval by the U. S. Forestry Dept.

### Includes Inter-City Relay

The WLAV-TV sale, in addition to several property rights, also includes the inter-city radio relay constructed by Mr. Versluis to Chicago to provide network service to Grand Rapids. The purchase price, \$1,382,067.93, is to be paid at closing date in cash amount of \$375,000 plus payment of certain equipment obligations, and notes for a total of \$925,000 to run at 4% per annum through December 1963.

Gross billings of WLAV-TV for February, after deductions for agency commissions, rebates and frequency discounts, were reported to total not less than \$41,000 with March reported not less than \$51,000.

Mr. Versluis retains WLAV-AM, an ABC outlet on 1340 kc with 250 w fulltime.

## MARCH OF TIME

### Movie Series to Be Ended

MARCH OF TIME is ending the production of its theatrical "March of Time" movie series this fall with the completion of its 16th year. It will devote the major part of its creative facilities to TV productions, Roy E. Larson, president of Time Inc., announced Thursday. Rising costs made the move necessary, Mr. Larson said, despite increased sales of this year's "March of Time" releases. In his announcement, Mr. Larson noted that "our company has been increasingly active in recent years in developing and producing programs for television and the March of Time facilities are admirably suited for the new medium. In addition to the *Crusade in Europe* series, which won many awards, we've produced *March of Time Through the Years*. We are now producing *Crusade in the Pacific*, a companion series to *Crusade in Europe*, and have various other special projects in the investigative, planning or production stages."

## Pet Milk Sponsorship

PET MILK Sales Corp. will be one of three sponsors of the new *All Star Revue*, Saturday, 8-9 p.m., over NBC-TV. The new comedy program which begins in the fall features Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson in a weekly-rotating schedule. The agency for Pet Milk is Gardner Adv. Co., St. Louis.

## VIDEO IN '55

## How Big? What Will It Cost?

HOW BIG will television be and how much will it cost in, say, 1955?

The wide differences of viewpoint on the answers to such highly "iffy" questions are reflected in predictions ventured by two men whose prophecy carries much weight in the television field—Edward D. Madden, vice president in charge of television operations and sales of NBC, and Rodney Erickson, manager of radio and television operations of Young & Rubicam.

Mr. Erickson told a client meeting in St. Louis a short time ago that a half-hour network show in 1955 will cost in the neighborhood of \$3 million in time and talent for 52 shows a year, as against about \$2.1 million now.

Mr. Madden told the Washington (D.C.) Advertising Club, last February, that NBC estimates an evening half-hour show's average time, talent and production costs will go from \$19,000 now to \$50,000 in 1955—or from \$988,000 to \$2.6 million on a 52-week basis.

Mr. Erickson was estimating in terms of a 125-station network; Mr. Madden's figures assumed delivery of the program to the nation's top 58 markets.

Mr. Madden estimated that in 1955 there will be 27 million television homes, or 81 million viewers. Mr. Erickson was assuming 35 million TV homes, or 105 million viewers.

### Other predictions:

Mr. Madden: "A 15-minute segment of afternoon time on NBC today is \$5,000. This includes time, talent and production charges. In 1955 we estimate it will cost \$14,000 per week for this 15-minute program once a week in the 58 largest markets in the country."

### Sees \$5 Million Cost

Mr. Erickson: A one-hour dramatic show in 1955 (125-station network) will cost \$5 million on a 52-week basis as compared with \$3.4 million now; the cost of a nighttime quarter-hour news strip, five times a week, will go from \$4.6 million for 52 weeks now to \$6 million in 1955.

Where will the money come from?

Mr. Madden thought "new" TV money "will come from several sources"—including "more advertisers with \$2 million budgets" (he had counted 77 who spend \$2 million or more in all media); a "goodly share" of an estimated \$585 million gain in overall national

advertising by 1955, and increases in TV appropriations as TV's sales effectiveness is demonstrated.

Mr. Erickson took the view that, although TV costs are going up, TV's selling power will be more than enough to convince advertisers that it's worth it, and that they will continue buying TV time—using, if necessary, some of the money they now are putting into other media.

Mr. Madden, who emphasized that his predicted rise in TV costs still meant a lower cost-per-thousand than television offers today, also made plain that he felt that "today and for some time to come in the future, there is no other way for the advertiser to achieve, over a period of time, the maximum of 100% family coverage except by the companion use of radio and TV, and at the lowest cost."

He felt that "rather than take radio money to go into TV, advertisers would be better advised to use them both—in companion selling. Use television for its impact in the largest markets. Use radio to reach the non-TV homes in those markets—and more importantly, to achieve truly national coverage."



# REACTIONS TO UHF

## Easy Conversion Seen

TELEVISION can leap upstairs into the UHF range without even breathing hard, according to enthusiastic comments made last week by industry and government leaders who saw UHF demonstrations June 29 at Bridgeport and New Haven, Conn. [BROADCASTING • TELECASTING, July 2].

Eight manufacturers showed converters to enable present VHF sets to receive UHF transmissions. Some of the receivers were demonstrated at Bridgeport, slightly less than five miles from the transmitter of KC2XAK, the experimental UHF station that NBC has been operating, and observers pronounced the reception as good as and perhaps better than VHF reception.

Later four of the manufacturers demonstrated receivers with UHF converters at New Haven, some 18 miles from the station, and although the picture was said to have been inferior to that received at Bridgeport, it was regarded as completely satisfactory.

### Low Power Cited

It was pointed out that KC2XAK was using only 15 kw radiated power, "a far cry," as one broadcaster put it, from the 200 kw maximum proposed by the FCC.

Similar demonstrations may be undertaken in other locations.

Glen McDaniel, president of the Radio-Television Mfrs. Assn., sponsor of the Bridgeport-New Haven showing, said last week he was canvassing the transmitter situation to find out whether adequate UHF facilities existed elsewhere.

He said that on the basis of as

yet incomplete information he thought that in New York, Chicago and San Francisco there were UHF transmitters that could be used for demonstrations like that of June 29.

Though FCC members and staffmen attending the Bridgeport demonstrations asked that newsmen be excluded from the showings while the official party was viewing, FCC Chairman Wayne Coy's open enthusiasm made it clear the Commission people liked what they had seen.

Mr. Coy not only voiced a hope that RTMA would make the UHF converter demonstration into a "road show," so that more prospective telecasters could see it, but said that to do so might shorten the road to lifting of the TV licensing freeze.

He said it was "quite clear that there's a good product available for the American people," and that the public can now be told that "here is a service that is excellent and in some ways superior to VHF."

Although they would not comment directly, others in the FCC

party appeared to have been well impressed by the eight-company demonstrations.

Mr. McDaniel said last week he was sure that manufacturers would be eager to "take the show on the road" if adequate UHF transmitting facilities could be found.

One broadcaster, now a VHF TV operator, said last week that the Connecticut demonstration convinced him that it was "probable UHF is the program service the majority will receive, if skeptics will take the gamble on UHF."

### Eight Show Units

Although asking not to be named, this broadcaster said he believed that "for a cost of from \$10 to \$40 most TV sets can receive UHF at reasonable distances."

Eight manufacturers, Capehart-Farnsworth, Crosley, General Electric, Hallicrafters, Philco, RCA Victor, Stromberg-Carlson and Zenith, showed converters. Estimates as to retail prices of the devices ran from \$10 to \$50, with the price generally determined by the range of the UHF band covered.

During part of the Bridgeport



**ATTRACTIVE** Evelyn Miller of Syracuse demonstrates General Electric's new UHF translator which was shown to FCC officials, manufacturers and others June 29 in Bridgeport, Conn. [BROADCASTING • TELECASTING, July 2]. The unit, which GE says can be used with any TV set, provides continuous tuning, covering the UHF band from 475 to 890 mc.

\* \* \*

demonstration, VHF sets that were receiving signals from New York developed severe interference which engineers reported was caused by diathermy machines. The UHF converted sets were not at all disturbed.

Engineers said at the time that UHF was less susceptible to man-made interference than VHF, and they speculated that such a characteristic would be an advantage in cities, where much interference of that kind exists.

### Idea Not New

The idea of a wider demonstration of UHF converters to broadcasters had been broached by RTMA even before Mr. Coy suggested a "road show." The proposal has been taken up with NARTB officials, looking toward a demonstration at an early broadcasters' convention, it was learned.

The FCC group included, in addition to Chairman Coy and Comrs. Paul A. Walker, Rosel H. Hyde, George E. Sterling and E. M. Webster, the following staff executives: Benedict P. Cottone, general counsel; Virgil Simpson, then acting chief engineer; William Boese, acting chief of the Technical Information Division; Wilmar Roberts of the Laboratory Division; Cyril Braum, chief of the Television Division, and Joe Brenner, FCC's Los Angeles regional attorney.

## NBC-TV Names Glenn

JAMES A. GLENN, photographic engineer and consultant, has been appointed manager of the newly formed special effects department of NBC-TV. Mr. Glenn, supervisor of all photographic activities of the Army (excluding the Air Force) during World War II, has designed special equipment and techniques for various industries and governmental agencies.

## SPORTS COLORCAST CBS Will Carry Horse Races

COLOR television will move into the sports field via the horse races, starting next Saturday, CBS announced last week.

The network said it would colorcast the fourth, fifth and sixth races at the Monmouth Park Jockey Club, Oceanport, N. J., on successive Saturdays from July 14 through Aug. 4, from 3:45 to 5:15 p.m.

Rounding out its second week of regular commercial color TV operations, CBS also pointed out that the turf programs will mark the first use of remote pickups in color since the service left the "experimental" stage.

That the network also would like to use collegiate football as a tool to whet public appetites for color TV, particularly in view of National Collegiate Athletics Assn.'s stand against widespread black-and-white telecasting of games, has been known for some time [CLOSED CIRCUIT, June 4], but spokesmen said last week that arrangements were still incomplete.

The negotiations with NCAA, it was understood contemplated colorcasting the complete schedule of one team in the New York area.

While CBS proceeded with its colorcasts on a two-a-day basis, RCA continued with plans to commence New York showings of its own, compatible color system today (July 9). These showings will be on an experimental basis and are slated for expansion with networking to stations in other cities at a later date.

Columbia's own color promotion is scheduled to be carried to Chicago next week with four days of

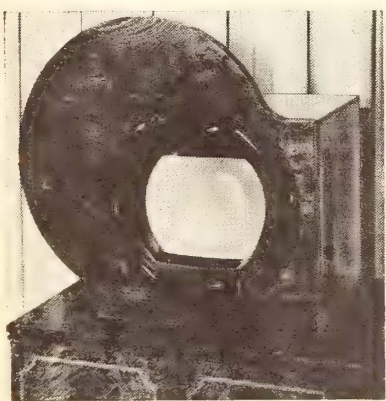
demonstrations by CBS, CBS-Columbia Inc. (set manufacturing division), and Columbia Records Inc. at the National Assn. of Music Mfrs. annual show. The demonstrations will be held July 16-19 in the auditorium of WBBM Chicago.

In New York, three department stores are now carrying daily demonstrations of CBS color—Gimbel Bros., Abraham & Straus, and Kertz. It was estimated that 2,000 persons saw the first pickups at the three stores.

The CBS daily shows, 30 minutes each, are at 10:30 a.m. and 4:30 p.m. They are unsponsored.

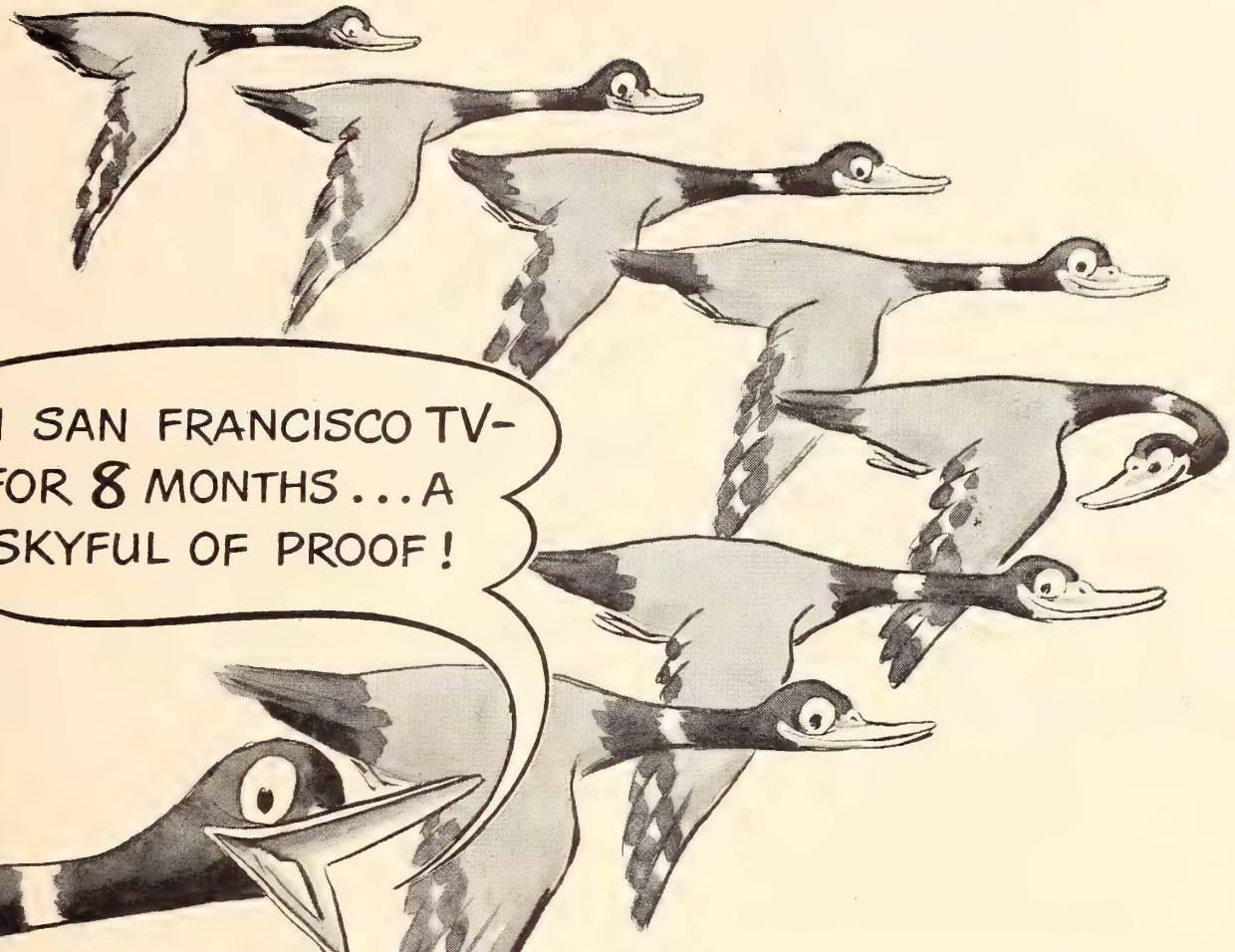
## To Seek UHF

WAVZ New Haven, Conn., will apply for a UHF television channel as soon as the construction freeze is lifted by FCC, according to an announcement by Victor W. Knauth and Daniel W. Kops, owners. The formal statement from WAVZ pointed out "it was inevitable that the men who have provided another source of news in a city dominated by newspapers under single ownership should see to it that there would also be another source of television entertainment."



**CROSLEY'S** color converter which was demonstrated to New York dealers and newsmen fortnight ago [BROADCASTING • TELECASTING, July 2]. The converter is tuned through the standard receiver, Crosley explains, but separate dials on the right are used to control color brightness, focus hold and contrast. The unit uses a 10-inch screen with a magnifier, which brings the color picture up to 12½-inch size. Converters will be put into production when public demand and hours of color telecasting warrant the move, Crosley officials said.





IN SAN FRANCISCO TV-  
FOR 8 MONTHS...A  
SKYFUL OF PROOF!

**KRON**TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

**SELL MORE ON CHANNEL 4**

PUTS MORE EYES ON **SPOTS** BECAUSE  
MORE ONCE-A-WEEK AND MULTI-WEEKLY PROGRAMS WITH  
LARGEST SHARE OF AUDIENCE ARE ON KRON-TV THAN ON  
THE OTHER TWO SAN FRANCISCO STATIONS **COMBINED!**

*(as shown by PULSE reports for last 3 months of 1950 and first 5 months of 1951)*

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





**AT STARTING** line for cross-country promotion in behalf of Amos 'n' Andy TV show are (l to r) Robert N. Ekstrum, WTCN-TV Minneapolis-St. Paul sls. mgr.; F. C. Verbest, pres., Blatz Brewery, sponsor; William H. Weintraub, pres., Weintraub agency; Sherman K. Headley, dir. TV opr., WTCN. Twin Cities was first market visited by program's troupe.



**VICTOR BORGE** (c), star of Kellogg's Victor Borge Show on NBC-TV, gets achievement award from Chicago Musical College from (l to r) Mrs. Winfred Loggans, Home Economics Services; Dr. Hans Rosenwald, college's dean; Ralph Olmstead, v.p. in charge of adv., and E. T. Swan, pres., Kellogg Sales Co.

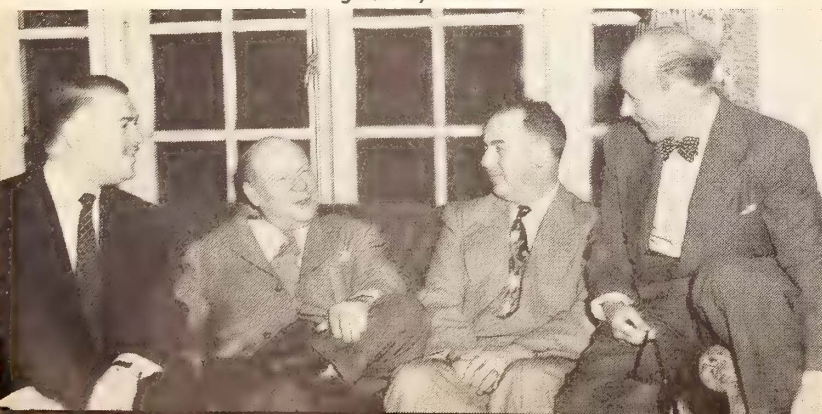
**HOLDING \$100** check for WDSU-TV New Orleans' placing fourth in Colgate-Palmolive-Peet Co. nationwide merchandising contest is station's prom. mgr., Marion Annenberg. Louis Read (l), station's coml. mgr.; D. H. Guillot (2d r), dist. mgr., soap dept., C-P-P, and R. J. Martiny, firm's dist. mgr., admire plaque.



**TALKING** video advertising at Cincinnati showing of new NBC Hofstra study are (l to r) John T. Murphy, dir. TV oper., Crosley Broadcasting Corp.; Kathryn Hardig, radio-TV dir., Ralph Jones Adv. Agency, and George Frey, v. p. of TV network sales, NBC.

**AWARD** for best television advertising goes to Lee Ringer (r), pres., Ringer & Assoc., Los Angeles ad. agency (for Le Roy's Jewelers). Award given at 20th annual conference, National Adv. Agency Network, Chicago, by Howard Peck, Hoffman & York, Milwaukee.

**TECHNICAL** aspects of television gets the Worthington Miner touch at WBNS-TV Columbus, Ohio. Discussing the production field are (l to r) Bill Turner, station's art director; Mr. Miner; Harlow Lucas, supervisor, studio and mobile operations; Richard A. Borel, TV dir., Dispatch Printing Co., station owner. Mr. Miner, CBS-TV producer, was guest of honor at luncheon given by station.



## COMPETITION OF TV *Papers Should Be 'Realistic'*

NEWSPAPERS should be "realistic"—but not "panicky"—about the competition of television, according to Harold S. Barnes, director of the American Newspaper Publishers Assn.'s Bureau of Advertising.

Speaking before the summer meeting of the Newspaper Advertising Executives Assn. at Denver, Mr. Barnes conceded that TV "probably" is "the best alibi a salesman ever had." But, he added, although "we don't want to be complacent about [it], at the same time we shouldn't see things that aren't there."

He continued:

"I'm sure we'd all be better off if—for the next 12 months—we paraphrased the three Chinese monkeys and thought no TV . . . heard no TV . . . and spoke no TV. Especially the latter."

### Sell on Merits

"We'd be better off to concentrate on selling the merits of our own medium."

Answering contentions that newspapers' days were numbered, Mr. Barnes noted that similar predictions were made for magazines and newspapers with the advent of radio. At the 1933 low point, he said, outdoor advertising, magazine and newspaper business were down \$36 million, \$100 million, and \$115 million, respectively, as compared with 1929.

"That's a total loss of \$251 million," he said. "All due—so we were told—to the invasion of radio."

But radio's gain for the same period was not an equivalent \$251 million, but \$13 million, he said. "The real villain was old man depression," he asserted.

"So it will help us, I believe, to look a little bit deeper than the gains or losses of a particular medium," Mr. Barnes continued. "We should examine those gains or losses in relation to the entire picture."

Let's remember, for instance, that so far the phenomenal gains of TV have not been made at the expense of the other major media. We're in an expanding economy. The total advertising expenditure is rising.

### Volume Tripled

Last year television (network and spot combined) tripled its volume over 1949. It registered an increase of \$36 million.

But at the same time newspapers gained \$54 million—magazines \$24 million—and even doomed AM radio increased \$15 million.

Mr. Barnes said a report from "A medium-sized paper" indicated that (1) "just under half the national accounts that were in the paper in 1949 did not run in 1950";

### Canadian Receiver Sales

SALES OF television receivers in Canada in the first five months of 1951 totalled 19,577, valued at \$19,752,979, according to the Radio Mfrs. Assn. of Canada. This brought total sales of TV receivers in Canada to \$27,029,562 at the end of May 1951.

(2) "42% of the national accounts in the paper in 1950 did not run the preceding year"; (3) "The average schedule used by national advertisers in 1950 was 3,089 lines."

The 3,089-line schedule, he said, represented an expenditure of \$1.11 per thousand families per year. In contrast, he said without indicating the basis of his computations, a five-times-a-week daytime radio program would cost about \$1.50 per 1,000 families per broadcast, while "in TV a figure of \$15 per 1,000 families—also per broadcast—is considered quite affordable."

## SALES BOOST

### Stopette Lauds Video

TELEVISION was a "wonderful break" for Stopette, Earle Ludgin, president of the Chicago agency of the same name, said Monday in outlining the rapid growth of Jules Montener Inc., which manufactures the spray deodorant. Mr. Ludgin, speaking to members of the newly-formed Advertising Club of Chicago, said TV has been a "good" medium for the product because the major selling point—the spray action—could be demonstrated.

### Move 'On Faith'

Stopette has sponsored *What's my Line* on CBS-TV weekly since last fall, and was alternate-week sponsor with Toni several months before that. The move to weekly sponsorship was made "on faith," Mr. Ludgin said, because TV at that time "hadn't shown itself to be a major advertising medium." He pointed out that the use of network television made it possible for the agency to concentrate on bigger markets.

A four-year-old product, Stopette was the first anti-perspirant to make use of a spray and a pliable, plastic container. It also pioneered last year in continuing its advertising throughout the fall and winter months, despite industry precedent of advertising only during warm and hot months.

Mr. Ludgin said "the most important thing about the Stopette story is that it could happen—that a man with an idea and courage could build an enterprise in a highly competitive field and carve out an important part of that field for himself."

Dr. Montener, a Swiss chemist, developed the product himself and designed the spray and the plastic bottle. He was described as a "good client" by Mr. Ludgin, who said "an advertising agency can only produce good copy for a good client."



# FCC UPHELD

## In WJAX-TV Case

FCC's refusal of additional time to the City of Jacksonville for the construction of WJAX-TV has been affirmed by the U. S. Court of Appeals for the District of Columbia.

Case also involved a petition earlier this year in which the city sought to delay the FCC's hearing on proposed city-by-city allocations, contending that if the proposals were made final the Channel 2 originally granted to WJAX-TV would no longer be available. **BROADCASTING • TELECASTING**, May 21]. The court at that time decided to withhold a ruling on the stay order petition and said it would decide the earlier appeal in time to obviate need for action on the petition.

The earlier appeal was the outgrowth of a Channel 2 construction permit granted Aug. 8, 1948, to the city, which also is licensee of WJAX. In May 1949 extension of the construction permit was denied and after subsequent hearing and oral argument, the FCC issued its final decision July 26, 1950, denying the extension.

## SAG SELECTED

### By Hollywood TV Actors

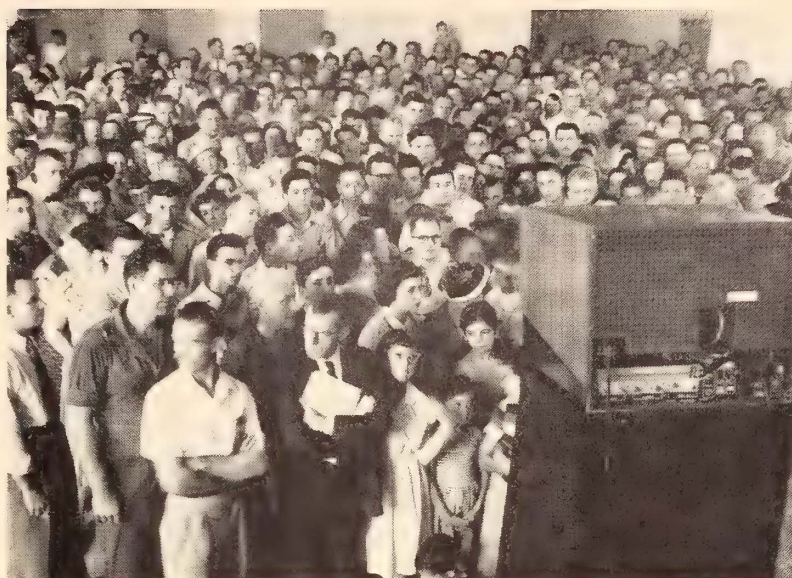
AN OVERWHELMING vote last week won for Screen Actors Guild jurisdiction over actors employed by six Hollywood television film production units, following an NLRB election. The nine to one vote brought a settlement of one phase of the bitter jurisdictional dispute over actors in television films that has been raging for approximately two years between that guild and Television Authority, starting even before TVA was officially formed.

The next phase of the two-way dispute will be settled following NLRB elections at 10 New York film companies [**BROADCASTING • TELECASTING**, July 2].

The six Hollywood studios involved in the elections were Apex Films, Bing Crosby Enterprises, Cisco Kid Pictures, Hal Roach Studios, Jerry Fairbanks Inc., Flying A Pictures. Over 80% of the actors eligible to vote took part in the elections, conducted by mail under supervision of George Tager, NLRB officer.

SAG also proved victorious in three additional elections uncontested by TVA. These elections, deciding between SAG or "no union," were among actors employed by three motion picture producers' associations.

RCA Engineering Products Div., Camden, announces two new "Custom standard" RCA Antenaplex systems are now available. The new systems are designed to meet master television antenna needs of small hotel, apartment house, store, school or office buildings.



THIS is just part of the typical crowd that daily has jammed the lobby of the new Sunpapers building in Baltimore to watch the CBS colorcasts over the paper's WMAR-TV Baltimore. The station has been carrying the shows in the morning and afternoon, with an average of 150 persons crowding the lobby at every showing. WMAR-TV reports that reaction to the colorcasts has been favorable.

## MIAMI SCHOOL

### Files Station Application

NEW non-commercial educational television station application was filed last Tuesday at the FCC. In it, the Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction, Miami, Fla., revealed plans for construction at an estimated \$201,000 cost.

Applicant, which also is licensee of WTHS, non-commercial FM outlet in Miami since 1949, is seeking TV Channel 2 with power of 16.32 kw visual and 8.16 kw aural. FCC already has proposed reservation of Channel 2 in that area.

The school, in filing comments on the proposed allocation plan last May 7, stated intention to make its facilities available to "all other recognized educational agencies within the area." Applicant added that it would train school and educational personnel in the use of TV as well as training for vocational purposes and provide the industry with "a continuing source of well-trained and skilled personnel."

Programs for formal class room use would be developed, it was said, along with programming for continuing adult education in the homes and other shows of benefit to the community.

The \$201,000 estimated construction cost included \$90,000 for transmitter, \$68,000 for studio technical equipment, \$18,000 for antenna system, \$10,000 for monitors, \$5,000 for buildings acquisitions, and \$10,000 for contingencies. There is no cost for land.

Proposed transmitter location is 1410 N.E. Second Ave., Miami. A three-bay General Electric antenna system would include 100-foot towers on the Lindsey Hopkins Vocational School Bldg.

Vernon Bronson, chairman of the

radio committee for the applicant, would be station director of the TV outlet. Herbert Evans, to be consulting engineer on construction, would be the station's chief engineer.

Personnel also would include two film operators, four remote operators, two program directors, one film director, and a librarian.

## MORNING SHOW

### NBC to Feature Vallee

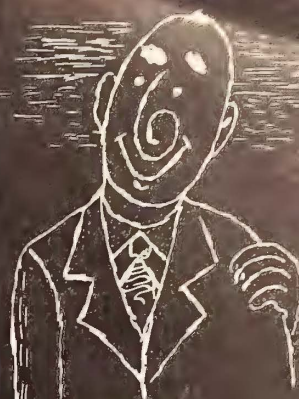
RUDY VALLEE, NBC's pioneer radio crooner, will be featured on NBC's initial morning TV program, scheduled to start in the fall, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, announced last week.

Mr. Vallee will head a list of musical, comedy and dramatic features on the one-hour variety program (11 a.m.-12 noon, Monday-Friday).

In announcing inauguration of morning network programming, Mr. Weaver said: "Just as Kate Smith revolutionized viewing habits for television in the afternoon, so do we expect that Rudy Vallee will completely change the face of morning viewing. We are planning a full hour of outstanding variety entertainment to support Rudy, and expect that he will become one of television's truly great new stars."

## 'No Comment'

"NO COMMENT" was only comment both FCC Chairman Wayne Coy and RCA officials had to offer last week following Comr. Coy's inspection of the tri-color tube developed by RCA at its Lancaster, Pa., plant. FCC was not present at RCA's unveiling of the tube in Washington in early 1950.



## THE TIME BUYER WITH THE LONG RIGHT ARM . . .

Once upon a time there was a time buyer who wanted to reach into a multi-million dollar market and cash in on daytime spot participation shows. He found that when he used KOTV's afternoon shows, Lookin' at Cookin', Glass Showcase, and Musical Jigsaw, his arm grew longer and he reached into 73,000 TV homes with no competition from other TV stations. That's not all, his arm reached into the best daytime shows from four networks, NBC, ABC, CBS, and DUMONT. Yes, this Time Buyer is proud of his long right arm.

## Channel 6

## FIRST IN TULSA

# KOTV

CAMERON TELEVISION, INC.

302 South Frankfort  
Tulsa 3, Oklahoma



# YESTERDAY and TODAY

## Central Indiana at WFBM-TV

"First in Indiana"

### Yesterday . . . .

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

### Today . . . . there are

# 148,000

Sets in use  
in WFBM-TV's  
coverage area

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

Represented nationally by  
The Katz Agency Inc.

# WFBM-TV

Channel  
6



"First in Indiana"

## telestatus

MAIN disadvantage to alternate week programming is the difficulty of viewers to follow the schedule, according to Advertest Research's latest survey, "The Alternate Week TV Program."

The survey is part of the firm's study, *The Television Audience of Today*, and was compiled during the period June 4-15, employing personal interviews with 770 viewers in television homes throughout the New York area.

It set out to find viewers' general opinions and reaction to current alternate week programs and get comparisons with weekly programs.

Advertest found only 42% could name one alternating week program, without getting aid; 40% know in advance of a performance which alternate of a pair will be presented.

Newspapers were the best source material for viewers to put their finger on the program although 37% went without the program because they didn't know it was being aired.

Some 41% saw advantages in alternate programming, many of them citing improved quality. The 32% who indicated disadvantage thought so because of the problem of keeping up with the schedule.

A large majority (68%) liked weekly programs because they could follow them easily.

Actual viewing ranged as high as 72% to a low of 6% for six pairs

of current alternating programs surveyed by Advertest. The pattern of viewing preference was diversified, some pairs getting a high percentage of audience, others a small joint audience. The weaker of the two programs at times drew a larger audience because of the greater popularity of its companion, it was found.

More than one-third of respondents don't watch any program pairs. But 64% watch at least one pair of alternate week programs.

Identification of sponsor also varied with a reported high of 87% to a 6% low. Average for six pairs was 38%. Weekly program average varied with a viewing high of 74% to a 15% low with the average for 12 weekly programs at 44%.

### WTOP-TV Washington Sets New Rates

WTOP-TV Washington, *Washington Post*-CBS station, has issued Rate Card No. 2, now in effect, which sets Class A time in the one-hour classification at \$550. Class B rate is \$367 and Class C, \$275, the station announced. WTOP-TV said this was its first rate change since Aug. 1, 1950.

### Videodex Releases June Report

LATEST Videodex report, covering 63 markets for the period June 1-7, showed *Texaco Star Theatre*

## Alternate Week Programming Surveyed by Advertest

(Report 171)

as the leading program in number of homes and percent of TV homes. The top 10 shows were listed as follows:

Percent of TV Homes		
1. Texaco Star Theatre (60 cities)	52.6	
2. Comedy Hour (58)	43.1	
3. Talent Scouts (22)	39.9	
4. Your Show of Shows (61)	36.5	
5. Fireside Theatre (53)	35.4	
6. You Bet Your Life (59)	33.1	
7. Philco Playhouse (56)	32.8	
8. Martin Kane (60)	32.0	
9. Studio One (49)	31.9	
10. Wayne King Show (10)	31.9	
Number of TV Homes in Thousands		
1. Texaco Star Theatre (60)	6,447	
2. Comedy Hour (58)	5,161	
3. Your Show of Shows (61)	4,532	
4. Fireside Theatre (53)	4,148	
5. You Bet Your Life (59)	4,020	
6. Philco Playhouse (56)	3,916	
7. Martin Kane (60)	3,894	
8. Studio One (49)	3,686	
9. Talent Scouts (22)	3,606	
10. Godfrey and Friends (49)	3,541	

### Programs Hours Up; Ratings Decline—Ross

SIX New York TV stations in May telecast 516 hours, 45 minutes of video programs, a gain of 93 hours, 15 minutes from a May week in 1950, according to an analysis made by Ross Reports on television programming. Explanation for the increase, Ross found, lies in feature films, which had over 50 hours a week more air time this year than last (114% hours to 62%) and in daytime women's programming, which rose from 94 hours to 117½ hours a week in the year's time. Sports

(Continued on page 68)

## Weekly Television Summary—JULY 9, 1951, TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600	Louisville	WAVE-TV, WHAS-TV	90,526
Ames	WOI-TV	59,634	Memphis	WMCT	87,871
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	70,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368	Milwaukee	WTMJ-TV	243,193
Binghamton	WNBF-TV	40,112	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Birmingham	WAFM-TV, WBRC-TV	46,200	Nashville	WSM-TV	31,671
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,800
Boston	WBZ-TV, WNAC-TV	867,756	New Orleans	WDSU-TV	62,150
Buffalo	WBEN-TV	204,754	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,250,000
Charlotte	WBTV	79,948	Newark	WOR-TV, WPIX	2,250,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399	Norfolk	WTAR-TV	69,130
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000	Oklahoma City	WKY-TV	67,636
Cleveland	WEWS, WNBK, WXEL	477,196	Omaha	KMTV, WOW-TV	80,000
Columbus	WBNS-TV, WLWC, WTVN	176,541	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	117,068	Phoenix	KPHO-TV	37,900
Dayton	WOC-TV	56,384	Pittsburgh	WDTV	260,000
Detroit	WHIO-TV, WLWD	190,000	Providence	WJAR-TV	152,000
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	464,135	Richmond	WTVR	73,992
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Rochester	WHAM-TV	83,077
Kalamazoo	WLAV-TV	115,600	Rock Island	WHBF-TV	56,384
Greensboro	WFMY-TV	70,808	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Houston	KPRC-TV	80,110	Salt Lake City	KDYL-TV, KSL-TV	46,600
Huntington	WSAZ-TV	46,100	San Antonio	KEYL, WOAI-TV	47,537
Indianapolis	WFBM-TV	148,000	San Diego	KFMB-TV	97,500
Jacksonville	WMBR-TV	32,000	San Francisco	KGO-TV, KPAX, KRON-TV	196,449
Johnstown	WJAC-TV		Schenectady		
Kalamazoo	WKZO-TV	87,275	Albany-Troy	WRGB	157,500
Grand Rapids	WDAF-TV	133,122	Seattle	KING-TV	85,600
Kansas City	WGAL-TV	121,832	St. Louis	KSD-TV	293,000
Lancaster	WJIM-TV	101,129	Syracuse	WHEN, WSYR-TV	120,671
Lansing	KECA-TV, KFI-TV, KLAC-TV, KNBH	49,000	Toledo	WSPD-TV	125,000
Los Angeles	KTLL, KTSN, KTTV	877,421	Tulsa	KOTV	83,525
			Utica-Rome	WKTV	45,200
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
			Wilmington	WDEL-TV	69,010

Total Markets on Air 63

Total Stations on Air 107

Estimated Sets in Use 12,478,000

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.





# SPOT BUYERS

## ATTENTION!

### Desirable Availabilities

★ **Full-Length Western** 6:00 to 6:55 Monday through Friday. 20 second or 1 minute spots, \$100; 8 second time signals, \$40.

★ **Hollywood Guest Book** (Snader Telecriptions). Sundays 1:30 PM and 4:00 PM. 20 second or 1 minute spots, \$100; 8 second time signals, \$40.

★ **Adventure and Action Theatres** (Feature films). 11:00 PM Thursday and Friday evenings respectively. 20 second or 1 minute spots, \$62.50; 8 second time signals, \$25.

★ **6:55 to 7:00 Program Strip** (Weather forecast or Snader Telecriptions). Monday through Friday. 1 time rate, \$130 and \$20 talent fee. Frequency discounts allowed.

# WMAR-TV

CHANNEL 2 • BALTIMORE, MD.

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



## WATV CONFERENCE

### Education Council Formed

A TELEVISION Council of Higher Education was formed last month at a meeting called by Robert B. Macdougall, director of educational activities for WATV (TV) Newark. The conference was attended by 21 New Jersey colleges and universities.

The meeting had been called to explore possibilities of cooperative action leading to telecasting of educational programs. Members of an interim committee of the council, who, with Mr. Macdougall, will study and recommend programs for early fall presentation by WATV, are:

#### Committee Members

Edward Robert Isaacs, assistant director public relations, Rutgers U., New Brunswick, N. J.; Edward C. Rasp Jr., director, audio arts, Montclair State Teachers College, Montclair, N. J.; Marion G. Hennion, director, public relations, College of St. Elizabeth, Convent Station, N. J.; Joseph P. Davis, assistant director of admissions, Upsala College, East Orange, N. J.; Wesley D. Camp, chairman, social science, Monmouth Junior College, Long Branch, N. J.; Nicholas J. Rose, assistant dean, Stevens Institute of Technology, Hoboken, N. J., and Lewis E. Arnold Jr., assistant director communications arts, Seton Hall U., South Orange, N. J.

## Operation



**HOTTEST  
NEWS OF THE  
SUMMER IN  
RADIO AND TV  
ADVERTISING!**

**WLW**

**WLW-TELEVISION**



**INFORMAL** chat among advertiser, agency and network representatives heralded the debut of Nash-Kelvinator as new sponsor of Paul Whiteman's *TV Teen Club* on ABC-TV. On stage at WFIL-TV Philadelphia, where program originates (l to r) are N. F. Lawler, advertising and sales promotion director of Nash Motors; Mr. Whiteman, Jack Huntress, Nash advertising manager; Ted Long, radio-TV director, Geyer, Newell & Ganger, client's agency, and Edward Friendly, eastern TV sales manager for ABC-TV. The Whiteman show features Nancy Lewis as co-emcee with Mr. Whitman and Junie Keegan, 13-year-old singing discovery of the orchestra leader.

## CUBAN VIDEO

### Mestre Plans More Outlets

**EXTENSIVE** purchases of equipment to permit television coverage of all Cuba have been announced by Goar Mestre, director general of the network keyed from CMQ Havana. TV is off to a flying start in the island nation following its formal debut in March.

Mr. Mestre expects to have four more stations on the air within four to six months. Pending completion of relay facilities they will operate with kinescope recordings made on a new General Precision Lab video recorder.

Microwave relay facilities will be completed to Santa Clara early next year and on to Santiago in late 1952 or early 1953.

During a recent trip to New York Mr. Mestre completed purchase of four more TV transmitters. The list includes two 5 kw low-channel air-cooled GE transmitters and two 500 w DuMont transmitters, one low and one high-channel. They will be operated in Mantanzas, Santa Clara, Camaguey and Santiago on Channels 9, 5, 6 and 2, respectively.

The transmitters will be connected by a Philco TV microwave relay system. Expansion of the CMQ network involves an expenditure of another million-and-a-half dollars, according to Mr. Mestre.

CMQ's TV network operation is centered in the modern Radiocentro operated by Mr. Mestre and his two brothers, Abel and August. CMQ programs a daily two-hour afternoon schedule directed mainly at housewives along with nightly service from 6:30 to midnight or later. With Sunday telecasting starting at noon, the station programs 50 to 60 hours weekly.

## PROFESSIONAL LAB

### ATW, NBC Start Series

**AN ADVANCED** professional laboratory in television has been inaugurated by the American Theatre Wing, using NBC staff members and facilities. Lab runs through Aug. 25.

Designed to cover "every phase of production" and to present over WNBT (TV) New York a 15-minute telecast each week, the laboratory is sponsored by Ted Cott, WNBT general manager; George Wallach, news and special events supervisor, and Ivan Reiner, program manager, all of WNBC-AM-FM and WNBT.

Programs for telecasting are produced by NBC staff members and technicians, with a student assigned to each of them. The student-assistants are rotated each week so that students will, in turn, participate in all phases of production.

With WNBT carrying the programs on a sustaining basis, actors are chosen so far as possible from among past and current Wing students and receive minimum-scale pay. Although scripts from all writing courses will be encouraged, the program is not limited to their use, the announcement said.

## Helps Zoo Gate

**ATTENDANCE** at Druid Hill Park Zoo has jumped a third since WAAM (TV) Baltimore started its weekly telecasts two years ago, according to Arthur Watson, zoo director. Attendance in 1949 was about 370,000 at the time he started the series, Mr. Watson said, and should pass the half-million mark this year, eventually leveling off around a million.

## 'BRIDE & GROOM'

Court Awards \$800,000

A LOS ANGELES Superior Court jury awarded the owners of *Bride and Groom* television program decision for \$800,000 damage against the producers of the *Wedding Bells* on KLAC-TV there, the station and its owner, Mrs. Dorothy Schiff, last Tuesday.

Attorneys for the defendants announced they would file application for a new trial within 10 days. An appeal to the court by the defense to overrule the 11-1 jury decision, reached after four week trial, was denied Thursday.

The *Bride and Groom* producers John Masterson, John Reddy and John Nelson, had sued for \$1 million charging their radio and television format had been "pirated" by the KLAC-TV show. The judgment was entered against the station; Mrs. Dorothy Schiff, also owner of the *New York Post*; Station Manager Don Feddersen and G. A. M. Productions, producer of *Wedding Bells*.

*Bride and Groom*, for five years a top daytime radio program on ABC, is now a daytime program on CBS-TV, sponsored by Hudson Paper Napkin Co. *Wedding Bells* is telecast locally in Hollywood and had been kinescoped and shown in Cincinnati and Detroit.

This is one of the first cases in television litigation in which the verdict supported protection of a program idea from alleged imitation, and Harold Fendler, counsel for *Bride and Groom* producers called it "the most important decision in the protection of entertainment of ideas in the last 100 years."

J. G. Moser also is an attorney for the plaintiffs. Defense attorneys are John P. Hearne and Joseph J. Burris.

## UNITED TV MEET

### Set for N. Y. Tomorrow

**TOP EXECUTIVES** of United TV Programs will meet in New York tomorrow (Tuesday) to discuss enlargement of facilities and marketing of new properties. Attending the session will be President Jerry King and Executive Vice President Dick Dorso, who headquarters on the West Coast, and Secretary-Treasurer Milt Blink from Chicago. With them will be Edward Petry, head of the representative firm of the same name, and Edward Vynnow, Petry's Chicago manager.

New properties acquired include the *Suspense* series of Bing Crosby Enterprises; *Cry of the City*, on which shooting will begin July 15; a half-hour puppet feature, *Sleepy Joe*, which is being filmed now and will be ready for release within a month, and two programs tentatively titled *Justice in the Universe*, a stop-action film, and *Kids' Quiz*.



## V DIPLOMA

College Course Begins

ROOKLYN COLLEGE, New York, last week announced establishment of what it said is the first undergraduate course culminating in a college diploma in television. The classes, which begin today (Monday), center on television studio training provided by the television studios of the School of Radio Technique in New York. The School of General Studies of Brooklyn College will furnish academic courses in theatre, speech, English, community relations, psychology, art and music appreciation, literature, American culture, physical science, merchandising and law.

An opportunity to observe commercial telecasting also will be presented to the students since WC-TV's *Tom Corbett, Space Detective* is telecast from the SRT studios.

School authorities said they had received hundreds of inquiries concerning the scholastic experiment. Harry D. Gideonse, president of Brooklyn College, termed it a "pioneering development offering new educational opportunities to the youth of our city. The program combines excellent technical training with the best general education offered by our School of General Studies. 'It is a realistic community college program, directly in line with the own extensive use of audio-visual material,' he said.

## WXL FACILITIES

Expansion Plan Announced

PLANS for expansion of building and equipment facilities of WXL (TV) Cleveland, at a cost of approximately \$500,000, have been announced by General Manager Franklin Snyder.

Present transmitter-studio at Pleasant Valley and State Roads, Parma, Ohio, will be enlarged to 10,000 sq. ft. of space. It will include office facilities for station personnel; a 45 x 50 ft. studio two stories high with overhead doors; audition and conference room; visitors lounge with glass window overlooking main studio; construction and storage area for the program department; a music library; film library; dark room; news room; dressing room for talent, and the smaller studios already in the building. Sales offices and a small studio in downtown Cleveland also are planned.

New equipment includes six more camera chains, new film projection equipment and latest type of lighting. Complete master control facilities will be put in. Consulting Engineer Ben Miller is doing the design and installation.

CONSTRUCTION PLANS for Sacred Heart Cathedral, Newark, to be completed in time for Archdiocese centennial ceremonies in August 1953, include special lighting and sound equipment for TV broadcasting.

## EDUCATIONAL COOPERATION

Johnson Forwards Student's Views to FCC

EDUCATIONAL institutions and commercial TV station operators can do the best educational job if they work together. If an institution operates fulltime and non-commercial it will get into financial and programming hot water.

That is the opinion of a young Syracuse U. graduate student, Sidney Dashefsky, who is working for his masters degree in television.

Sen. Ed C. Johnson (D-Col), chairman of the Senate Interstate Commerce Committee, liked the student's letter so well when he received it, that he sent it along to the FCC last week as an appendix to additional comments he has filed on the TV allocations plan.

In his additional comments, Sen. Johnson had stated he went along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate educators' plans with those of commercial TV operators [BROADCASTING • TELECASTING, June 25].

Mr. Dashefsky wrote the Senator that he had noted news reports about the Coloradoan, Sen. William Benton (D-Conn.) and the FCC "concerning educational programming and educational television channel allocation." In view of this, he said, he wanted to explain his school's plan of operation with WSYR-TV Syracuse.

The university, Mr. Dashefsky said, has its own TV studios and equipment, including three cameras, projection facilities and an audio set up. WSYR-TV's tower and transmitter are used, however. The station, in turn, makes use of the university's facilities on a rental basis for local live telecasts. Students operate the technical equipment for these programs "free of charge as part of our course," he said.

This combined operation permits

students to "receive both the practical and commercial experience," and the station receives technical help. Schedule at present is seven days weekly of local live shows, a total of an average nine hours a week.

Mr. Dashefsky said: "We do 45 minutes of educational programming which consists of a children's show and a daily weather show. During the regular semester year we program approximately two hours a week for educational programs."

The student observed: "I cannot conceive of all the universities and other educational institutions who have asked for educational channels to be able to operate them on a fulltime non-commercial manner. It is unsound both program wise and economy wise."

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

Points underscored by Mr. Dashefsky for "ideal programming which is beneficial to all," are (1) educational institutions should purchase their own necessary studio equipment but not transmitting equipment, and (2) it should be "obligatory if not mandatory" for the local TV station in the area to set aside a portion of local programs specifically for the institution's programming.

This type of programming "is being done here at Syracuse U.," he told Sen. Johnson, adding that its benefits have been shown ". . . and I and 20 other students are living proof if any is needed."



DAGMAR, Huntington's famous TV daughter, receives a plaque from the mayor of Huntington, W. W. Payne, for the large amount of publicity she has given the city through her TV appearances. Looking on are, seated (l to r), Mary Kercheval, women's program director, WSAZ Huntington; Danny Dayton, Dagmar's husband, and Don Baker, manager of the Huntington Chamber of Commerce. The presentation was carried over WSAZ on the Borden 930 Club Calendar.

## BETWEEN COMMERCIALS

BY KAY MULVIHILL



In the short time its been on the screen—"Around the Bay"—KPIX's weekly news show, highlighting local events around the Bay Area, has brought viewers the cream of headline news.

Emceed by KPIX program director, Sandy Spillman, "Around the Bay" includes



Sandy Spillman

interviews with 'names in the news', supplemented by exclusive news clips filmed by the KPIX crew. Among KPIX's exclusives, have been Spillman's interview with Galo Plaza, President of Ecuador; guest appearance of General Albert Wedemeyer; and the screening of the San Francisco arrival of the 'General Pope'—Army transport which brought home 3500 Korean war vets.

### KSFO AIRINGS

Dude Ranch Breakfast, now in its fifth year on KSFO, features Mel Fritze and Wanda Ramey in the Sunday morning broadcasts from the Old Hearst Ranch in Pleasanton. Each week, Mel and Wanda don their Dude costumes for the show, interview members of the audience, exchanging conversations and gags, that make for an entertaining half hour.

The mounting fan mail for KSFO's "Parade of Melody"—gives good indication that the two hour afternoon musical series has met with overwhelming success among Bay Area listeners. The two hour airings include a cavalcade of song favorites from leading musical comedies, operettas and light symphonic scores.

**KPIX** CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC **KSFO**

Represented by Wm. G. Rambeau Co.

**SAN FRANCISCO**





Artist Yo Hara makes original topographical maps of Manchuria, Korea and China. Most of his work is used by Commentator Clifton Utley (l), talking with News and Special Events Director Bill Ray and Jack Chancellor (r), staff writer.

\* \* \*



Roster of writer-commentators employed by NBC Chicago on its five-a-week mid-day video news roundup includes (l to r) Norman Barry, Hugh Downs, Louis Roen, Jack Angell and Len O'Connor. News is presented in an informal fashion.

\* \* \*

# WNBQ (TV) Chicago News

## Takes Position of Prime Importance

**N**EWs was a standard ingredient in programming at WNBQ (TV) Chicago long before the outbreak of hostilities in Korea. Since then, however, it has transcended the routine to a primary position.

Despite a basic antipathy evinced by many station men and advertisers to news on television, WNBQ, an NBC O & O outlet, was programmed with news and special events the day after it took the air two years ago. News and Special Events Chief Bill Ray, who has followed radio news trends since he entered the industry in 1933, predicted in 1948 that TV news would carry its own weight and also maintain and raise ratings on adjacent shows.

He started with radio's timing for newscasts. Video newsmen first appeared before the cameras during the evening dinner hour. Programming subsequently stretched back to lunch, and will retreat to breakfast some time this year. In the meantime, following these broad outlines of scheduling, Mr. Ray implemented each of the two basic hours for TV news—dinner time and noon.

From dinner, he jumped across the highly-popular evening viewing periods to the time when the network goes down. From noon, he hopes to bring into the picture a mid-afternoon feature for housewives. Morning plans are still nebulous.

He believes news on TV is an established feature, equal to TV programming with less factual and more strictly entertaining contents. However, with network facilities

and budgets, a large, capable staff working at Radio Writers' Guild salaries, and a metropolitan location, he is able to "dress up" his operation. Principles, though, are the same which motivate a small station's news chief working with less leeway and fewer appurtenances.

Primarily, the end results are "clean"—news is straight, factual, authoritative. Writers are trained thinkers and observers, and are logical. Commentators are selected for character and integrity as well as insight into such basics as human nature, politics and psychology.

The trimmings — for example, three cameras, stills, movies, slides, charts, graphs, gimmicks, expensive production aids, trick camera work, celebrated guests and special art work—are tertiary.

WNBQ programs from two to three times as much local news as any other station in the country. A late analysis shows 32 local live shows weekly, in addition to five network live programs. Local newscasts total 6 hours, 55 minutes, of which 4 hours, 35 minutes are sponsored. Several slots are in the "sale" stage now.

### News Sells

### Wide Product Variety

TV news at NBC Chicago sells gas, lard, cigars, men's slacks, 100-pound bags of flour, tons of coal and commuter rides. It's just happenstance that most of the products now advertised tend slightly toward the upper-income consumer, Mr. Ray says.

The station has implemented its schedule of five five-a-week strips

and a three-a-week feature with week-end programming, adding three Sunday evening shows and one on Saturday afternoon. Almost every kind of news available, from human interest to detailed analytical commentary, is covered by at least one of the programs. The ever-broadened video lineup is reversing the tradition of radio, where newsrooms seldom, if ever, carried their own weight financially, Mr. Ray says. In television, news presentation is showing "a distinct tendency" to make money for the operator, because the impact warrants the expense borne by the advertiser.

The week-day schedule begins with WNBQ Newsroom, Monday, Wednesday and Friday from 12:15 to 12:30 p.m. This is followed by *The Weatherman*, 5:35 to 5:45; Clifton Utley and the News, 5:30 to 6 p.m.; *The Weatherman*, 10 to 10:10; Clifton Utley, 10:15 to 10:30, and Tom Duggan in *Let's Look at Sports*, 10:30 to 10:45.

Each show can draw news from the wire services, staff reporters, local tipsters, and three NBC television film features, the *Daily News Reel*, the *Weekly Sports Reel* and the *Weekly News Reel*. The local operation also uses occasional Chicago-area films shot by a cameraman assigned to *Camel News Caravan*, which WNBQ carries nightly from the network.

The noon show, with a full lineup of commentators-writers, presents Network Commentators Clifton Utley and Alex Dreier, Reporter-at-Large Jim Hurlbut, starred on the *Zoo Parade* on NBC-TV, AM Newscaster Len O'Connor,

News Announcers Louis Roen and Norman Barry, Newswriter Jack Angell and Network and Local Announcer Hugh Downs. The WNBQ Newsroom, most informal on the slate, is handled by newscaster who can write their own copy, and writers who can deliver commentary.

Two late-evening features, Mr. Utley's commentary and *The Weatherman* with Clint Youle, his wife, Jeanne, and brother, Bruce, are regulars which have been on the air as long as the station.

### Wide Sponsorship

### For Utley Commentaries

Mr. Utley has been bought since late last spring and his 5:50 to 6 p.m. show is sponsored on Tuesday and Thursday by Peabody Coal Co. The evening commentary is shared by Englander Mattresses, Tuesday Thursday and Friday, and the Rock Island Railroad on Monday and Wednesday. His Saturday show from 6 to 6:30 is sponsored by the First National Bank, which picked up the show originally last July.

Mr. Youle, a former newswriter at the station, has been sponsored since September 1949. His 10 o'clock feature is paid for by Ceresota Flour three evenings weekly, and by Commonwealth Edison Co. and the Public Service Co. two nights. The same show on Sunday has been picked up by the Santa Fe Railway.

Mr. Youle, with his wife and brother, join hands (and voices) to deliver an integrated commercial.



al in a kitchen situation. His ear-  
r show also finds him illustrating  
ather conditions on a wall map  
d giving predictions.

*Let's Look at Sports* five nights  
ekly is sponsored one night each  
Benson & Rixon (men's cloth-  
s), Van Dyke Cigars, Lucky  
ger Shampoo and McIntosh Real  
state, which is selling plots in  
e Inverness subdivision in sub-  
ban Palatine, and each of the  
ur buys participations on the  
ursday evening program. Mr.  
nggan telecasts a Sunday show  
the same time. He follows a  
mmentary by NBC AM network  
mmentator Alex Drier, who is  
nsored by Home Federal Sav-  
gs & Loan Assn. from 10:15 to  
:30 each Sunday.

Missing from the extensive news  
verage is a daily newsreel, which  
r. Ray says would be a welcome  
dition if (1) there was enough  
ot news in the area to sustain a  
-minute program, (2) reels could  
processed rapidly enough, and  
) a sponsor would be willing to  
y the tariff, "which could easily  
n to \$1,000 a day."

#### Ratings Higher

The station's programming strat-  
y has added up. American Re-  
arch Bureau TV ratings for the  
chicago area for the week between  
ay 1-8 gave WNBQ "a greater  
vantage than ever before" over  
e other local stations in news  
ow ratings, with WNBQ carry-  
g the first six news shows (five  
duced locally) and eight out of  
e first nine, Mr. Ray reported.  
e five top rated shows for  
NBQ were (1) Clint Yoyle, (2)  
ifton Utley, (3) *Weatherman*,  
) *Camel News Caravan*, (5) Tom  
nggan's *Let's Look at Sports*.  
BC, incidentally, does not make  
y money on the sale of its pack-  
es, just the time, the news chief  
ports.

All talent, including writers, are  
red only on an exclusive basis.  
o outside writer or commentator  
n handle a news show. Most  
ws programs remain in the same  
ne slot in which they started.  
elecast at a constant hour, they  
e able to build an audience, get  
meaningful circulation and be  
ld. The principle of strip pro-  
gramming, sound in radio, pays  
in TV, too.

#### Medical Diagnosis

THROUGH use of a revolu-  
tionary X-ray machine, 14  
million persons in more than  
a dozen cities had the chance  
to view a medical conference  
on *The Johns Hopkins Sci-  
ence Review* at 8:30 p.m.  
June 26. Three doctors—one  
each in Chicago, New York  
and Baltimore—held an in-  
tercity consultation to diag-  
nose the ailment of the pati-  
ent whose X-rayed chest was  
shown on TV. The program  
originates in the studios of  
WAAM (TV) Baltimore and  
is carried on the DuMont  
Television Network.

## Film Report...

THREE "three-reelers"—old-time  
melodramas loaded with buckets of  
sentiment and blood-curdling chills  
have been acquired by STEPHEN  
SLESINGER Productions, Los An-  
geles, for use in a series now in  
preparation, *It Seems Only Yester-  
day*. The three masterpieces are  
characteristically titled: *The Way  
of the Transgressor Is Hard*; *Nel-  
lie*, *The Beautiful Cloak Model*;  
*Jerry The Tramp*.

Another purchaser of old silents  
is KTSL (TV) Los Angeles which  
bought 120 feature films from  
COMMONWEALTH Film & Tele-  
vision Co., New York, including 10  
silent movies for use on its weekly  
*Movie Milestones*.

Prison life gets a going over in a  
projected series, tentatively titled  
*In My Cage*. HYPERION FILMS  
Inc., New York, is negotiating with  
John Kullas, independent producer,  
to make the 26-film series.

TV promotional activities at  
UNIVERSAL-INTERNATIONAL,  
New York, have been supplemented  
by a five-minute bi-weekly *Movie  
Star Album*, featuring lives of  
screen stars. This new service was  
prompted by wide use made of  
*Hollywood Star Flashes*, company's  
original promotion series.

Joel Chandler Harris' old South  
will live again—on TV—in a new  
marionette film series, *Sleepy Joe*.  
Produced by THE CARDINAL Co.  
and based on the "Uncle Remus"  
stories, the series will be distrib-  
uted by United Television Pro-  
grams. A transcribed radio series  
of the same name has been pro-  
duced for five years and is cur-  
rently being carried on 195 sta-  
tions. Gerald King, UTP president,  
announced that contingent com-  
mittments already have been  
received for *Sleepy Joe* from TV  
stations in St. Louis, Chicago, San  
Francisco, New York and Kansas  
City.

A new building for DUDLEY  
PICTURES Corp., Beverly Hills,  
color film specialists, is in the plan-  
ning stage. It will be erected at  
La Cienga and Beverly Blvds., Los  
Angeles, if company's \$70,000 bid  
is accepted. Building will contain  
nearly 6,000 square feet of studios,  
offices and sound stages.

An option to produce a TV situ-  
ation comedy based on comic strip,  
"Mickey Finn," has been granted  
to Al B. Perlman and Paula Spitzer  
by McNaught Syndicate. New show  
will be written by Albert Bannister  
and will star Guy Kibbee as "Uncle  
Phil." An estimated 35 million  
readers follow Lank Leonard's daily  
cartoon feature.

#### In Production . . .

FILMCRAFT Productions, Los An-  
geles, starts a series of 52 two-  
minute commercials for Meyen-  
berg Milk Products, San Francisco.  
They will be released this fall.  
J. Walter Thompson Co. arranged

the purchase and Harpo Marx will  
be star salesman.

ROOSEVELT ENTERPRISES,  
New York, announced production  
plans for *The Parade of Detectives*,  
half-hour TV series based on the  
"Baker Street Irregulars," famous  
group of "Sherlock Holmes" ad-  
dicts.

SUPERMAN Inc., Los Angeles, has  
signed Lee Sholem to direct new  
series of *Superman*, half-hour TV  
shows scheduled for production at  
RKO Pathe Studios.

WALKER Productions, Hollywood,  
has packaged *I Want To Be Mar-  
ried* and plans to produce 30-minute  
TV show live for viewer reaction  
before filming. Steve Fisher is pro-  
duction head with Robert Reed  
as sales manager.

GEORGE CARILLON Productions,  
Hollywood, starts filming a half-  
hour TV drama-narration series,  
*Tales of Miller*, at Charles Chaplin  
Studios this week. Marvin Miller,  
announcer-actor, will be starred.

JERRY FAIRBANKS Productions,  
Hollywood, has completed a 15 min-  
ute documentary, *The Mount Clem-  
ens Story*, made especially for U. S.  
Air Force and scheduled for re-  
lease to TV stations in August.  
... *Bigelow Theatre* series has  
been resumed and will be telecast  
on 34 stations beginning in Sep-  
tember. ... Mike Simon joins Fair-  
banks as production assistant. He  
was formerly with Sol Lesser Pro-  
ductions and Universal-Interna-  
tional.

CAMERON-WADE Television Pro-  
ductions, Hollywood, has been or-  
ganized by George E. Cameron Jr.,  
owner of KOTV (TV) Tulsa, Okla.,  
and Russell Wade, actor-producer.  
Headquartered on KTTV (TV) Los  
Angeles' studio lot, the new firm  
has started producing a quarter-  
hour series starring Pat O'Brien  
in role of story teller.

HOTPOINT Inc., Chicago, through  
Maxon agency, same city, will re-  
lease soon a series of dealer film  
spots for TV featuring electric  
kitchens and home laundries.

TELEVISION ASSOCIATED Pro-  
ductions, Hollywood, has start-  
ed filming a comedy series titled  
*Digress of the News* starring Alan  
Mowbray.

FILMS FOR TELEVISION Inc.,  
Beverly, Mass., announced the sale  
of its studios and laboratory to  
Harry Mamas, former Warner  
Bros. cameraman. FFT will con-  
tinue to produce, sell and distribute  
open-end shows and will shortly be  
ready to distribute *Crime Clues*—  
daily five-minute mysteries—and  
*Quizzed By The Stars*, sports quiz,

through Harry S. Goodman Produc-  
tions.

ADRIAN WEISS Productions, Hol-  
lywood, is shooting TV film series  
*Craig Kennedy—Criminologist* at  
Key-West Studios. Ten have been  
completed. Louis Weiss & Co.,  
Hollywood, will handle sales and  
distribution.

HOLLYWOOD NEWS REEL,  
started originally for theatrical  
release in 1940, has been converted  
for TV showing and distribution  
to stations on a weekly 15-minute  
basis, according to Erman Pessis,  
producer.

FILMCRAFT PRODUCTIONS, Los  
Angeles, has been re-signed by  
NBC-TV for filming of *Groucho  
Marx You Bet Your Life* programs  
for 1951-1952 season. Program is  
sponsored by DeSoto-Plymouth  
Dealers through BBDO.

## PROMOTION FILM

Being Shown by KNBH

WITH "around 1 million TV sets  
in the area," Southern California  
as a market is graphically demon-  
strated in an 18-minute sales pro-  
motion film being shown to adver-  
tising agencies and clients by  
KNBH (TV) Hollywood.

Titled "The Gold Rush Is Still  
On," film concentrates on popula-  
tion-industry growth of Southern  
California and its increasing pur-  
chasing power. Stressed through-  
out is the fact that TV is "a new  
design for selling." Only the last  
two minutes of the film are devoted  
to KNBH promotion.

Presenting statistics and credit-  
ing various sources for figures, per-  
centages and market calculations,  
the film's narrator, Eddie King,  
points out that Southern California  
has become the second largest TV  
market in the nation, whereas the  
area had only 45,500 sets in 1948.

Promotion film was produced at  
estimated cost of \$7,000 by Arnold  
Marquis Productions, Hollywood.  
Research data was made available  
by 21 sources.

MUNTZ TV Inc., Chicago, after its  
first year of operation, has reported  
a net income of \$749,852 or 74 cents  
per share on 1,013,994 shares of com-  
mon stock outstanding. Net sales for  
the fiscal year ending March 31 were  
\$27,147,846, and during the final three  
months amounted to more than \$3  
million monthly, the company reports.  
Income amounted to \$1,781,352 or \$1.75  
per share before taxes of \$1,031,500.  
President Earl Muntz said his com-  
pany "will definitely be in the van-  
guard of color TV manufacturers," re-  
porting construction of three models  
so far.

## TELEFILM, INC.

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



## Telestatus

(Continued from page 62)

programming meanwhile dropped more than 11 hours a week from 104¼ hours last year to 93 hours this year.

The rise in program hours has been accompanied by a decline in program ratings, Ross noted. Comparison of figures for the first six months of this year with the same period of 1950 showed an increase of 56.5% in program time, but a decline of 43.2% in the combined average Pulse ratings for the programs, which dropped from 7.69 in the first half of 1950 to 5.37 in the first half of 1951.

Analysis by program types showed the average rating for every class of video program, without exception, to be lower this year than last. Although the amount of time devoted to baseball telecasts nearly doubled, the average rating for baseball was down from 18.2 last year to 10.4 this. Average ratings of comedy-variety programs dropped from 21.1 last year, when this was the most popular type, to 12.8 this year, while drama and mystery programs, which head this year's list with 15.4, rated 19.3 in 1950.

## DuMont Surveys Set Increases

TV SETS-IN-USE in seven cities during daytime have increased 54%

**\* more LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION**

Station	Morn.	Afternoon	Evening	Average
WLBR	10.8	9.2	8.5	9.4
B	4.8	4.3	5.2	4.7
C	.5	.9	2.6	1.4
D	1.0	.7	1.6	1.0

\* Robert S. Conlan Survey

**WLBR AM FM**

LEBANON, PA. • 1000 WATTS • 1270 KC

The STAR MARKET of Central Pennsylvania

REACHES THIS RICH 300 MILLION DOLLAR MARKET IN SIX COUNTIES

POTTSVILLE  
STAR  
MARKET  
READING  
HARRISBURG  
OF  
LEBANON  
CENTRAL  
YORK  
PENNSYLVANIA  
LANCASTER

JULIAN F. SKINNELL—Operations Mgr.  
Represented by RAMBEAU

within the last year, according to a survey released by DuMont Television Network's Planning & Research Dept. Percentage increases range from 117% in Chicago to 66% in Washington, 65 in Cleveland, 50 in Baltimore, 41 in New York, 34 in Los Angeles and 31 in Philadelphia.

## Nielsen Reports Berle Tops in Latest Report

PRE-SUMMER hiatus, the *Texaco Star Theatre*, starring Milton Berle, continued on top of the Nielsen television ratings by reaching 46.2% of TV homes in program station areas in the two weeks ending June 9.

Close second was provided by *Philco TV Playhouse* which reached 42.3% of homes and *Colgate Comedy Hour*, which compiled a like percentage rating. The Nielsen summary of the top 10 follows:

HOMES REACHED IN TOTAL U. S.		
RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	5,728
2	Philco TV Playhouse	5,042
3	Pabst Blue Ribbon Bouts	4,890
4	Colgate Comedy Hour	4,490
5	Martin Kane, Private Eye	4,418
6	Fireside Theatre	4,356
7	Your Show of Shows (Swift)	4,102
8	Your Show of Shows (Participating)	4,062
9	Arthur Godfrey & Friends (Liggett & Myers)	3,857
10	Studio One	3,855

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS		
RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	46.2
2	Philco TV Playhouse	42.3
3	Colgate Comedy Hour	42.3
4	Pabst Blue Ribbon Bouts	41.7
5	Fireside Theatre	40.9
6	Arthur Godfrey's Scouts	37.4
7	Gillette Cavalcade	37.2
8	Martin Kane, Private Eye	36.4
9	Your Show of Shows (Participating)	36.1
10	Alan Young Show (Esso)	35.5

Copyright 1951 by A. C. Nielsen Co.

## New York Hooperating Lead by 'Star Theatre'

TEXACO STAR THEATRE, with Milton Berle, registered a 47 rating to head the first 10 TV programs in the June, New York TV Hooperatings Pocketpiece of C. E. Hooper Inc.

First 10 programs were:

TV Home Hooperatings	
1. Texaco Star Theatre—Berle	47.0
2. Comedy Hour—Martin-Lewis	43.6
6/3 only	
3. Godfrey's Talent Scouts	33.9
4. Fireside Theatre	31.2
5. Mama	30.9
6. Philco TV Playhouse	29.7
7. Comedy Hour—Jackie Gleason	
6/10 only	
8. Studio One	29.6
9. Man Against Crime	28.1
10. Kraft TV Theatre	25.3
Special Event	
President Truman	43.8

## WTCN Surveys Sets In Average 'TV Town'

PHENOMENAL growth in the ownership of television receivers in an average "TV Town"—New Richmond, Wis.—has been reported by WTCN-TV Minneapolis - St. Paul, whose transmitter is located some 45 miles from the study area.

The station's survey, embracing



THROUGH television, the Detroit Edison Co. has been able to hold personnel meeting for 12,000 employees. Executives discussed company plans and policies on a special half-hour program, *Open Meeting*, over WXYZ-TV Detroit. Shown checking last minute plans are (l to r) Reginald Carey, Detroit radio & television director for Campbell-Ewald agency; James W. Parker, president, Detroit Edison Co., and John Pival, program director, WXYZ-TV. The show, featuring Mr. Parker and Prentiss M. Brown, board chairman, was directed specifically at Edison workers and their families, 70% of whom own TV sets. There was, however, much of interest to stockholders and the general public. The program included a film summary of company activities with commentary, and plans for future expansion.

a series of findings ending last February, covered 100% of the homes in "TV Town," reporting an increase of 383% in TV set ownership. An even larger gain was recorded for families in farm homes within the WTCN-TV coverage area, with the amount jumping 590%.

Studying 785 homes among an estimated 3,000-plus population of New Richmond, WTCN-TV found that 40.6% have TV receivers compared to 21.8% for all farm homes.

While farmers generally lagged behind urban dwellers in purchasing sets at the outset, they bought them at a faster rate, the station claims, after its study of so-called primary (urban) and secondary (farm) areas.

PUBLICATION of technical bulletin, *Multivision Antenna System*, which describes a "New multiple antenna system . . . practical for fringe area installations as well as strong signal locations," and "suitable for large or small installations, including community antenna systems," was announced by Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.

## SEEKS TV POWERS

N.Y. State 'Authority'

BILL to create a New York state television authority similar to the State Liquor Authority, and with comparable powers over the industry, is being drafted by State Sen. Arthur Wachtel, the legislator told an open meeting of the Television Dealers Assn. in New York.

Sen. Wachtel was invited to speak to the group of about 400 metropolitan New York dealers, who recently began a campaign for state control of the industry to compel ethical practices among retailers, require TV service firms to fulfill their contracts, demand truthful advertising and pricing of merchandise and to suppress unfair business practices.

The legislator said he was working on a bill which he believed would stabilize conditions in the industry through state control, and that he already had received broad support in discussions with other members of the legislature.

**WTAD OR NO WTAD, SHE BETTER COLLECT THESE EGGS PRETTY SOON!**

**WTAD**

930 KC, 1,000 Watts CBS  
QUINCY, ILLINOIS  
A Lee Station

Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income \$315,669,000; retail sales \$417,326,000. Represented by Weed & Company.



# EDUCATION FOR HANDICAPPED

WPIX and Board of Education Plan Video Series

ANS for a cooperative venture educational television were announced last week by WPIX (TV) New York and the New York City Board of Education, with a continuing series of programs for students confined to their homes scheduled to begin about Oct. 15, under the name *The Living Blackboard*.

G. Bennett Larson, WPIX vice president and general manager, and William Jansen, superintendent of schools, said preliminary planning for the thrice-weekly series had been in progress since WPIX offered air time and facilities to the city's schools last December.

## Stasheff Named

The programs will be planned and produced through the city's WPIX (FM), where staffman Edward Stasheff, who also has had experience as a commercial TV program director and producer, has been assigned to TV on a fulltime basis. Covering the fields of science, liberal arts and vocational guidance and home industries for the handicapped, the series at the outset will be aimed primarily at inner city students who receive home instruction but eventually will be directed at classroom viewers, spokesmen reported.

They said a survey showed 80% "homebound pupils"—those confined to their homes by illness or

other physical conditions — have television sets. The TV programs will supplement regular instruction these children now receive from visiting teachers and from WNYE, and also will instruct hospitalized veterans who are completing their high school education as well as other homebound adults.

## Cites WPIX Offer

Supt. Jansen voiced appreciation for WPIX's offer of time and facilities, saying "television makes it possible for us to expand our educational services not only to those children regularly reached by visiting teachers . . . but also to adults whose interest in continuing their education has been hampered by physical limitations."

Mr. Larson said WPIX is "happy to cooperate" and feels the arrangement "is another step in working out an educational pattern that can be adapted to the New York City Board of Education schedules."

# TV TIEUP

N. J., L. A. Producers Join

AFFILIATION agreement for the coordination of sales and production activities has been made between two newly-formed television organizations—Motion Picture Television Center, Hollywood, and Fort Lee (N. J.) Television Co. William Norins, president of the Hollywood firm, made the affiliation announcement.

Latter group will produce television film programs; the Fort Lee firm will act as eastern sales representative for MPTC, coordinate sales and production activities, in addition to filming TV commercials.

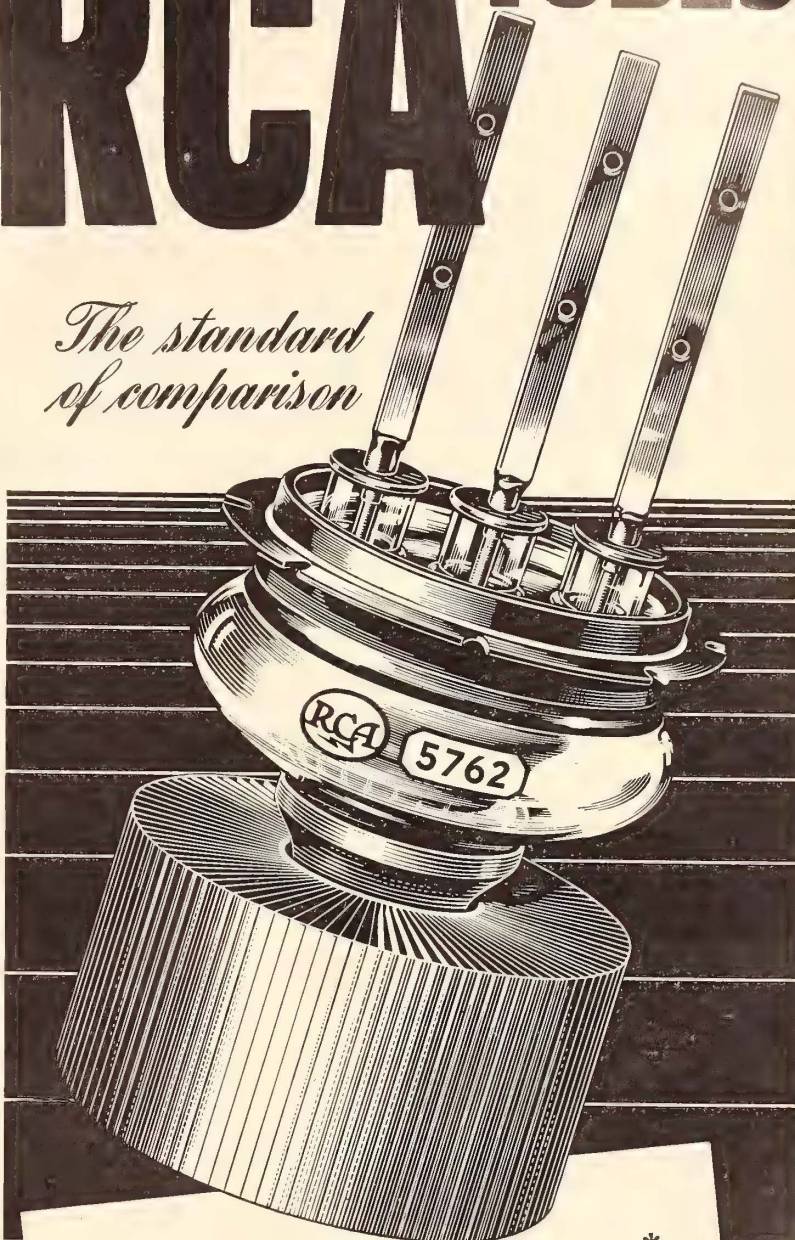
Fort Lee has been set up by Lee and J. J. Shubert, until now associated only with the legitimate stage, following their acquisition of the Fort Lee motion picture studios. The studios are now being renovated in preparation for their being used as a television center, to be available about Aug. 1. Studio facilities include an 80 by 120 feet main stage; a 40 by 80 feet second stage; plus backdrops, props, and over 2 million costumes.

Nelson Schrader, associated with motion pictures, will be director of the TV center in New Jersey.

FORMATION of the New Era Television Co., a new organization for national sale of custom-built television-radio-phonograph units "with consoles designed in the finest glass and mirror combined with wood, fabrics and bamboo," has been announced by George H. Mildwoff, president and founder, in New York. Included in the cabinets will be the FCCA-licensed 630 chassis with 20-inch picture tube.

# RCA TUBES

*The standard of comparison*



## A Better FM Power Triode\*

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the air flow previously needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

\*The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7C24 in RCA transmitters BTF-1C, BTF-3B, and BTF-10B (as explained in the June issue of Tube Tips).



**RADIO CORPORATION of AMERICA**

**ELECTRON TUBES**

**HARRISON, N. J.**

## IN MONTREAL

it's

# CFCF

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



U. S. Representative—Weed & Co.



# CIVIL LIBERTIES PROBLEMS

ACLU Studies Hill Probe Telecast Effects

STUDY of "the long list of civil liberties problems posed by the televising of Congressional inquiries" has been undertaken by the American Civil Liberties Union, Patrick Murphy Malin, executive director, told House and Senate leaders in letters supporting a congressional inquiry into the problems of committee hearing telecasts [BROADCASTING • TELECASTING, June 11].

## To Study Closely

"We are most concerned over these problems," Mr. Malin said, "and are giving them careful study in an effort to suggest solutions that will preserve the rights of Congress, the public and the witnesses. When this study has reached a conclusion, we should appreciate an opportunity to appear before any legislative committee which may undertake an inquiry."

As "more and more publicity media cover the events," he continued, the need for procedural fairness grows, and ACLU also feels that "differences between the media may be great enough to justify separate sets of rules to govern the conduct of each."

Among possible safeguards be-

ing considered, he said, are "complete and accurate testimony and full information about witnesses," and "preservation of the rights of privacy—at least to the extent common in other types of publicity."

Some questions ACLU will look into:

- Should press cameras (with flash bulbs), television, newsreel cameras (with klieg lights) and radio microphones be excluded from the hearing room?

- Is there a chance they will distract witnesses from giving complete and accurate testimony?

- Should body conducting hearings decide what media are to be barred? Or should the witness?

- Should there be a requirement that any material adverse to a witness carried by newsreel, television or broadcast must be accompanied by adequate rebuttal?

- Does heightened publicity require changes in libel or slander laws?

## DETROIT STRIKE

### Video Covers Mediation

TELEVISION enabled the citizens of Detroit to sit right in on negotiations during a transportation strike that had halted all public transportation for 59 days. Conferences between city officials and strikers had been showing little progress, but the one public hearing, which was telecast by WWJ-TV and WJBK-TV Detroit, was credited with helping to end the strike two days later.

A *Detroit News* story said:

Referring to last Saturday's televised hearing, the mayor (Albert E. Cobo) said they were helpful because they permitted the public and the operators to hear the truth.

Mobile units from both stations were set up at City Hall where a public hearing was being held before the Common Council. The telecasts lasted over three hours, and audience interest was compared to that generated by the Kefauver hearings in the Motor City.

## CANADIAN UNION

### Capitol Film Gets Studio

ACQUISITION of Sovereign Studios by Capitol Film Productions is seen in Canadian circles as the "first union of radio and motion pictures to serve Canadian television needs."

As reported by *The Canadian Film Weekly*, Toronto, the formation of Capitol Film by Edward L. Harris, former general manager, Gaumont-Kalee, and Johnny Wayne and Frank Shuster, Canadian writing-acting-production team, puts Canada in a position where it can quickly join the broadcast-film arts for television. In the union, Capitol Film took over studio facilities July 1, the scene of experimental production for Canadian television during the last few months.



An assistant (r) introduces a Baltimore contestant to Mr. Hickman on Quiz of Two Cities.

## GUNTHER QUIZ

Uses Inter-City Switch

AFTER 11 years on radio, Gunther Brewing Co., Baltimore, Md., debuted its *Quiz of Two Cities* featuring competing contestants from Baltimore and Washington and involving a switching of audio facilities between WAAM (TV) and WMAL-TV. Another sidelight was the use of simulcast with WFBR Baltimore carrying the radio version.

First program went off without hitch after two full rehearsals telecast on closed circuit. WAAM coordinates the weekly quiz, through Paul Kane, WAAM studio production supervisor. Emcee duties are handled by Henry Hickman in Baltimore and Bill Malone in the nation's capital. Nelson Baker and Baxter Ward also share announcing chores.

### Program Technique

Pitting contestants of the two cities against each other for a minimum \$250 jackpot which grows in value, the program opens in Baltimore, with name of show a sponsor, then shifts to Washington for camera shots. The WMAL picture goes to WAAM's control room is cut in to the show by Mr. Kane returns by cable to Washington and finally appears on the air of WMAL-TV's Channel 7.

Every time a contestant misses a question, the amount bid for going into the "Premium Jackpot." At the end of each program, highest contestant in each city gets a chance at the question, with the correct answer winning the jackpot. Agency for Gunther is Bio Co., New York.

## TV's EFFECT

### Paper Circulation Surveyed

TELEVISION has had no apparent effect on newspaper circulations, according to an analysis made by Geyer, Newell & Ganger of 168 papers in 62 TV localities. Total circulation of all papers rose 2.1% from Sept. 30, 1948, to the same date of 1950, with 132 papers showing gains and 36 showing losses.

A higher percentage of evening papers (81%) showed circulation gains than did morning papers (75%), which Geyer, Newell & Ganger noted "is especially significant in view of the feeling expressed that the circulation of evening newspapers might be affected by the amount of time being spent in evening TV viewing."

The following table, comparing the fall circulations of 1948, 1949 and 1950, shows that morning papers lost circulation from 1948 to 1949, but more than made up that loss in the following 12 months.

\* \* \*

### CIRCULATION COMPARISON OF NEWSPAPERS IN TELEVISION CITIES (Sept. 30, 1948 vs. Sept. 30, 1950)\*

	Morning	Evening	Total
Number of papers	72	96	168
Circulation—Sept. 30, 1948	15,587,000	14,773,000	30,360,000
—Sept. 30, 1949	15,468,000	14,851,000	30,319,000
—Sept. 30, 1950	15,775,000	15,225,000	31,000,000
Net Gain 1950 over 1948	188,000	452,000	640,000
Percentage of gain	1.2%	3.1%	2.1%
Papers showing a gain	54	78	132
Papers showing a loss	18	18	36

\* Latest audit released to date for all papers.

In the car or at home the chances are you'll find the radio listener tuned to KROD, the CBS affiliate in the rich El Paso Southwest. REASON... such top-flight programs as Jack Benny, Arthur Godfrey, Lux Radio Theater, Amos & Andy, Bing Crosby, Edgar Bergen and other stellar CBS production... get on the KROD band wagon and go to town!

**KROD**  
EL PASO

**CBS**  
Affiliate

600 on Your Dial

**5000 WATTS**  
Southwest Network

Roderick Broadcasting Corp.

Dorrance D. Roderick  
President

Val Lawrence

Vice President & Gen. Mgr.  
Represented Nationally by  
THE O. L. TAYLOR CO.

**MORE**  
DIALERS  
PER DOLLAR

Reach This Rich Market  
Through Your Southwestern Salesman

## SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

**WIBW** The Voice of Kansas  
in TOPEKA



## WKBN NEW HOME Swings Into Operation

WKBN Youngstown, Ohio, began broadcasting from "Radio Youngstown," its new, modern structure, yesterday (Sunday). The new building, housing AM and FM and which was three years in the building, is located in the south outskirts of the city.

The CBS affiliate's building embodies the latest technical advances in radio with modern principles of construction and modern office furnishings. WKBN was located previously in the downtown area.

While final details in its construction are not yet complete, offices and studios were ready for occupancy at yesterday's broadcast opening.

Workmen will continue at the building through the summer with public inspection slated for the fall. The building is on a 60-acre tract with rolling lawn, and contains transmitting equipment in addition to offices and studios. There are five broadcast studios, one two-story radio planned for eventual television. Also planned for this occasion is a 500-ft. tower which has been constructed in addition to an array of four WKBN radio towers. Grand opening is planned to coincide with station's 25th anniversary. It operates with 500 w and 570 kc.

## WHYN-FM Grant

WHYN-FM Holyoke, Mass., has been granted special experimental authority by FCC to operate by remote control from the transmitter of its sister station, WHYN, without a licensed operator in attendance at the FM transmitter. The FCC in making the authorization until Dec. 20, 1951, said that it had some doubts as to how successful such control might be, particularly as to length of time it might be required for minor major repairs. A full report on operation was requested by Nov. 1, 1951.

## GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

### In EMPLOYMENT

GREENVILLE	45,964
Columbia	26,634
Charleston	23,217

S. C. Emp. Sec. Com., 1950

## MAKE IT YOURS WITH WFBC 5000 WATTS

News-Piedmont Station, Greenville, S. C.

For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel



IT'S a happy exchange as Robert (Jake) Embry (r), manager, WITH Baltimore, succeeds Denis Sartain, news director, WWDC Washington, as president of the Chesapeake Associated Press Broadcasters. New officers were elected at a meeting in Annapolis, Md., June 21. Elected vice presidents were Ted Koop, WTOP Washington; William Paulsgrove, WJEJ Hagerstown, Md., and Dan Hydrick, WDKY Cumberland, Md.

## FCC SURVEY

### McKinsey & Co. to Conduct

McKINSEY & Co., New York management consultant firm, has been awarded the \$25,000 contract to conduct the remaining management survey at FCC. The study is to be completed by Nov. 30 and will be directed by John J. Corson, McKinsey executive, in Washington.

The analysis will cover the field engineering and monitoring division as well as those staff offices not included in the recently-completed Commission reorganization. Common Carriers, Safety & Special Radio Services and the Broadcast Bureau were the three phases contained in that reorganization.

Rep. Albert Thomas (D-Tex.), chairman of the Appropriations Subcommittee on Independent Offices, last week said his group had been urging the FCC to undertake such a survey for two years.

## Elect McAndrews

ROBERT J. McANDREWS, managing director, Southern California Broadcasters Assn., has been elected president of the Hollywood Advertising Club. Elected to other offices were:



Mr. McAndrews

James Morgan, radio and television director, Raymond Morgan Co., Hollywood, first vice president; Harlan Palmer Jr., assistant publisher, Hollywood Citizen-News, second vice president; Martha Jeffres, executive secretary, Southern Calif. Advertising Agencies Assn., secretary; Robert Coleson, Western representative, Advertising Counsel, treasurer. Also named were two new directors, Vid Rosner, advertising manager, Lucy's of Hollywood (women's apparel store); Georgia Holbeck, assistant advertising manager, Van de Kamp Bakeries.

## KPRO FILES SUIT

### Cites Anti-Trust Violation

VIOLATION of the Sherman Anti-Trust Act is charged in a half million dollar triple damage suit filed in U. S. District Court at Los Angeles by Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp., former licensee of KITO San Bernardino and former owner Carl E. Haymond of Tacoma, Wash.

Named also as defendants are his son Carl Dexter Haymond, George Lindemann, former KITO manager, and Robert S. Conlan & Assoc. Inc., Kansas City, Mo., radio audience survey organization.

Suit cites that the defendants during 1947 and 1948 continuously conspired to injure KPRO's business and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws.

The charge is made that KITO's management induced ABC to shift affiliation from KPRO to the San Bernardino station "by exhibiting certain fraudulent and false audience survey material."

Use of this alleged fraudulent survey material was made in raiding advertising accounts of KPRO and the diversion of prospective advertisers from the Riverside station also is included in charges.

Although KPRO allegedly suf-

fered actual damages of \$171,000, triple that amount is being asked for under Section 7 of the Sherman Act. Defendants also are asked to pay Broadcasting Corp. of America attorneys' fees (which amount to \$51,300) under a provision of Section 7.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

## NEWS COMMITTEE

### NARND Sets Up Study Arm

MITCHELL V. CHARNLEY, U. of Minnesota journalism professor, will serve as co-chairman of the National Assn. of Radio News Directors' wire services committee with Jim Bormann, WCCO Minneapolis news director, according to Ben Chatfield, NARND president.

Mr. Chatfield also announced the committee study will begin at once with the U. of Minnesota cooperating with the radio news group. The report, which will study wire services with the aim of improving their radio news coverage, will be made in November at the annual NARND convention, Hotel Sherman, Chicago.

Other members of the committee are Johnny Murphy, WCKY Cincinnati; Orrin Melton, Sioux Falls; Bob Lyle, WLS Chicago; William Jensen, WHAS Louisville and U. of Minnesota; Rex Loring, CFCF Montreal; E. L. Heywood, Calgary, Alberta; John Beck, KNX Hollywood, Calif.; John Thompson, KNBC San Francisco.

# WSYR

## You Can Cover Central New York with ONE Radio Station

... and Summer Sales are always good in this popular resort area

## Wonderful Availabilities

Write, Wire, Phone or Ask Headley-Reed

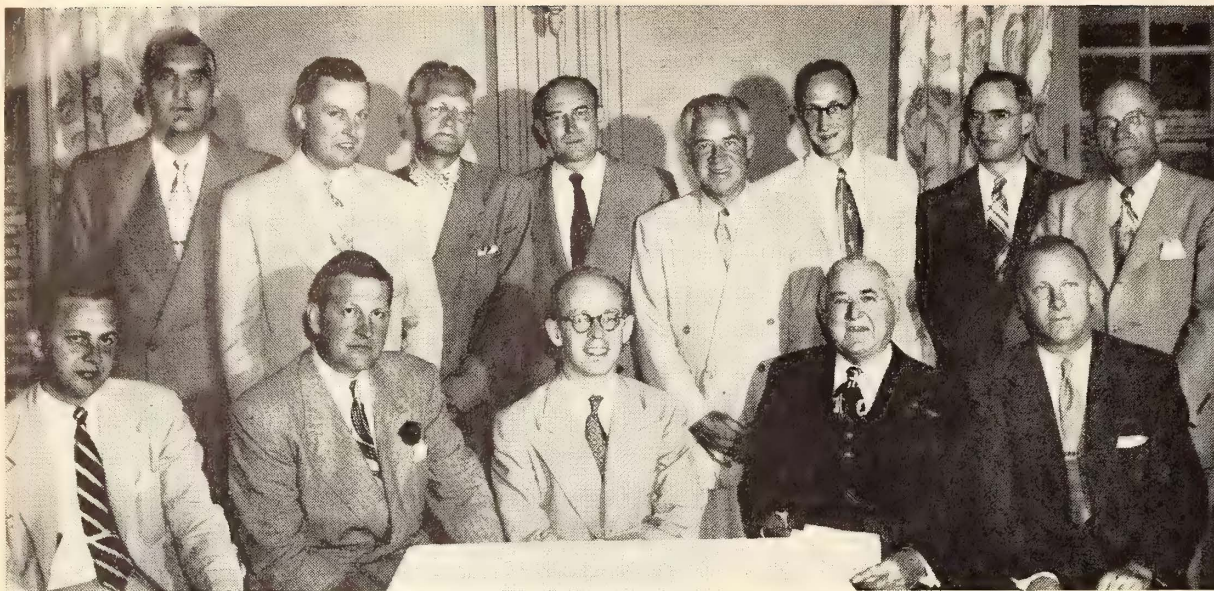
## WSYR ACUSE

570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives





TAKING part in The Gannett Radio Group conference are, seated (l to r) John Henzel, manager, WHDL Olean, N. Y.; Paul Miller, vice president, Gannett Co., Rochester; Glover DeLaney, chairman, The Gannett Radio Group and manager, WHTT Hartford; Frank E. Gannett, president, Gannett Co.; Max Everett, president, Everett-McKinney Inc., New York; standing, Lowell H. McMillan, production director, WHEC Rochester; Robert J. Burow, man-

ager, WDAN Danville, Ill.; Gunnar O. Wiig, chief counsel, Gannett Radio and general manager, WHEC; Dale Taylor, manager, WENY Elmira; LeMoine C. Wheeler, commercial manager, and William J. Adams, program director, WHEC; Bernard C. O'Brien, engineering counsel for Gannett and chief engineer, WHEC; Ralph Barber, sales representative, WHEC. The meeting was held in the Rochester Club June 18.

## GANNETT GROUP

### Wiig Examines Radio Power

NEW VIEWPOINT on programming and selling must be part of radio's re-examination in light of present-day factors affecting the broadcast medium, Gunnar O. Wiig, WHEC Rochester manager and chief counsel, The Gannett Radio Group, told delegates at a two-day conference of the five-station group held in the Rochester Club June 18.

Factors affecting radio and television include taxation, government regulation, and the normal changes in listener preference, Mr. Wiig said.

A better understanding of the radio audience will help both programming and selling, the conferees were told. See adjoining photo for others participating.

Among others, talks were given by Paul Miller, vice president of The Gannett Newspapers; Jack Knabb, public relations counsel Radio Broadcast Management Council of Rochester, and John P. Street of Hartford-Conway Advertising.

## On All Accounts

(Continued from page 14)

sponsible businessmen so they can merely sign dinner tabs at restaurants, hotels and night clubs throughout the U. S. instead of paying cash. Once a month the club

issues a convenient, consolidated bill for all dining and entertainment expenditures—"an ideal record for tax purposes and business needs," Mr. Azrael points out.

Aside from radio, Azrael Advertising enjoys identification as specialist in the field of mail order advertising.

Mr. Azrael also claims associate careers of a "Sunday painter" and "a good many civic, club and association activities" as well as a "small vegetable garden." His son, 16, and daughter, 13, keep things lively, he says, by their "all-embracing wisdom" and "keep him off balance consistently."

## CRAIG PRESIDENT

### Succeeds Wilson at AT&T

CLEO F. CRAIG, acting president of AT&T, was elected president last Monday, succeeding Leroy A. Wilson, who died June 28 [BROADCASTING • TELECASTING, July 2]. He had been named acting president the preceding week, shortly before Mr. Wilson's death after a brief illness.

A vice president of the company since 1940 and vice president in charge of finance since November 1949, Mr. Craig at various times also has been in charge of the Long Lines Dept., personnel relations, operations and engineering, revenue requirements and finance. Now 58, he is a native of Rich Hill, Mo., and joined AT&T at St. Louis upon graduation from the U. of Missouri in 1913.

ADVERTISING Federation of America has announced the creation of an advertising internship for college professors. The first internship was awarded to Frederick T. Bryan, chairman of the Dept. of Marketing at Boston College's School of Business Administration.

## Deane Replaces Baker

BUDDY DEANE, WITH Baltimore emcee, has been named to replace Phil Baker on the station's 2-4 p.m. program. Mr. Baker had requested his release from the show due to his heavy schedule of network radio and television programs and because "there just aren't enough hours in the day to do justice to everything." Tom Tinsley, WITH president, expressed his regret at Mr. Baker's departure. In announcing the shift he said: "Buddy Deane has already created a sensation in Baltimore with his popular morning show *Wake Up Baltimore*. I feel sure he'll do even better with his additional time from 2-4 each week-day afternoon."

TWO semi-automatic machines for printing electronic circuits, one for flat surfaces and other for cylindrical surfaces, have been developed by National Bureau of Standards. Printers are products of continuing program of printed circuit development sponsored by Navy Bureau of Aeronautics, NBC said.

## NAME HARLEY

### TO NAEB Program Post

WILLIAM G. HARLEY, program director of WHA, U. of Wisconsin and the state station's FM network, has been named by the National Assn. of Educational Broadcasters to serve as program coordinator for several series of national educational broadcasts. He has been granted a year's leave of absence, until June 1, 1952, to accept the position.

He will be in charge of planning and presenting the programs which will fall into four general categories: International understanding, public affairs, our American heritage and the nature of man and human behavior. The project will be financed by a \$300,000 grant from the Ford Foundation Fund for Adult Education and will be supervised by a special NAEB committee of which H. B. McCarty, WHA director, is a member.

## TOPS THE FIELD

FROM 6 P.M. TO 8 P.M.

**WIBA 38.8**

"B"	23.9
"C"	12.4
"D"	11.7
"E"	4.3
"F"	2.3

MON. THRU FRI., JAN.-MAR. 1951  
BY HOOPER

**WIBA**  
**MADISON**  
**WISCONSIN**

**NBC**

**Avery-Knodel, Inc., Representatives**

**Badger Broadcasting Company**

**5000 WATTS ON 1310... ESTABLISHED 1925**



# SOLD

**PRODUCT:**  
*Thom McAn Shoes*

**AGENCY:**  
*Neff-Rogow, Inc.*

**CAMPAIGN:**  
*2 announcements daily*

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



**WLOW**

**NORFOLK  
VIRGINIA**



## RADIO-TELEPHONE CHATS

LS Chicago, *Purina Party Line*, Saturday, 12:30-1 p.m., sponsored by Ralston Purina Co., St. Louis. Asa Ascot and Jim Ameche, stars of the program, call persons living in rural Purina distribution areas, ask such questions as "How old would a girl be before dating?" and "Should the son or daughter with summer job pay room and board at home?" Personal discussion program ties in with spot announcements and other promotion.

## WHEEL OUT PROMOTION

WOL New Orleans went all out in promotion of *Mario Lanza* show, summer replacement sponsored by Coca-Cola Co. Three-way setup with station, local RCA Victor record distributor and managers of local variety stores, used advertising and promotion campaign to push products. Dashboard signs were used on buses and streetcars during month of June. Door displays, window display featuring life size cut out of Mr. Lanza standing before WWL mike, counter displays and 1,500 posters were sent out and posters are used. WWL prepared two special five-minute records introducing "this great RCA Victor recording artist as sponsored by Coca-Cola over WWL-CBS" with record closing with song by Mr. Lanza.

## PACKS IN CUSTOMERS

AMERICAN National Video Production Inc., Chicago, *Parade*, 10:15-11 Monday, sponsored by National Clothing Co., Chicago. Firm happily reports selling power of TV demonstrated during four-hour sale. National clothing company held 8-12 p.m. when more than 6,000 persons jammed Loop area streets, greatly aided efforts of Chicago Police Dept. to keep traffic moving, ramped clerks. Announcement sale carried on *Parade* just once (right before sale scheduled)—no other announcements made, no other media used. Results so amazing, response so good, store manager reports more than a third of potential customers had to be turned away, said 70 more clerks

## programs promotion premiums



would have to be hired to handle customers at next sale advertised on program.

## JAPANESE 'FCC' HEARD

KLZ Denver, June 27, host to Japan's equivalent of FCC—Radio Regulatory Commissioners—who were interviewed by Hugh B. Terry, vice president and general manager of station. Japanese commissioners are visiting U. S. studying American broadcasting methods.

## DOPE DRAMAS

WMAQ Chicago, *The Black Mark*, series of three drama documentaries on teen-age dope addiction in Chicago. First show featured addicted youths in recorded interviews conducted by Leonard O'Connor, station newsman, who has worked on problem for five months. Name of show taken from "black marks" left on heroin addicts arm from needle injections. Final show, July 21, will outline measures which should be taken to halt spread of narcotic addiction. Station reports that data will be made available to the Senate Crime Committee.

## PERSONALITY CONTEST

TWO-AND-ONE-HALF weeks of on-air promotion netted KAYL Storm Lake, Iowa, 262 entries from 35 towns in its third annual child personality contest. Youngsters of 6 years and less were entered in the competition, which was tied-in with local photo studio. Tex Ritter served as judge of photographs in two groups, children up to 3 years and from 3 through 6. Response came from seven counties in KAYL's listening area. Station used two spots and one program daily, and no newspaper or other outside promotion.

## NEWS BEAT SCORED

WPTR Albany, June 24, aired first bulletins and telephone interviews with State Police, after apprehension of suspect sought in connection with the murder of State trooper. News Editor Ed Graham broadcast first of bulletins 15-minutes after the suspect was taken into custody, following with more complete story in 45-minutes. Mr. Graham, June 6, broadcast the first bulletin, 90-minutes, following the death of the trooper. He followed that up with interview with newspaperman covering story. Chief Inspector Francis McGarvey, who helped in breaking the case, praised radio and television for their coverage and keeping the case before public.

## DRAWS ACTION

KFMB San Diego, *Editorial Page*, Fri., 6:30 p.m., presents controversial facts on subjects of interest to local listeners. It has both pro and con factions with station giving its own outlook on subject and asks listeners for their comment. Recent program analyzed reasons for city's failure to meet blood quota for the Armed Forces. Station exposed friction between local blood bank and local chapter of the Red Cross. Within 48 following the program, representatives from both organizations along with station official as a guest, visited the city managers office. A new policy was adopted for procurement plan for blood.

## CRIME HEARING

WTVJ (TV) Miami, June 21-22, carried Senate crime hearings held in Miami. Prior to hearings there was some doubt that night sessions would be carried on WTVJ. Station received over 800 telephone calls in two hours from viewers asking that every effort be made to persuade Senators to allow telecasts. After committee gave permission, station cancelled over 18 hours of commercial programming to carry hearings as public service. WTVJ reports letters and postcards poured in praising it for carrying proceedings.

## NARCOTIC INVESTIGATION

WWDC Washington, June 26-27, carried Senate Crime Committee's investigation of narcotic traffic. Station claims it was only local outlet to carry show live, cancelling all afternoon commercial shows. In addition to live broadcast, station carried 15-minute tape recorded highlights each night. June 28, station aired MBS interview with Barney Ross, ex-lightweight boxing champion, and Comr. Harry J. Anslinger, Narcotic Bureau chief, on problems of narcotic addiction.

## MAILING PIECE

WSJS Winston-Salem, N. C., sending trade and advertisers mailing piece citing listener coverage. Cover has picture of rooster crowing and back says "In Winston-Salem the station most people listen to most is WSJS!" Inside gives facts on listening in the morning, afternoon and evening.

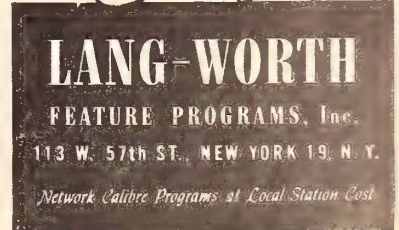
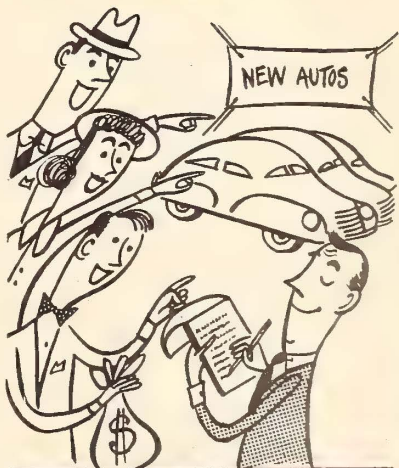
## KOREAN REQUESTS

KLKC Parsons, Kans., *Request Time*, 4:15-6 p.m. Monday through Saturday. Jay Pratt, program's announcer, gets requests from area's servicemen serving in Korea, calls family to make sure they are home, plays requested tune for family.

## BILLBOARD PROMOTION

MBS sending trade and advertisers large tear sheet with picture of billboard, saying "More radio homes than ever before." Note attached reports "... these six words state one of the most significant differences between Mutual and all other networks today ... so we've taken these six words off our sky-high signboard and placed them on your desk for close-up scrutiny."

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.

experienced sales  
personnel will sell community  
programs throughout  
your coverage area

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



## Feature of Week

(Continued from page 18)

promoted Leonard refrigerators with 40 spots per day, for six consecutive days. During the campaign only chain-breaks were used.

Adding up the score-sheet, Mr. Klein found Ginsbergs sold out of Arvin electric fans three days after mass spotting started. For the sewing machine campaign, a waiting list of 200 customers suddenly was created. From the very start when Union Furniture used mass-spotting to announce its appointment as Crosley dealer, store traffic increased on each succeeding day in relation to potential Crosley purchasers.

According to Mr. Klein: "Ginsbergs definitely feels that this is the only way to really hit the radio audience with effect. Ginsbergs is now planning a fall campaign built around mass spotting."

Mr. McGovern says mass-saturation is the solution for retail selling over the air. Forty chain-breaks a day will do a better job of retail or "tomorrow-morning" selling than a full page ad in the newspapers. And at a lower cost, he reminds.

With the Ginsberg campaign in mind, Mr. McGovern concludes that the radio industry should adopt the slogan "Forty Spots A Day Will Outpull Any Full-Page." To that he adds, BAB should take the matter up.

### Time Buyers, NOTE!

# NO TV

Stations within  
60 miles of

## YOUNGSTOWN, O.

### Ohio's 3rd

Largest Trade Area

Buy

# WFMJ

The Only ABC  
Station Serving  
This Market

# 5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

## WATTS

CALL

Headley-Reed Co.,  
National Representatives

## TORNADO COVERAGE

WRVA, WCCO, KGNC Perform Emergency Service

TORNADOS which ripped through Texas, Virginia and Minnesota drew on-the-spot radio coverage, with KGNC Amarillo, WRVA Richmond and WCCO Minneapolis reporting their activities to BROADCASTING • TELECASTING.

Two technicians of KGNC were officially commended by the U. S. Weather Bureau's local office for their role in giving a tornado warning.

Bill Curbow and Marvin Armstrong, on duty at the transmitter, saw the tornado cloud forming near the KGNC towers. The regular observation system had not revealed the storm. The KGNC technicians notified the Weather Bureau and followed up with information on the storm's movement. In all they saw eight storm funnels.

Commenting on the warnings, Meteorologist H. C. Winburn, of the bureau, wrote Bob Watson, KGNC assistant manager: "Their report allowed warnings to be broadcast to residents of the northeastern Panhandle. Both Amarillo papers mentioned residents of White Deer had heard radio warnings of the storm in their area and this allowed them to warn their neighbors and to take shelter from the storm. The fact that no lives were lost in the vast destruction at White Deer attests that they had been forewarned."

KGNC has a storm cellar at the transmitter, complete equipped with a speaker system so the station can be monitored from underground.

### Richmond Storm

Richmond's twister struck June 13 just before the peak of home-ward-bound traffic. Many persons were trapped in their autos by falling trees, 600 buildings were damaged, power was cut off in hundreds of homes, phone lines were down—for a while, even the police radio was out.

WRVA sent out the first bulletin just three minutes after the tornado hit. Emergency announcements recalling police and firemen were aired every 10 minutes. George Passage, WRVA news editor, and John Tansey, assistant program manager, were among the first to spot the twister. Going into action, they were able to present a half-hour program combining news, emergency instructions, and tape recordings of victims only an hour after the tornado first struck. Another half-hour program at 10 p.m. the same evening gave early developments.

WRVA won praise from city officials for its invaluable liaison work between the public and emergency crews.

Three tornados in Minnesota left



Technicians Curbow (l) and Armstrong.

\* \* \*

in their wake one dead, more than 25 injured, and countless buildings leveled. It also blew WCCO into action and resulted in coverage of

## WASHINGTON FM

University Outlet Set

FCC-APPROVED FM station for the U. of Washington, at Seattle, will go on the air about Oct. 15, BROADCASTING • TELECASTING was informed last week by Prof. Edwin H. Adams, executive officer of the university's Dept. of Radio Education. Operating on 90.5 mc, with a 1 kw transmitter and a new Western Electric control board, the station otherwise will utilize existing studio and control facilities, which were developed for the university's radio-training courses and its statewide transcription service. Studios will remain in Radio Hall, on the university campus, and the transmitter will be atop the Administration Bldg.

Prof. Adams, who will serve as station manager, also announced the staff positions, as follows:

Bruce Calhoun, program director; Ken Kager, production manager; Al Roberts, chief engineer. The station will be largely student-staffed, Mr. Adams said, because of the recent budget cut imposed on all university operations by the state legislature.

## Women Broadcasters

ALICE KEITH, president National Academy of Broadcasting, Washington, struck a blow for employing more women in the broadcasting field fortnight ago while addressing representatives of church groups in Koinonia House near Baltimore. "Since women, as a whole, are the chief purchasers of advertised products and since they are keenly aware of the needs in the home, their active cooperation is called for, not only as listeners, but as participators and employees," Miss Keith declared.

which the station is justifiably proud.

Dermot Sueker, control room engineer, phoned WCCO from home and gave an eye-witness account of the damage. The newsroom used a tape-recording-telephone hookup to get eye-witness account from another area. Larry Haeg, WCCO farm service director, who lived near a different damage area, gave a telephonic eye-witness account. All were used on the Cedric Adams News show.

## WHBU AID

Power Failure Emergency

EMERGENCY instructions for Anderson, Ind., following local power plant explosion in mid-afternoon June 18 were aired by WHBU there in public service effort.

Relying on emergency power equipment to return to the air, WHBU told citizens to conserve depleted water supply and stay on streets to ease traffic light-less congestion. Station also repeated bulletins from police, fire and water departments throughout night. Return of power to some areas plus auto and battery radios, were credited by WHBU as enabling it to keep public informed.

## Godfrey to Paris

ARTHUR GODFREY, CBS radio and TV star, left on a flight to Paris July 5 at the request of Bernard Baruch, U. S. elder statesman. While in Paris, Mr. Godfrey will confer with Mr. Baruch and Gen. Dwight D. Eisenhower. Substituting for Mr. Godfrey until his return, July 15, will be: Robert C. Lewis, 10-11:30 a.m., Mon.-Fri. CBS; Herb Shriner, CBS-TV and radio Talent Scouts, Mon. 8:30-p.m., and Frank Parker for Godfrey and His Friends, CBS-TV 8-9 p.m.

## WFRP Joins Liberty

WFRP Savannah, Ga., has signed a contract for affiliation with Liberty Broadcasting System, effective yesterday (Sunday). WFRP, operating on 1230 kc with 250 w, is licensed to Georgia Broadcasting Co. John F. Pidcock is president; James M. Wilder, secretary, and John G. Williams, treasurer.

THE LITTLE  
STATION  
WITH...

NBC  
REP.  
BY MEEKER

THE  
BIG WALLOP!

WMAM MARINETTE WISCONSIN



## TRADE CODE

### FTC Plans Second Meeting

SECOND session devoted to discussions on trade practices of the radio and television industry is tentatively scheduled for late September, the Federal Trade Commission announced last Monday.

First meeting was held in Washington June 21 [BROADCASTING • TELECASTING, June 25]. At that session, convened at the request of radio-television Mfrs. Assn. and other groups to blueprint new rules for television practices, color TV merged as a bitter issue.

FTC in its announcement last week said those attending the meeting agreed a second conference as necessary. They also recommended, FTC said, that "a staff draft of suggested trade practice rules should be prepared by the Division of Trade Practice Conferences of the Bureau of Industry Cooperation."

This draft will be distributed among members of the industry for study in advance of the second conference, the commission said. The staff will draw up rules on all the subjects suggested by the "various associations and members of the industry" and will be a basis for further talks, FTC added.

### Canadian Radio Rules

OPPOSITION PARTY leaders in the House of Commons at Ottawa June 29 urged the Canadian government to appoint a committee in the fall to study the radio section of the Massey Report, of which the minority report recommended establishment of a separate regulatory body for broadcasting in Canada. Subject came up during discussion of money matters prior to adjournment of the session, with the government asking for \$1.5 million interim advance to Canadian Broadcasting Corp. to tide it over current deficits. Should the government implement the Massey Report majority recommendations, CBC would receive an annual grant of \$5 million, Revenue Minister J. McCann told Parliament. There has been no Parliamentary Radio Committee since last year.

## air-casters



**DAVID A. MOSS**, program director and sales and sports representative WCTC New Brunswick, N. J., appointed program director WESC Greenville, S. C.

**MARGARET MAU**, promotion manager WSAI Cincinnati, to WBNS-TV Columbus, as sales promotion and merchandising manager.

**ROBERT PETKIN** to KLAC-TV Hollywood, as producer of *Joe Graydon Show*. He replaces **AL LAPIN JR.**, resigned to become assistant in charge of television film production for U.S. Office of Civilian Defense, Washington, D. C.

**BOB KINDER** to announcing staff of CKSF Cornwall, Ont. He was with CBO Ottawa and the Canadian Assn. of Broadcasters.

**TOMMY CHURCH**, program director CFBC St. John, N.B., resigns.

**MIKE HOPKINS**, announcer CKFH Toronto, appointed program director of CKCW Moncton, N. B.

**EDWARD ARNOLD**, of ABC Mr. President will address convention of International Retail Clerks Assn. July 17 in Washington, D. C. Mr. Arnold recently completed four years of 208 broadcasts of the *President* series.

**JEANNE GRAY** of CBS-TV *Jeanne Gray Show* and Dr. John Brown McDonald, chief of medicine, for William E. Branch Clinic, Hollywood, married June 30, in Santa Barbara, Calif.

**CHARLES HAMILTON**, public service director KFI Los Angeles, received "Job Well Done" citation from National Vocational Guidance Assn. for "most cooperative attitude and unequalled public service in making radio and television time available for interpretation of community problems."

**ED WALLICK**, accounting department KNBH (TV) Hollywood, to NBC Hollywood, on accounting staff.

**GEORGE RAFT**, movie actor, takes title role of CBS *Rocky Jordan* series, 9-9:30 p.m. (PDT). Program formerly on only Columbia Pacific stations.

**MARVIN MILLER**, announcer on NBC *The Railroad Hour*, now appearing in stage presentation of *Detective Story* at Ivar Theatre, Hollywood.

**J. CARROLL NASH** signed for CBS *Life With Luigi* for third consecutive season, resuming August 28.

**SHELLY GROSS**, announcer WFIL Philadelphia, father of boy.

**TED SCHNEIDER**, operations manager WMGM New York, father of daughter, Lynn, born June 18.

**JEAN HERSHOLT** of CBS Dr. Christian program, elected director of Hollywood Chamber of Commerce.

**DANNY O'NEIL**, Chicago TV singer and recording star, was injured July 1 when car he was driving skidded and rolled over four times near Almo, Minn. He was on fishing trip with friend, and is reported in normal condition now.

**Capt. WALTER KARIG**, special deputy chief of information U. S. Navy, to NBC-U. S. Navy television project, as Navy technical advisor.

**JAMES FASSETT**, supervisor of music CBS, visiting Holland as guest of Holland Festival Committee and Radio Nederland.

FOUR ABC Hollywood staff members have been honored with "Nurse of Mercy" awards from City of Hope, Duarte, Calif. for their recent efforts on behalf of hospital's campaign for funds towards its projected cancer hospital. The men, **FRANK LA TOURETTE**, director of news and special events, ABC Western Div.; **HANK WEAVER**, ABC news and sports commentator; **MARK JORDAN** and **BILL DAVIDSON**, network announcers, conducted 15 hour marathon on KECA-TV, local ABC outlet that netted the hospital over \$175,000 [BROADCASTING • TELECASTING, June 25].

### News . . .

**KEN PARSONS**, assistant farm director KMBC-KFRM team Kansas City, Mo., appointed associated farm director.

**BILL O'DONNELL**, sports director WIBX Utica, N. Y., to KWIK Pocatello, Idaho, as sports-caster. He will handle baseball, football and basketball broadcasts.

**BOB FERRIS**, news and special events director KJR Seattle, to news staff KFWB Hollywood, Mr. Ferris writes and conducts seven daily newscasts on station.

**CHARLES T. WADE**, news director WCYB Bristol, Va., appointed director of news and special events WCHS Portland, Me.

**JOE ANDREWS**, editor *Bartow Herald*, Cartersville, Ga., appointed to news staff WMAZ Macon.

**STUART NOVINS**, associate director of public affairs CBS New York, has received *Job Well Done* citation from National Vocational Guidance Assn. for "outstanding job" while he was CBS Hollywood public service director.

**CARROLL ALCOTT**, news analyst CBS Hollywood, starts *The World Today* on Columbia Pacific, replacing **WILLIAM SHADEL**, returned to CBS Washington headquarters.

**BERTRAM LEBAHR III**, sportscaster on WMGM New York under name Bert Lee Jr., on June 23 married Dorothy Joyce Cohn. Mr. Lebarh is son of **BERTRAM LEBAHR JR.**, director of WMGM and Metro-Goldwyn-Mayer Radio Attractions.

**GEORGE MILLER**, sports director WPTR Albany, registered a hole-in-one on the Western Turnpike golf course, June 27.

## ELECT TEICH

### Heads Iowa Tall Corn

**W. J. TEICH**, KROS Clinton, has succeeded Ben Sanders, KICD Spencer, as president of the Iowa Tall Corn Network, it was announced following the regional group's June 14-16 annual meeting at Lake Okoboji.

Other officers appointed were **Hugh R. Norman**, KSTT Davenport, and **Dietrich Dirks**, KCOM Sioux City, vice presidents; and **William P. White**, KFJB Marshalltown, secretary-treasurer. During the meeting, **KCIM Carroll** was welcomed as the Iowa group's 13th addition.

**WLIB New York** adding 8 1/2 hours weekly to its Negro broadcasting schedule, bringing total time devoted to such programs to more than 38 hours a week.

Mr. Phil Archer  
Knox Reeves Adv., Inc.  
Minneapolis, Minn.

Dear Phil:

You fellers ain't troubled with inflation when yuh buys time on WCHS!

Nosirree, West Virginia's Number One Station gives yuh more fer yer money than yer kin shake a stick at! Why, Phil, even with five radio stations in town, th' latest Hooper shows that WCHS has 43.1% uv th' audience — mor'n two an' a half times as much as th' next rankin' station! An so far as time o' day is concerned, yuh kin jest take yer pick. Jest select anytime atall, an' th' chances are 6 outa 7 thet you'll be in th' highest rated quarter-hour on th' air at th' time! Yuh jest can't beat thet fer a shure thin', Phil!

Yrs.  
Algy

WCHS  
Charleston, W. Va.

# KGW

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**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



## Provo Joiners

THREE prominent civic organizations in Provo, Utah, are now headed by KVOO staffers. Both chambers of commerce—senior and junior—are presided over by Station Manager Arch L. Madsen and Sales Manager L. H. (Curt) Curtis, respectively. Provo's Twenty-Thirty Club is headed by Salesman Harold Toldboe.

## WJWL GEORGETOWN

### New Del. AM Daytimer

NEW DAYTIME AM station in Georgetown, Del., WJWL, began operation June 27 with 1 kw on 900 kc. Outlet is owned by the Rollins Broadcasting Inc., which also owns WRAD Radford, Va., and WFAI Fayetteville, N. C.

Frank Knutti, former manager of WLSI Pikeville, Ky., is WJWL general manager. Other staff members include: Norman Glenn, commercial manager and publicity head, formerly manager of remote studios for WBOC Salisbury, Md.; Bill Jaeger, former WBOC announcer, program director; Chief Engineer Edward Marzoa, former chief engineer at WFAI; Muriel Meade, continuity and traffic; Frank Delle, announcer, and Jo Lee Downing, receptionist.



## SOUND EFFECTS

AND MOOD MUSIC RECORD LIBRARY to the U. S. A.

All three now under one roof in New York. Largest combined effects and mood music library in the world! Faithful reproduction and flawless recording on non-breakable vinylite—double-faced, 10" and 12" pressings, 78 r.p.m. Each \$2. Regional distributorship inquiries invited.

Exclusive U.S.A. Distributors

**CHARLES MICHELSON, INC.**

15 West 47th St., New York 19, N. Y.  
Plaza 7-0695

CATALOG AVAILABLE

## New Business

(Continued from page 11)

from July 25 for 52 weeks through Needham, Louis & Brorby, also Chicago. *The Falcon* is heard during that time period now, and will be replaced with the *Great Gildersleeve* in the fall.

RCA VICTOR Div. of RCA renews *The Phil Harris-Alice Faye Show*, Sun. over NBC, effective Sept. 30. New time period for program is 8-8:30 p.m., with *The Big Show*, NBC, Sundays, moving up to the 6:30-8 p.m. spot. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NBC-TV renews contract with Firmcraft Productions, for filming *Groucho Marx-You Bet Your Life*, sponsored by DeSoto-Plymouth Dealers. Agency: BBDO, N. Y.

U. S. ARMY AIR FORCE to sponsor *Sports Newsreel*, starring Bill Stern, on NBC, Fri. 10:30 to 10:45 p.m., starting Nov. 30, for 26 weeks. Agency: Grant Adv., Chicago.

KELLOGG Co., Battle Creek, in early fall moves two programs, *Mark Trail*, multi-weekly adventure series, and *Victor Borge Show*, five minute multi-weekly music and comedy program, from MBS to 250 ABC stations, 5:30-55 p.m. for *Mark Trail* and 5:55-6 p.m. for *Victor Borge Show* [CLOSED CIRCUIT, June 11]. Agency: Kenyon & Eckhardt, N. Y.

CORY CORP., Chicago (household appliances) to sponsor Tues.-Thurs., 12:45-1 p.m. segment of new Frances Langford-Don Ameche program (Mon.-Fri., 12 noon to 1 p.m.) over ABC-TV.

GENERAL FOODS (Sanka Div.), N. Y., replacing summer show, *Who's Whose*, after one performance with another panel show, *It's News to Me*, John Daly moderating, Mon., 9:30-10 p.m. (EDT) on CBS-TV. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS, (Camels) to sponsor *Your Show of Shows*, NBC-TV, Sat., 9-9:30 p.m. Firm had sponsored *Jack Carter Show*, Sat. Crosley which sponsors that half-hour of *Your Show of Shows*, undecided about autumn plans. Camel agency: William Esty & Co., N. Y.

APPLY VALLEY INN, Apply Valley, Calif. (resort) to sponsor July 14 only. 5-5:30 p.m. (PDT) \$100,000 Gold Cup Handicap Race at Hollywood Park, Inglewood, Calif., on 34 CBS Western and Hawaii stations. Agency: Swafford & Co., L. A.

LAMBERT PHARMACAL Co., St. Louis (Listerine Toothpaste and Prophylactic Toothbrushes), to sponsor *So You Want To Lead a Band*, featuring Sammy Kaye, over CBS-TV, Sat., 7-7:30 p.m. beginning July 28. Contract is for three years in 26-week segments. Agency: Lambert & Feasley, N. Y.

## Agency Appointments . . .

JEWEL MATTRESS Co., Detroit, appoints Ruse & Urban Inc., same city, to handle advertising. Radio and TV will be used.

TILETONE Co., Chicago (shower cabinets), names Casler, Hempstead & Hanford, same city, to handle advertising. Charles O. Puffer is account executive. Radio may be used later.

DICTOGRAPH PRODUCTS Inc., Acousticon Div., N. Y., appoints Walter McCreery Inc., Beverly Hills, Calif., to handle advertising. Network and local radio and television will be used. Robert Svensson is account executive.

BRITISH FORD DEALERS of Northern and Central California appoint Richard N. Meltzer Adv. Inc., S. F., to handle advertising. Fall television show is planned.

COLUMBIA TOBACCO Co., N. Y. (duMaurier filter-tip cigarettes), appoints Anderson & Cairns, N. Y., as agency. Firm probably will use nation-wide radio spots.

GROVE LABORATORIES Inc., St. Louis (Fitch hair preparations), appoints Vickers & Benson Ltd., Toronto, to handle Canadian advertising. Agency already handles number of other Grove Labs products.

## Adpeople . . .

KENNETH B. BONHAM, former president of Emerson Drug Co., to American Home Products Corp., as assistant to WALTER F. SILBERSACK, president.

REESE H. TAYLOR, president Union Oil Co., Los Angeles, elected alumnus trustee Cornell University, Ithaca, N. Y.



B. L. West (l), first vice-president of Cussins & Fearn, and WHKC Sales Manager Harry Hoessly, watch Mr. Wunderlich complete the giant contract.

\* \* \*

## RADIO IMPACT

### Chain Stresses News on WHKC

FOLLOWING a check of its radio advertising's impact, Cussins & Fearn Co., Ohio chain of 40 stores has signed for a total of one and one-half hours daily in newscasts on WHKC Columbus, Ohio.

Ray Wunderlich, firm's president and general merchandise manager, explained that the huge block is broken down into 10 daily programs, ranging from five to 15 minutes. First show goes on with WHKC's 6 a.m. sign on and the final newscast is during the 6:30 p.m. dinner hour. Contract started July 2.

Cussins & Fearn's radio with WHKC during the past several years has been checked, Mr. Wunderlich said. "Quotas for our 1951 anniversary sale were set beyond our actual expectations, yet the repetition theme in our radio advertising brought results that far exceeded our pre-set goals." He pointed out the company's slogan is "Repetition is Reputation in Business."

WHKC covers all Cussins & Fearn's Ohio markets and reaches "five million present and potential customers," Mr. Wunderlich offered as the reason for choosing WHKC to carry the bulk of the company's advertising.

## GE Tube Plant

GENERAL ELECTRIC expects to have its new \$6 million receiving tube plant built at Anniston, Ala., by early 1952, according to J. M. Lang, manager, GE's tube divisions. The plant is part of GE's expanding activity in the manufacture of "high-reliability" tubes for military purposes. Firm plans to employ 2,000 persons in the new plant's 150,000 square feet of floor space.

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

on RADIO BALTIMORE

Contact  
EDWARD  
PETRY CO.

WBAL



# PEACE BY RADIO

Media's Diplomacy Role Outstanding

THE HIGH STRATA of diplomacy making to radio like the duck to water, as can be seen by the radio play that drew the U. S. and Korean-Chinese Communists to the negotiating table.

The first fuse was lit by the UN Radio talk of Jacob Malik, the USSR delegate, June 23. This was followed by Gen. M. B. Ridgway's communication to the Communists, also via radio, presenting the UN proposal for a cease-fire. Peiping Radio accepted, and its conditions specifying a delay of talks also were broadcast.

State Dept.'s International Information Program (Voice of America) relayed the Ridgway offer in Chinese dialects—Mandarin, Cantonese, Amoy and Swatow. The program was carried in 45 languages in all by Voice, with heavy emphasis on its output to Korea and China.

The Malik broadcast, recorded as the 13th in a series of 14 weekly programs, was prepared and distributed by UN Radio as part of the "On The Record" series (formerly called *Memo From Lake Success*).

UN Radio spokesmen said that the program is carried weekly on Saturday over the CBS network, the division was swamped with requests from other radio networks and outlets for the recording following the electrifying release of the Soviet delegate's prepared script the night before the broadcast.

The same program also is heard in various languages in at least 10 other countries in addition to all of the Middle East and Latin America.

Highlights of the Malik talk had been put on film for later distribution for television and movie coverage. UN Radio is now putting together a film series, which will be 15-minutes in length, with three to four talks combined in each program.

When the content of the Malik speech was made known, however, filmed highlights of the talk were released for general consumption immediately, UN Radio reports.

## LATIN AMERICA

### New Facilities Announced

TWO new Latin American stations and three changes in existing stations were reported by FCC following notification from the Dominican Republic and Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. Changes reported (probable commencement date in parentheses) are:

HI6T Santiago, Dominican Republic, new Class II station, 1 kw fulltime on 1090 kc. (July 30).

XEFJ Teziutlan, Puebla, Mexico, new Class II station, 1 kw day on 680 kc. (Sept. 5).

XEAW Monterrey, N. L., Mexico, increases day power from 1 kw to 3 kw, retaining 500 w night, on 1280 kc. Class III-B. (Sept. 1.)

XEAS Nuevo Laredo, Tamaulipas, Mexico, increases day power from 250 w to 1 kw, retaining 250 w night, on 1410 kc. Class IV. (Sept. 1.)

XELC La Piedad, Michoacan, Mexico, increases day power from 1 kw to 5 kw, retaining 1 kw night, on 1600 kc. Class III-A. (Sept. 1.)

## CBC Actions

CKVD Val d'Or, Que., has been given permission to increase power from 100 w to 250 w on 1230 kc, to improve service in its area, by the board of governors of Canadian Broadcasting Corp., at Ottawa, June 21-22. Emergency transmitter licenses were recommended by the CBC board for CFRN Edmonton, CJOY Guelph, CJOR Vancouver and CHSJ St. John, N.B. Broadcast pick-up licenses were recommended for CFCE Montreal and VOCI St. John's, Nfld. Share transfers were recommended for a number of stations; CJRW Summerside, CHLP Montreal, CKOY Ottawa, CKCK Regina, CFAB Windsor and CKEN Kentville, N. S., CFCH North Bay, CJKL Kirkland Lake and CKGB Timmins, Ont.



Advertisement

## From where I sit by Joe Marsh

### What's So Funny?

*Just finished reading a magazine article that "proves" you and I don't know what's funny.*

A bunch of psychologists came to this sad conclusion after telling jokes to college students. Very often they would give out with what they considered a side-splitter—and not get even a chuckle in response. Other times the students would laugh their heads off at stories that weren't considered really funny.

*Maybe I'm wrong, but what makes a psychologist such a better judge of humor than the rest of us? If a man gets a kick out of a joke that proves it was funny to him—doesn't it?*

From where I sit, when psychologists try to set up a standard for a sense of humor they're getting too serious for me. Stands to reason that different people laugh at different things, just as they have different tastes for most everything. I'm partial to a glass of beer with meals myself—but I promise not to make any "wise-cracks" if you prefer tea.

*Joe Marsh*

Copyright, 1951, United States Brewers Foundation

## TRUTH CAMPAIGN

### Ad Council Asks Help

THE ADVERTISING Council will urge on the radio and TV industry to help support its September campaign, "Help Truth Fight Communism, Join the Crusade for Freedom," in behalf of the Crusade for Freedom. The new campaign will attempt to enroll 25 million U. S. citizens in the Crusade, and raise \$2 million publicly to support Radio Free Europe and Radio Free Asia.

Volunteer coordinator of the Ad Council project is Allan Brown, president of the Bakelite Co., former chairman of the Assn. of National Advertisers. Hewitt, Elvy, Benson & Mather, New York, is the volunteer agency.

# 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



## Strictly Business

(Continued from page 18)

lades although never tried before in the Lone Star State.

Born in Springfield, Mo., June 12, 1917, Mr. Rogers' ties with radio date back to the twenties when he started as a cub announcer at KXYZ Houston.

To get his start in the advertising field, Mr. Rogers expended vitality in a versatile array of positions in radio including selling, writing, commercial and station memberships.

From this indoctrination, Mr. Rogers had a close look at the printing media, working on the display staff of a few Texas dailies and knocked on the door of the advertising world by becoming account executive at Houston's Rogers-Gano Adv. Agency.

### Heads Agency

There, Mr. Rogers busied himself in the position of radio director, and when his father died, he became the agency's president.

With World War II, Mr. Rogers exchanged civies for the forest-green of the Marine Corps. The war's end brought dissolution of the agency and the anonymous letter to Mid-Continent.

For Mr. Rogers, the advertiser's basic philosophy boils down to this: Strong advertiser-agency and media relations and more truth in advertising.

His professional affiliations include membership in various Assn. of National Advertisers' committees, lieutenant governor of the 10th District, Advertising Federation of America; Tulsa Press Club, immediate past president of Tulsa Advertising Federation. He also is a member of the Episcopal Church of Tulsa, Tulsa Country Club and Phi Kappa Psi fraternity.

Mr. Rogers' wife is the former Ruth Bellows of Houston. They have two children, Lee, 10, and Carolyn, 5.

When not engrossed in the advertising-sales momentum of Mid-Continent, Mr. Rogers engages in his hobby, "all sports." He particularly likes golf, hunting and football.

## book reviews

**ADVERTISING MEDIA.** By Ed Brennen. McGraw-Hill Book Co., Inc., 330 W. 42d St., New York 18, N. Y. 284 pp. \$6.

ED BRENNEN presents a panoramic view of the major forms of advertising media and the effective methods of buying and selling space and time.

Although the book is somewhat elementary in its approach, Mr. Brennen said he wrote it specifically for buyers and sellers of advertising.

For the inexperienced student of advertising, it offers a primary understanding of the functioning of each form of media. For the professional it reviews some of the most practical current-day techniques.

Mr. Brennen hopes that his book will be both explanatory and inspirational. By its primary approach, he hopes that it may lead the student to proceed further in his exploration of advertising and that it may lead experienced advertising men down new avenues of thought.

\* \* \*

**THE TELEVISION PROGRAM.** By Edward Stasheff and Rudy Bretz. A. A. Wyn, 23 W. 47th St., New York 19.

READIED for the book mart in September, this volume, which correlates the writing, direction and production of a television program, is designed to be "a complete, practical introduction" in these spheres of endeavor. The book is illustrated with charts, diagrams and photographs, reproduces scripts—with marginal notes and camera cues. Photographs are enlarged from film transcription of programs, demonstrating director's planned key shots.

NBC inaugurating eight-week dramatic series *American Portraits* July 10-Aug. 28, Tuesdays, 8-8:30 p.m. New programs will feature characterizations of distinguished Americans, to replace *Cavalcade of America* on hiatus until Sept. 4.

## SHOPPER STUDY

WTAG Looks at Area's Buying Hab

WTAG Worcester, Mass., is putting the bee on where the shopper shops for her bonnet.

Its just completed survey finds a strong trend among shoppers to live away from the busy city but an equal motivation for them to come to the city for things to buy.

The survey, directed by Prof. Eugene J. Kelley, assistant professor of economics and business administration, with cooperation of Ed Quinn, station's research director, was conducted by Clark U. students. They looked at the buying habits of 600,000 residents in the Worcester market area, covered by Worcester County.

For clothing, men's, women's and children's, the percentage runs to about 50% of shoppers who go to the heart of the city's store front.

Other categories of things to buy in the city get a dwindling percentage of buyers respective to their essentiality and their availability in smaller or rural areas, the survey discovered.

A 20% return was received on a random list mailing to over 5,000 residents in 22 towns scattered through Worcester County. Some

of the questionnaires went to Worcester city residents.

To qualify accuracy and also information on the beamed circulation of WTAG, the station asked radio set ownership and station preference. Answers were checked with known figures. They coincided with such data as that of Pulse. According to WTAG, 59% of respondents indicated that station as the one to which they listened "most often." This, WTAG says, compares to Pulse figures giving the station about 55% of the audience for the same period.

In order to assure retailers and other business firms of getting full use of the data, WTAG is putting together the results and will turn them over to the Worcester Chamber of Commerce for community distribution.

## WSOY Staff Changes

MILTON H. STUCKWISH, technical director of WSOY-AM-FM 1040, Ill., has been named station supervisor, a new post. Charles Bruce continues as commercial manager with both reporting Merrill Lindsay, general manager of the stations. Jay Giles, announcer, becomes program director succeeding Bernie Johnson, who joins the CBS Housewives Protective League.

## Highlights Radio-TV

ELECTRONICS industry, riding on the growth of television to a to radio which was its big product in 1940, now is a \$2.5 billion operation, by next year it may go high as \$5 billion, according to the June 29 issue of *Fortune* magazine. An article, "The Electronic Era" by Lawrence P. Lessing, with accompanying illustrations, traces this growth and highlights radio and television as an important part of the industry.

## RICHARDS BURIAL

Services Held in Calif.

BODY of George A. (Dick) Richards, who died May 28 in Detroit, has been entombed in Forest Lawn Memorial Park Mausoleum at Glendale, Calif.

Only members of the immediate family were present at private services held late June 29 when Dr. James W. Fifield Jr., pastor of the First Congregational Church officiated. Mr. Richards was principal owner of KMPC Los Angeles. WJR Detroit and WGAR Cleveland.

Although reported as "around two million dollars" exact amount of Mr. Richards' estate is not known. Court is to appoint an appraiser to take inventory to determine estate's value.

## PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

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

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

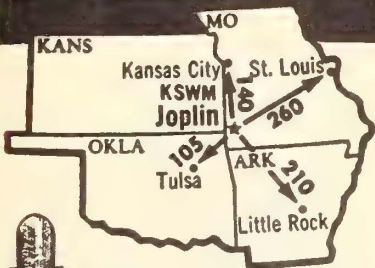
Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

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

For details, write to the Pioneer in this line.

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

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



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

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

**KSWM**  
CBS in  
JOPLIN, MO.  
Nationally Represented by  
William G. Rambeau Co.  
Austin A. Harrison, Pres.



## Open Mike

(Continued from page 22)

haps radio should do as it the sponsor to do. Spend a amount of money on suf- help to get the job done

Mel Haines  
KWBW Hutchinson, Kan.

"Visit to the Land of Per- [a fable about the Double- Broadcast and the Crested Oracle, [BROADCAST- TELECASTING, June 18] was good. More! More!

\* \* \*

## The River

OR:

ould it be at all possible for spare us your material en- "Map of Broadcasting of the States and Canada" . . . are anxious to obtain this for our own reference, as for display purposes to orientation classes—classes are held for all newly ad- men to our institution. . . .

Herman K. Spector  
Senior Librarian  
San Quentin Prison, Calif.

\* \* \*

## End to This

OR:

editorial entitled "FM's TV's Balm?" of June 11 rs to have been properly ap- in the letters from your rs, particularly that of Mr. e Hamilton. However, one has been overlooked.

at is the source of the "sub- al engineering opinion" in of compressing the 700 FM ns now operating into 2 mc e band? Is it some more of ackpot . . . variety which in- that interference resistant must be moved upward be- of "intolerable" skywave in- ence and which now sits sil- by while the key TV stations country are being set up per- ntly on exactly the wave ns where these former repre- tives of the Commission said ouldn't work? . . .

s now clear for all the world e that a former FCC made of the colossal engineering ers of the century. The three TV freeze is sufficient proof at. Apparently what the wants to do is to compound under by cramping the opera- of the one radio service which ally working without inter-

A CHAS. MICHELSON HIT!



"The Avenger"

30 MIN. TRANSCRIBED  
MYSTERY SERIES

for particulars

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

ference. Taking all of FM's space would not begin to solve TV's troubles—nor will they be solved until operation is transferred to the UHF band.

Perhaps, however, the editor is not interested in engineering. Perhaps he is interested in the setting up of a monopoly based on the shortage of channels in the VHF range to recreate the clear channel situation of AM broad- casting. And what an adroit operation it would be to simultaneously again cripple the only possible competitor to that service. If so, the editorial begins to make sense, although I doubt if another radio "Teapot Dome" could now be suc- cessfully put across.

While we are about it, we might settle a further question raised in the Editor's Note to the letter of Mr. R. P. Adams. Is BROADCAST- ING's yardstick of the value of a public service to be measured by the editor's statement, "FM . . . has not been spectacularly profit- able" or by the fact, never admit- ted by BROADCASTING, but quite indisputable, that it is "the finest aural broadcast service known to the art?"

I am sure your readers will await the answers to these ques- tions with great interest.

Edwin H. Armstrong  
Columbia U.  
New York

[EDITOR'S NOTE: Quotations from BROADCASTING • TELECASTING editorials may answer Major Arm- strong's questions.

Do we favor monopoly for AM, mini- mize the quality of FM? ". . . (FM) should show the same sort of dynamic development that animated AM broad- casting in the '20s. . . . It is providing an improved and more abundant service . . . —Sept. 27, 1948. ". . . More and more, FM is building a name and an audience for itself. . . . —Jan. 9, 1950.

Do we want to hog VHF for TV? ". . . The FCC must consider opening of the 'upstairs' band for commercial television. . . . —March 22, 1948.

For other answers see editorial this issue, page 50.]

\* \* \*

EDITOR:

Just a note to tell you that I think the article you did on our Feature Foods and Feature Drug plans in your June 25 issue is super—a very clear, understand- able statement of what many seem to make very complicated.

Pete Weld  
President  
Feature Radio Inc.  
Chicago

## Kaltenborn Scholarship

AN ANNUAL radio scholarship amounting to about \$500 per year is now available for the next school year at Wisconsin U. Supported by a \$15,000 trust fund set up by H. V. Kaltenborn, radio commentator, the scholarship was established to help deserving students study and train for some phase of broadcast- ing with particular emphasis on news presentation and analysis. Any student of junior standing or above is eligible. Inquiries should be sent to Prof. H. L. Ewbank, Wisconsin U., Madison 6, Wis.

## WRFD'S 'RADIO FARM'

To House Studios, Other Scenic Buildings

WRFD Worthington, Ohio, soon will be wearing its blue jeans around its new showplace home, "Radio Farm, a central meeting place for all rural Ohio," as Man- ager Fred A. Palmer puts it.

The new farm, which will house WRFD's broadcasting studios, is being constructed on 260 acres five miles north of Worthington at the intersection of U. S. Route No. 23 and Powell Rd.

It will be built with the colonial- type architecture that makes Wil- liamsburg, Va., one of the nation's early American showplaces. More than 100 acres of the WRFD new location will be used to recreate this early-American village.

While including the new broad- cast facilities for Ohio's "Rural Radio" station, the buildings also will consist of a blacksmith shop, town hall, general store, Grange

Hall, a "Theatre Barn," a church and a restaurant.

The other 160 acres, which lie north of Powell Road, will be used to house the station's staff and other radio personnel.

Mr. Palmer says the new studios, which will be the first building in the series to be constructed, "will compare with the very finest stu- dios in the country." A centrally located main studio is to be flanked by four smaller studios and office space for all executive personnel.

WRFD hopes to have the stu- dios completed by September in order that staff and equipment can be moved from Worthington where temporary quarters have been maintained since the station took the air, Sept. 28, 1947.

## It's About Time

RICHARD (Cactus) PRY- OR, a hillbilly singer on KTBC Austin, Tex., whose tastes run to ballads like "Dad Give My Hog Away" and "I Married the Thing," announced last week that he was turning a new leaf. Be- ginning Aug. 1 he starts voice lessons under instruc- tion of Chase Baromeo, one- time Metropolitan Opera singer. In addition to his vocal performances, Mr. Pry- or is program director at KTBC.

## ASCAP Commemoration

PLAQUE commemorating a meet- ing of Victor Herbert and eight associates at Luchow's Restaurant in New York in February 1914, at which the first plans for ASCAP were drafted, has been presented to the restaurant by ASCAP dur- ing a dinner there June 27. John Golden, who celebrated his 77th birthday that day, and Raymond Hubbell, 78, only surviving ASCAP founders, were guests of honor at the dinner. NBC broadcast part of the ceremonies.

### the KOKOMO market is rich!

**POPULATION**  
224,200

**BMB RADIO FAMILIES**  
74,210

**RETAIL SALE SALES**  
\$181,967,000

**NO. FOOD STORES**  
591

**NO. DRUG STORES**  
77

**EFF. BUYING INCOME**  
\$302,329,000

**FOOD SALES**  
\$46,980,000

**DRUG SALES**  
\$6,539,000

**FARM \$**  
\$65,071,000

## WIOU

1000 WATTS  
ON  
1350 MC

KOKOMO, INDIANA

Columbia Broadcasting System

National Rep. Weed & Co.



## NEW DAYTIMER

### WLYC Starts Operations

WLYC Williamsport, Pa., went on the air last month with greetings from Vice President Alben Barkley, Gov. John S. Fine, Sen. Edward Martin (R-Pa.), Sen. James H. Duff (R-Pa.), Mayor Williamson of Williamsport and other local dignitaries. First day's programming, June 10, was opened with a description by Mel Allen of the New York Yankees-Chicago White Sox doubleheader.

WLYC is licensed to Lycoming Broadcasting Co. and operates daytime on 1050 kc with 1 kw. Dick Bower is manager of WLYC which features sports, music, news and farm programs.

## AM Grant Delayed

INITIAL decision to grant a construction permit to Robert Hecksher for a new AM station at Fort Myers, Fla., on 1400 kc with 250 w fulltime have been stayed by FCC pending further review of alleged interference to a Cuban station under terms of the new North American Regional Broadcasting Agreement which is awaiting Senate action. FCC said the Fort Myers outlet "would impose an interfering signal at the boundary of Cuba within the 0.5 mv/m contour" of CMGL Matanzas "in excess of that provided in said agreement."



DAVE GARROWAY (r) settles AM and TV program details before leaving on a European vacation. The star of NBC-AM's *Dial Dave Garroway* and NBC-TV's *Garroway at Large* chats with Don Hause (l), advertising manager, Armour & Co., the sponsor, and Richard Davis, radio and television production manager at Foote, Cone & Belding, Chicago.

## WIPC ON AIR

### New Liberty Outlet Opens

WIPC Lake Wales, Fla., a new LBS affiliate, commenced operation June 29 on 1280 kc with 1 kw, daytime only. Station is owned and operated by the Imperial Polk Broadcasting Corp. G. Max Kimbrel is general manager and chief engineer. He has been in radio since 1936, having served with WJBC Bloomington, Ill., WDWS Champaign, Ill., WKRC Cincinnati, and the Naval Air Technical Training Center, Corpus Christi, Tex. R. Ted Linton, formerly manager of WTSV Claremont, N. H., is commercial manager. Program director is Joan Galloway, one-time women's director for WKID Urbana, Ill. Other members of the staff are Dottie Shouse and Jim Davidson.

WIPC gives its total cost as \$39,475.54. It is broken down as follows: Transmitter, \$2,800; antenna system, \$4,833.51; frequency and modulation monitors, \$500; studio equipment, \$7,181.99; land, \$1,159.20; building, \$13,622.04; test equipment, \$481; emergency power, \$500; furniture and fixtures, \$1,955.82; organizational, engineering and legal expenses, \$1,938.65; expenses applicable to current year's operation, \$3,577.42; insurance, miscellaneous, \$925.91.

## AIEE Meet Aug. 20-23

AMERICAN Institute of Electrical Engineers holds its Pacific General Meeting Aug. 20-23 at the Multnomah Hotel, Portland, Ore., H. H. Henline, institute secretary, announced today. Charles B. Carpenter, Portland, equipment maintenance engineer for Pacific Telephone & Telegraph Co. and general chairman of the meeting, will preside at the opening session. Portland's Mayor Dorothy McCollough Lee will give the welcome address.

# fcc actions



JUNE 29 THROUGH JULY 5

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 station and transfer applications.

## June 29 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

WKAP Allentown, Pa.—License for CP, as mod., authorizing switch in facilities to 1320 kc etc.

WEPM-FM Martinsburg, W. Va.—License for CP new FM station.

#### Modification of CP

WIVI Christiansted, V. I.—Mod. CP new AM station for extension of completion date.

WFMZ (FM) Allentown, Pa.—Mod. CP new FM station to change ERP from 6.9 kw to 20 kw, ant. from 745 ft. to 190 ft. etc.

#### AM—960 kc

WTCH Shawano, Wis.—CP to change from 1 kw D to 1 kw unl. DA-DN AMENDED to change from DA-DN to DA-N and change MEOV of N pattern.

#### FM—96.9 mc

WOPI-FM Bristol, Tenn.—CP to change ant. height from 2210 ft. to minus 37.7 ft. etc.

#### Renewal of License

Following stations request license renewal: WSSB Durham, N. C.; WBUT-FM Butler, Pa.; WITJ (FM) Ithaca, N. Y.; WUOT (FM) Knoxville, Tenn.

### APPLICATIONS RETURNED

WPIT Pittsburgh, Pa.—RETURNED application for mod. license to change from D to unl.

WSBB New Smyrna Beach, Fla.—RETURNED application for assignment of CP.

## July 2 Applications . . .

### ACCEPTED FOR FILING

#### AM—630 kc

Monterey, Calif.—S. A. Cisler's CP new AM station on 1490 kc 250 w unl. AMENDED to change to 630 kc 500 w D etc.

#### Modification of CP

Following stations request mod. CP for extension of completion date: KLVC Leadville, Calif.; WAFM (FM) Birmingham, Ala.; WRGA-FM Rome, Ga.; KRMD-FM Shreveport, La.

WJOC Jamestown, N. Y.—Mod. CP, as mod., authorizing change in frequency etc. for extension of completion date.

#### License for CP

WLBj Bowling Green, Ky.—License for CP to change frequency etc.

WMFS Chattanooga, Tenn.—License for CP new AM station etc.

WKJL Sparta, Wis.—License for new AM station.

KFOX-FM Long Beach, Calif.—License for CP new FM station.

WSAT Salisbury, N. C.—License for CP to change hours etc.

#### License Renewal

WLBR-FM Lebanon, Pa.—Request renewal of license.

#### TV—Ch. 6

WFIL-TV Philadelphia, Pa.—CP increase ERP from 27 kw visual, kw aural to 100 kw visual, 50 kw aural and change type trans.

### APPLICATION RETURNED

Calhoun, Ga.—RETURNED application for CP new AM station on kc 250 w unl. filed by Gordon Co. Bstg. Co.

### APPLICATION DISMISSED

KWEM West Memphis, Ark.—DISMISSED application for relinquishment of control licensee corporation.

## July 3 Decisions . . .

### BY THE SECRETARY

WBCC-FM Bethesda, Md.—Granted license for FM station on Ch. 292 (1 mc) 500 w, 320 ft. ant.

WHOM-FM New York—Granted license for FM station on Ch. 222 (1 mc) 11 kw 630 ft. ant.

KSL-FM Salt Lake City, Utah—Granted license for FM station on 262 (100.3 mc) 5.9 kw 390 ft. ant.

WGBA-FM Columbus, Georgia—Granted license covering changes existing FM broadcast station: Ch. (95.1 mc) 15.5 kw 50 ft. ant.

NBC, Chicago, Ill.—Granted license for standard STL station KSC-21.

James A. Noe, New Orleans, Louisiana—Granted license for standard station KKB-52.

NBC, San Francisco, Calif.—Granted license for STL KMB-46.

Following were granted licenses: remote pickup stations: KA-6711; 6708; 6709; 6710; 6713; (NBC Inc., Hollywood, Calif.) KMA-868 (NBC Inc., Hollywood, Calif.) KA-5340, 5341, 5342; (NBC Inc., Area Hollywood, Calif.) KA-6024, KA-8159, KA-8158, 5173 (1 Inc., New York); KA-6026 (NBC 1 Cleveland, Ohio); KA-6025 (NBC 1 Chicago, Ill.); KA-6023 (NBC 1 Washington, D. C.); KA-5016 (Cambridge Co., Inc., Lafayette, Ind.); 18696 (WGCM Bstg. Co., Gulfport, Miss.); KA-8964, 8963 (Forrest Broadcasting Co., Inc., Hattiesburg, Mississippi).

WFGM Fitchburg, Mass.—Granted request for authority to sign off at

FOR FINEST TAPE RECORDING

# KLIX

Twin Falls, Idaho

USES

## Magne recorder

—FIRST CHOICE OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!

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

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

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

For new catalog — write

# Magne record, INC.

360 N. Michigan Ave., Chicago 17, Ill.

# SERVICE DIRECTORY

## Custom-Built Equipment U. S. RECORDING CO.

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

## COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENT  
"A reliable service for over 18 years"  
For immediate service phone  
JACKSON 5302  
P. O. Box 7037 Kansas City, Mo.



# CONSULTING RADIO ENGINEERS

## JANSKY & BAILEY

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

## JAMES C. McNARY

Consulting Engineer  
National Press Bldg.  
Washington 4, D. C.  
Telephone District 1205  
Member AFCE\*

## PAUL GODLEY CO.

A 43-year background  
—Established 1926—  
Upper Montclair, N. J.  
MONTclair 3-3000  
Laboratories Great Notch, N. J.

## GEORGE C. DAVIS

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

## Commercial Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.

## A. D. RING & CO.

26 Years' Experience in Radio  
Engineering  
MUNSEY BLDG. REPUBLIC 2347  
WASHINGTON 4, D. C.  
Member AFCE\*

There is no substitute for experience

## GLENN D. GILLET AND ASSOCIATES

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

## GAUTNEY & RAY

CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7757

## Craven, Lohnes & Culver

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

## McIntosh & Inglis

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

## RUSSELL P. MAY

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

## WELDON & CARR

WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
Member AFCE\*

## E. C. PAGE

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

## MILLARD M. GARRISON

1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2261  
Member AFCE\*

## KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000  
WASHINGTON 6, D. C.  
Member AFCE\*

## A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108

## WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.  
927 15th St., N. W. REPUBLIC 3883  
WASHINGTON, D. C.

## JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151  
WASHINGTON, D. C.  
Member AFCE\*

## GUY C. HUTCHESON

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

## SILLIMAN & BARCLAY

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

## LYNNE C. SMEBY

"Registered Professional Engineer"  
311 G St., N. W. EX. 8073  
Washington 5, D. C.

## GEORGE P. ADAIR

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

## WALTER F. KEAN

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

## ADLER COMMUNICATIONS LABORATORIES

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

## THE WES TURNER CO.

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



Member AFCE\*

KPSS Oklahoma City, Okla.—Granted mod. CP for new non-commercial educational FM station to make changes in ant. system.

KOSY Texarkana, Ark.—Granted mod. CP to change type trans.

WEKZ Monroe, Wis.—Granted mod. CP for approval of ant. trans., and studio location.

Following were granted mod. CPs for extension of completion dates as shown:

WBEN-FM Buffalo, N. Y. to 2-1-52;  
KANU Lawrence, Kans. to 1-10-52;  
KA-7896 San Antonio, Tex. to 8-1-51;  
KSGM Ste. Genevieve, Mo., to 11-30-51;  
WBGA Schenectady, N. Y. to 7-15-51;  
WRVC Norfolk, Va. to 9-15-51; WTVB-FM Coldwater, Mich. to 12-18-51;  
WGBS-FM Miami, Florida to 10-12-51;  
WPBC Greenville, S. C. to 10-1-51 (cond.); WAZL-FM Hazleton, Pa. to 1-12-52; WCUM-FM Cumberland, Md. to 12-13-51.

## July 3 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

KRLW Walnut Ridge, Ark.—License for CP new AM station.

WJWL Georgetown, Del.—License for CP new AM station etc.

#### AM—1510 kc

KOCS Ontario, Calif.—RESUBMITTED application for CP to change from D to unl. with 250 w DA-N.

#### Modification of CP

WDSU-FM New Orleans, La.—Mod. CP authorizing changes in FM station for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

#### License Renewal

WKBR-FM Manchester, N. H.—Request renewal of license.

WFOV (FM) Madison, Wis.—Same.

#### APPLICATIONS RETURNED

WTTT Coral Gables, Fla.—RETURNED application for involuntary assignment of license etc.

KDEF Albuquerque, N. M.—RETURNED application for mod. CP new AM station for approval of ant. & trans. locations.

(Continued on page 87)

n. EDST, from May 1, through Aug.

Following were granted mod. CP's for extension of completion dates as shown: KA-5776 Lewisburg, Tenn. to 1-51; WFMZ Allentown, Pa. to 8-22-51; WTTV Bloomington, Ind. to 1-1-52; WB-TV Albuquerque, N. M. to 8-1-51; WATV Newark, N. J. to 10-9-51.

KFEL-FM Denver, Colorado—Granted license for FM station on Ch. 247 (97.3 mc) 23.5 kw, 60 ft. ant.

WMIN-FM St. Paul, Minn.—Granted license for FM station; Ch. 258 (99.5 mc) 46 kw, 360 ft. ant.

WVSLB-FM Ogdensburg, New York—Granted license for FM station on Ch. 291 (106.1 mc) 13.7 kw, 320 ft. ant.

WNAC-FM Boston, Mass.—Granted license for FM station on Ch. 253 (98.5 mc) 20 kw 460 ft. ant.

WVCV Cherry Valley Twp., N. Y.—Granted license covering changes in existing FM station: Ch. 270 (101.9 mc) 5.4 kw 1080 ft. ant.

WFNF Wethersfield Township, N. Y.—Granted license covering changes in existing FM station: Ch. 299 (107.7 mc) 5.4 kw 460 ft. ant.

WFMD-FM Frederick, Md.—Granted license covering changes in existing FM station: 99.9 mc 2 kw 1150 ft. ant.

WFBC Greenville, S. C.—Granted CP to install new trans.

KGKB Tyler, Tex.—Granted CP to install new trans.; cond.



# 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

### Salesmen

**Head salesman wanted**—New England area. 15% commission \$75 guaranteed draw. Reply Box 176K, BROADCASTING.

**Have opening** in Colorado station for salesmen. On 15% commission and good draw you can earn \$600.00 to \$700.00 per month. Give full details in first letter. Box 233K, 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. WDKY, Cumberland, Md.

### Announcers

**Announcer-engineer** for Louisiana station. Experience desired but not necessary. Box 160K, 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.

**Announcer/engineer** wanted new Michigan station. Good working conditions and salary. Box 204K, BROADCASTING.

**Wanted:** Sports announcer to broadcast football, basketball games and regular shift on board. Must be good. Station a recognized sports station. Anxious for right man September 1st. State salary expected. Box 223K, BROADCASTING.

**Wanted:** Combination announcer-engineer. Good salary. Chance for chief engineer position. Alabama network station. Apply Box 224K, BROADCASTING.

**Announcer.** One year minimum experience. Service exempt. Straight staff, some play-by-play. Long established midwest 250 watt ABC, newspaper affiliate city 25,000. Best working, living conditions. Send complete information about yourself including references, expected salary. Box 228K, 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.** 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.

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

**Announcer** with first phone, minimum hours in local 250 watt independent, located in the rich Blue Grass section of Kentucky. Send disc or tape with references together with complete background, experience and salary expected. Call or wire David B. Hightbaugh, WHIR, Danville, Kentucky.

**Immediate opening,** experienced announcer with writing ability, emphasis on news. Permanent. Earnings commensurate with ability. WJOC, Jamestown, N. Y.

**Announcer-engineer,** first phone, good opportunity 250 watt Mutual, modern air-conditioned plant. Air mail full details, voice disc Box 551, New Bern, N. C.

## Help Wanted (Cont'd)

**Announcer**—Immediate opening for good staff man. 1 year minimum experience. Send complete details first letter, minimum starting salary, photo and transcription. No ET's returned. Talent. Replies confidential. Bob Kirby, WLAV AM-FM-TV, Grand Rapids, Michigan.

**Announcer wanted**—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

### Technical

**Local South Carolina network station** needs first class operator. Experience not necessary. No announcing. Complete details first letter. Box 157K, BROADCASTING.

**First class engineer.** No experience required. Virginia network station. Box 238K, BROADCASTING.

**Wanted.** Two engineers. Experience not necessary. Starting salary \$50. Write or contact Vernon Townsend, Radio Station KNAL, Victoria, Texas.

**Engineer** with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan, KSIL, Silver City, N. M.

**Transmitter operator** needed for 1000 watt station. Experience unnecessary. KTAE, Inc., Taylor, Texas.

**Experienced transmitter operator,** vacation with pay, paid insurance and bonus. No floaters. H. B. Greene, Chief Engineer, WAIM, Anderson, South Carolina.

**Transmitter engineer.** Permanent. Car essential. Contact Chief Engineer, WEOL, Elyria, Ohio.

**Engineers and operators** see our advertisement on page 83. Howard S. Frazier.

### Production-Programming, Others

**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.

**Wanted:** Continuity writer - female, western Pennsylvania college community. Forward copy, recent photo and salary expected. Box 215K, BROADCASTING.

**Wanted:** program director, good ideas, experience and voice. \$75.00 per week to right party with talent possibilities and upgrading. Personal interview to follow receipt of tape or et. Complete experience and details first letter, confidence assured. Regional Florida major network affiliate. Air mail to Box 240K, BROADCASTING.

## Situations Wanted

**Experienced staff** of 250 watt metropolitan network affiliate desires change. We like each other but dislike new manager. Included; newsman, continuity editor, commercial manager, sales manager, two announcers, program director-announcer, two engineers, traffic manager, bookkeeper plus an ex-manager. Can hire entire staff for \$1,000 per week. Write Box 199K, BROADCASTING.

### Managerial

**Combination,** studio manager and general radio man. 3 years experience. Married. Vet. 27. Midwest preferred. Minimum \$70. Box 203K, BROADCASTING.

## Situations Wanted (Cont'd)

**Manager-salesmanager,** recognized top sales producer past 12 years in highly competitive metropolitan market with 5 kw. Have both affiliate and non-affiliate experience. Desire opportunity with station, representatives or transcription sales offering salary and commission in large or small market. Want location in midwest or the state of Oregon. Have completely successful background with sound unlimited number of references. Presently employed in 10 largest met. market. Available after proper notice to present employer. 36 years old, married with three children of Norse descent. Write Box 243K, BROADCASTING.

**Manager-commercial manager** with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest or purchase control in AM operation. Prefers tough market. Box 57K, BROADCASTING.

**Manager** who can produce more profits. Seventeen years in broadcasting including ownership, management, programming, announcing, engineering. Presently managing small city network station. Box 163K, BROADCASTING.

**Manager-program director.** Topflight experience. Presently employed. 14 years as well-known New York network executive and producer-director. Television and radio. Desire managerial post with AM and TV station outside New York. Excellent references. Current income in excess of \$15,000. Money not prime reason for change. Box 202K, BROADCASTING.

**Manager.** 5 years experience. 10 years in radio. Presently employed at salary \$4500. Commission \$1750. Completely versatile. Strong sales. Civic minded. Family. Small investment possible. Prefer south Atlantic area in average size town. Box 212K, BROADCASTING.

**University degree** in radio; extensive practical experience all phases radio. Want management opportunity small market station, midwest or southwest. Box 213K, BROADCASTING.

**Manager-salesmanager.** Highly qualified. 24 years thorough radio-agency experience in sales, programming, production, promotion, announcing. Plenty knowhow, know-what and what not to do. 42, family, employed. Location and incentive important. Box 217K, BROADCASTING.

**Experienced** small market commercial manager. Excellent sales record. Wants to relocate in slightly larger city. Box 220K, BROADCASTING.

### Salesmen

**Middlewest only!** Available immediately. Prefer Illinois. Vast sales experience. Box 229K, BROADCASTING.

**Dispossessed** Star Times advertising salesman available immediately. Proven ability, plenty experience, references. Journalism graduate. Salary requirement approximately \$125 weekly. Wire, write or call, Herman Weinstein, 827 Westgate, University City, Mo., Cabany 5607.

### Announcers

**Experienced announcer,** music, news, dramatics. Want TV or radio job. Box 141K, BROADCASTING.

**Announcer-PD.** Five years experience, married, 33, two children, now in California. Authority on childrens shows with network recommendations. Want permanency. Box 190K, BROADCASTING.

**Sportscaster.** Like start broadcasting play-by-play. No experience, but know all sports. A-1 announcer, special events. 5 years. Willing worker. Asset to station. Pleasing voice. State offer. Married. 25. Anywhere, qualifications. Box 194K, BROADCASTING.

## Situations Wanted (Cont'd)

**College graduate** radio speech was first break, interested all phases, sing 26, exempt. Prefer small independent personal interview if good opportunity. Box 195K, BROADCASTING.

**Experienced announcer,** newscast Platter show, excellent mail pull. Prefer midwest, near Chicago. Available September 1. Box 200K, BROADCASTING.

**Is there a station** in New England, middle Atlantic states seeking a temporary replacement? Contact this young, sober, partially experienced announcer with good personality. Particular help sports staff with background, player, coach, sportswriter. Box 201K, BROADCASTING.

**Announcer-single,** 2 years experience, desire eastern location, but will accept good offer elsewhere. Box 205K, BROADCASTING.

**Experienced announcer.** A recent veteran with all phases of announcing a emphasis placed on play-by-play a news. I attended journalism school a prefer the south. Box 206K, BROADCASTING.

**New York stater;** announcer 9 years sales 1/2 year, family. Box 207K, BROADCASTING.

**Announcer,** 25, single veteran, employed, desires position as announcer. Prefer southeast. Four years experience as announcer and program director with networks and independent. Disc shows, hillbilly to classics. If you staff is continually changing, please don't waste our time. State starting salary in first letter. Box 209K, BROADCASTING.

**Station break.** Young married veteran in search of break in radio. Thoroughly trained all phases of radio including control board operations. Disc resume available. Good references. Will travel. Box 216K, BROADCASTING.

**Announcer entertainer** available immediately. All popular vocals from snappy rhythms to smooth ballads. Work with combo or single accompanist. Fine commercial selling voice good DJ personality. Experienced, write, draft exempt. Audition available. Box 222K, BROADCASTING.

**News-caster-announcer, DJ.** Ten years experience. Former news editor of large newspaper owned outlet was news department job. Will also accept other commercial chores. Box 225K, BROADCASTING.

**Announcer,** 6 years experience at 3 networks 5 kws and metropolitan independent. Married, draft exempt, veteran 28, college grad. Excel at news, 1. Work, handle any console, patch panel or recorder made. AM & TV experience. Presently employed. Box 226K, BROADCASTING.

**Experienced,** ambitious announcer. Strong commercials, MC, news, drama, narrator, writer, musician. Presently employed 50 kw NBC affiliate AM & TV, big market. Excellent references. Disc, photo, particulars on request. Salary and talent. Box 234K, BROADCASTING.

**Announcer-sales,** sales promotion. Sales executive background. Worked in many foreign countries. Good on continuous University graduate. Family man, dependable. Disc, photo, details available. Box 235K, BROADCASTING.

**Staff announcer** with good friend selling voice and authoritative new delivery. Experienced, responsible, write. Creator of own original show. Start immediately, draft exempt. Audition disc available. Box 221K, BROADCASTING.

**Top sportscaster,** former college athlete. Outstanding major experience in sports. Box 241K, BROADCASTING.

**Morning man,** draft free, available now. Phone 705-W, Morganton, N. C.

**Specialist** in newscasting, news analysis; 25 years editor, reporter, publisher, copywriter. Veteran Wars I & II. Single. No liquor. Member Elks Shrine. Churchman. Pro athlete—football, boxing. Ex-Rotary president. Mixer. Height 6 ft. 4 in., weight 225. Physically perfect. Available three weeks. South only. Salary starts \$100 and car expense. University education. Karl Broadley, Portales Tribune, Box 779, Portales, New Mexico.

### Technical

**Northeast-midwest:** Licensed engineer veteran, 27, six years experience (mostly 5 kw), seeks progressive AM and start in TV transmitting. No combination or small operation. Will start sixty-five weekly after two weeks notice. Permanent. Box 140K, BROADCASTING.



## Situations Wanted (Cont'd)

First class operator, draft exempt, sin-  
ce. Preferably low wattage station.  
Box 144K, BROADCASTING.

First class operator, draft exempt. Pre-  
ferred New England, small station. Box  
22K, BROADCASTING.

Engineer. First phone. Nine years ex-  
perience. AM-FM desires change, per-  
manent. Midsouth preferred. Married,  
draft exempt, sober. Box 196K,  
BROADCASTING.

Engineer. Have first class ticket. Six  
months experience. Northeast pre-  
ferred. Box 197K, BROADCASTING.

First phone operator, single, will travel,  
no experience in broadcasting, ambi-  
tious. Box 210K, BROADCASTING.

Combo. Available July 15th. First  
phone. 8 months experience. DJ, news,  
aff. Employed So. California. Radio  
school grad. Vet. 23. \$70.00. Box 211K,  
BROADCASTING.

Engineer, four years experience all  
types AM, FM. Married, 28. Draft  
exempt. Now employed. Box 232K,  
BROADCASTING.

First class phone. Travel anywhere,  
anytime. Excellent references.  
4 Forman Avenue, Point Pleasant,  
N. J.

## Production-Programming, others

Memo to topflight radiomen: Eleven  
years programming and announcing  
has taught me a lot of practical radio.  
If you want an exceptionally good man  
who can be made better with the right  
direction, contact Box 192K, BROAD-  
CASTING.

Farm director? 5 years radio. 1½ years  
farm service. Raised on farm. Know  
farmers; can talk their language. Make  
our farm department click. Some col-  
lege. Married, 26, go anywhere. Box  
203K, BROADCASTING.

Progressive agency, production de-  
partment or TV outfit can well afford  
the energies of talented writer-pro-  
ducer currently producing, acting in  
one man plays from start to finish.  
Three years announcing. First phone.  
Tapes, photo available. Now employed.  
Draft free! Box 198K, BROADCAST-  
ING.

Where is the station that needs reju-  
venation, leadership, new ideas, quality  
production, better programming and  
increased billing. Interested, 24 years  
network, independent and agency ex-  
perience. Employed. Mature, respon-  
sible, family man. Box 218K, BROAD-  
CASTING.

Program director-announcer, vet, col-  
lege grad, 6 years in radio. Have proven  
record as P. D. at metropolitan AM  
radio. Presently employed as an-  
nouncer AM-TV outlet. Box 227K,  
BROADCASTING.

News-caster-editor: Personable, authori-  
tative delivery. 10 years news back-  
ground: reporting, rewriting, broad-  
casting. BS Degree. Family. Depend-  
able. Draft free. Want 1st-rate news  
conscious operation. Minimum \$100.  
Currently employed 50 kw. Highest  
references. Box 231K, BROADCAST-  
ING.

Copywriter. 8½ years experience all  
type products. Clean-cut; 30, hard  
worker. Box 236K, BROADCASTING.

Have money. Hire an experienced pro-  
gram director and promotion manager  
at a price you can afford. Excellent  
background, two degrees, veteran.  
Willing and able to do everything in a  
station. Like people, like work. Wish  
to move to more progressive station  
anywhere. Box 239K, BROADCAST-  
ING.

What a combination! Husband and  
wife team available for Mr.-and-Mrs.  
programs. Also combined talents in-  
clude continuity and script writing,  
production, direction, time sales, gen-  
eral announcing, newscasting, disc  
ockey shows and control board opera-  
tion. Resumes and audition discs on  
request. Mr. and Mrs. Eric M. Lehman,  
Rt. 240 West 73rd Street, New York 23,  
N. Y., SUssquehanna 7-1260, Rm. 706.

## Television

### Production-Programming, others

Experienced in television. Master's de-  
gree. Management experience in other  
fields. Seeking TV production super-  
visory position, or directing where  
advancement possible. Box 219K,  
BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

Copy-promotion writer. Long experi-  
ence. Fast, competent, creative. Also  
sell, announce. Box 237K, BROAD-  
CASTING • TELECASTING.

## For Sale

### Stations

Local station (250 watts) in progressive  
industrial city of 15,000 on east coast.  
Good buy. Principal owners have other  
interests demanding their attention.  
Must be able to swing \$50,000 cash deal.  
Principals only, no brokers. Box 214K,  
BROADCASTING.

### Equipment etc.

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

Truscon H-30 295 foot tower GE 2-  
bay FM antenna. 1 kw GE FM trans-  
mitter, limiter, Magnecorders. 1, 2 and  
4 channel Collins-WE remote ampli-  
fiers, model G-2 Rek-O-Kut transcrip-  
tion cabinets with W. E. arms equal-  
izers. Preamps. Best offer takes any  
or all. Location northern Illinois.  
Box 881J, BROADCASTING.

Tower 150' insulated base A-3 light-  
ing Wincharger 101 two years old  
available for immediate shipment. Box  
161K, BROADCASTING.

RCA, 1 kw antenna tuning unit, with  
remote thermocouple kit, less thermo-  
couple and meter. GE photo cell, han-  
dles single tower. Two wire tower  
lighting choke, weather proof housing  
mounts on tower. Crouse Hinds flasher  
unit, 4,000 watts capacity. Went direc-  
tional on higher power, must sell,  
everything for \$325. KOKX, Keokuk,  
Iowa.

Five Western Electric 9-A heads (sap-  
phire stylus). Make offer. KOWL,  
Santa Monica, California.

Western Electric type 304-A 1 kw trans-  
mitter with a complete set of spare  
tubes. \$2,000 f. o. b. Lawrence, Mass.  
WCCM, Lawrence, Mass.

Gates 30-A deluxe console complete in  
excellent condition. \$500 cash or best  
offer. WDSC, Dillon, S. C.

One 250-watt-C1 Gates transmitter with  
exciter and two crystals 1490 K. C.,  
\$2,000.00 cash F. O. B. Anniston, Ala-  
bama. Write W. S. Weatherly, c/o  
WSPC, Anniston, Alabama.

One kw used Gates model BC-1E trans-  
mitter, like new, for sale. R. H.  
Thompson, WWNS, Statesboro, Georgia.

## Wanted to Buy

### Stations

Will buy controlling interest or all of  
station not now realizing full net in  
potentially good market and needing  
development by aggressive owner-  
manager. Glad to show improvement  
figures for present connection. Box  
208K, BROADCASTING.

### Equipment etc.

Wanted to buy: 250 watt transmitter,  
console, turntables, monitors. Box 191K,  
BROADCASTING.

Wanted—2 RCA 70-A, B or C turn-  
tables. Pick-ups, arms unnecessary.  
State condition. KVOA, Box 2911,  
Tucson.

One used Western Electric 23-C console  
in good condition and two professional  
turntables with arms adapted for G. E.  
heads and matched equalizers. Mr.  
F. W. Bartol, C. E., WKOX, Smith  
Building, Framingham, Mass.

Wanted—1 used, good condition, Hick-  
ock model 533P tube tester and 1 RCA  
89-C attenuator panel. WWST, Woos-  
ter, Ohio.

## Employment Service

### Broadcasters Executive Placement

needs engineers & operators im-  
mediately for government project in U. S.  
Territory. Men with higher power  
FM or TV trans. exp. preferred. Salary  
range \$5000-\$9000 on one year con-  
tract. Additional living allowance of  
\$11 per day. Please include resume  
of exp. & education in first letter.  
Also open positions in this country  
for AM chiefs & TV operators.

Howard S. Frazier  
726 Bond Bldg. Wash. 5, D. C.

## For Sale

### Stations

## FOR SALE

Fulltime network affiliate  
in desirable single-station  
New England market out-  
let of TV area. Good earn-  
ings. Priced at \$45,000  
for quick sale. No bro-  
kers. Box 155K, BROAD-  
CASTING.

## Miscellaneous

for lease: radio & television school  
equipped with beautiful  
litte theatre, control rooms,  
etc.

address: Radio Arts Bldg.  
5927 Sunset Blvd.  
Hollywood 28, Calif.

## FTC RULES

### Amendment to Speed Cases

FEDERAL Trade Commission last  
week announced an amendment to  
its Rules of Practice to specify in  
detail a consent settlement pro-  
cedure designed to save time and  
money in the disposition of its  
cases. Rule V had previously pro-  
vided for offers of settlement only  
in general terms.

By providing that respondents  
cited in an FTC complaint may  
consent to the entry of an order to  
cease and desist without admitting  
participation in unlawful practices,  
the amended rule is expected to en-  
courage speedy settlement of cases  
which otherwise might require pro-  
longed litigation.

Provision also is made in the  
amended rule for modifying or set-  
ting aside consent settlements when  
necessitated by a change of law  
or facts or "when the public in-  
terest so requires." The amended  
rule was published July 5 to become  
effective 30 days thereafter.

## GAMBLING PROBE

Sparked by WWSC Newsman



Mr. Wiley (l) and Mr. Karig wait-  
ing to testify before the Board of  
Public Safety.

\* \* \*

WWSC Glens Falls, N. Y., is lead-  
ing a drive against gambling in  
that community and has succeeded  
in activating police and civic of-  
ficials.

Vic Wiley, WWSC news editor,  
strongly backed by Martin R.  
Karig, station manager, charged  
on a broadcast that gamblers were  
operating openly. Summoned be-  
fore the Board of Public Safety  
for questioning, Messrs. Wiley and  
Karig supported their charges.  
The station demanded police action.

A few arrests reportedly re-  
sulted but Mr. Wiley, unsatisfied  
with police action, successfully  
prodded for appointment of a  
police officer as a special investi-  
gator independent of the regular  
force.

## Aid to CBC

ACTING on recommendations of  
the Royal Commission on Arts,  
Letters & Sciences, Prime Minis-  
ter Louis St. Laurent, in Parlia-  
ment at Ottawa has announced the  
government will provide the Cana-  
dian Broadcasting Corp. interim  
financial assistance. He did not  
name the sum to be given the CBC,  
but the Royal Commission had  
stated CBC would require about  
\$3 million a year in addition to its  
present revenue from commercial  
programs and listener license fees.

For reasons of health, must immediately dispose  
of a very successful, firmly established daytime  
independent in one of the nation's major markets  
(Midwest). This station will show earnings this  
year of over \$35,000 after owners salaries of  
\$22,000. Will dispose of 100% of stock to im-  
mediate buyer for \$115,000 plus net current assets.  
Qualified principals only. Box 230K, BROAD-  
CASTING.



## To Sell WMIE

(Continued from page 46)

after the filing of a perfectly routine petition for reconsideration," the WMIE petition said, "the Commission finally came around to denying it." The petition continued:

"A full month later than this and a total of 13½ months after the Commission had designated the application for hearing, the Commission amended the issues of the hearing and for the first time interjected the question of the character of Arthur B. McBride as a stockholder of Sun Coast Broadcasting Corp.

"A complaint to the Commission about Mr. McBride had been made prior to the action of the Commission in designating the application for hearing and there is no explanation why for almost a year and a half the Commission was reluctant to reveal what had caused its disquiet about a purely formal application."

### Cites Hearing

The petition further pointed out a hearing was held June 27-28, 1949, in Miami "at which full opportunity was given all complainants against WMIE to substantiate their accusations."

"Not only was no accusation substantiated, but none was even revealed by competent evidence," the petition argued.

On July 14, 1949, WMIE again filed for reconsideration but "this motion was permitted to lie before the Commission until Jan. 18, 1950, . . . after which it was denied out-of-hand. At the same time the Commission announced that further hearing would reconvene in Miami . . ."

Further hearing was held in Miami April 11-12 and in Washington June 5-6, 1950, WMIE filing its request for findings of fact and conclusions of law on Aug. 21, 1950, accompanied by "a complete printed digest of all the evidence which had been taken."

Noting nine months elapsed before an initial decision was issued on March 14, 1951, WMIE pointed out "this long delay was not due to any fault of the hearing officer"



**IN LONG ISLAND ceremony Agnes Raeburn, recently of Toronto and now of Washington, was married to William Simmons, supervisor of NBC master controls in New York. Mr. Simmons was with WRC Washington 16 years.**

since the Commission by "special order" had designated him to "lay down his work and devote his time 'to give priority to the expeditious preparation of an initial decision' in the case of *Garfield Medical Apparatus Co.*"

WMIE observed it did not object to the Commission counsel's asking for his first extension of time to file opposition to the initial ruling, but did object to the second request and was upheld by Motions Comr. George E. Sterling, "who promptly denied it and in so doing suggested that it was high time some disposition be made of this long-drawn-out case."

### 'Standstill'

"Notwithstanding the foregoing action of Comr. Sterling," the petition observed, "and without reference to any pleadings, the Commission *en banc* on May 16th, without argument, extended indefinitely the running time within which the Initial Decision was to become effective. As a result of this action of the Commission, there is no way of knowing at what remote point in time action may be had upon the present application, whether or not the record will be re-opened, whether or not other parties will be admitted, whether or not there is to be oral argument. In short,

WMIE has been brought to a complete standstill."

WMIE estimated further legal procedures will keep the case in litigation until 1955.

"So long as the Commission withholds from WMIE the license to which it is entitled, the station is bound to lose money in its operations and it would inevitably be destroyed within a very few more months," the petition contended.

Mr. McBride initially made a capital investment of \$79,550 and Mr. Sherby \$74,550 in WMIE, the petition noted. At the time of hearing Mr. McBride had loaned the station \$117,250 and Mr. Sherby had loaned \$64,000, "primarily for operating expenses," it said.

Since the hearing Mr. McBride has loaned WMIE an additional \$46,000, making the "gross stake" of the two stockholders \$381,350, "and the station is continuing to lose money," FCC was told.

The petition contended that "if this case is further delayed and if WMIE does, as it must, continue to sustain its present losses, it will not be possible to operate the station. WMIE will have been destroyed without recourse to the courts. To put it bluntly, the Commission will have accomplished for certain of the competitors of WMIE exactly what they want and it will have been accomplished ultralegally, if not illegally."

## Telefile

(Continued from page 56)

feet. The auditorium accommodates some 200 guests and has a fully lighted stage 30x24 feet. Each studio has a large property room. Control rooms are located on mezzanine floors, along with client's viewing room, master control, engineering maintenance shop, rack room, projection room and announcer's booth.

Office facilities and radio studios are not yet complete and won't be until next year but the production-engineering end of the operation is efficiently housed. Already at least a half-million dollars has gone into the project.

The staff works on both AM and

TV, including sales, news, engineering, management, music, production and publicity. However AM and TV stations have separate operating units.

Peering into the future, Vice President Berkeley surveyed the vast corridors and cavernous studios in the new plant and observed

"Evening Star Broadcasting Co. now affords the advertiser complete production tools and engineering facilities with which to produce under one roof any type of show

"We have the space, facilities and personnel to build the simplest or the most elaborate live original productions. WMAL-TV is already producing the greatest number of local live half and quarter-hour sponsored studio features in the city. We have plans to continue to increase our program and production schedules and have provided ample room for this expansion at the TV center.

"Next year all WMAL radio operations will be transferred to studios now in the construction process at the center. At that time our entire radio and television operation will be located on one floor of a conveniently situated easily accessible modern building."

## Call Letters

### Adopted in 1925

Call letters of WMAL, founded in 1925, came from the name of the first owner, M. A. Leese, operating an optical business in Washington. The 15 w outlet thrived and soon had become a fulltime regional with an NBC Blue affiliation. The *Evening Star* bought WMAL in 1939. A lease arrangement by which NBC operated the station was terminated in 1942, when the *Star* took over with S. H. Kauffman as president and Mr. Berkeley as vice president and general manager. When NBC sold the Blue to Edward J. Noble, WMAL became ABC Washington outlet. The station operates on 630 kc with 5000 w.

Mr. Berkeley entered Washington radio in 1923 and was with NBC from that network's beginning. He was general manager of the NBC O&O station, WRC, until he became general manager of

## Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

### Appraisals • Negotiations • Financing

## BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO

Harold R. Murphy  
Tribune Tower  
Delaware 7-2755-6

SAN FRANCISCO

Ray V. Hamilton  
235 Montgomery St.  
Exbrook 2-5672

## FLORIDA WEST COAST

\$60,000

Only station in a fast growing market. Excellently equipped. Will gross approximately \$60,000 a year. Reasonable operation. Owner willing to sell because of family reasons. Financing arranged. Write Box 242K, BROADCASTING.



AL when the *Star* took over operation. And how's business at this busy operation? Good—very good judging by a glance at the station's log. Already WMAL-TV has at times exceeded the highest of the AM outlet from the sources.

Like its aural brother, WMAL-TV is an affiliate of ABC network. Katz Agency was named in June as national representative for succeeding ABC Spot Sales. The arrangement covers both the radio and TV outlets.

The new studio setup has some tricks that tickle the producers and technicians. Each studio's video output is available for monitoring and switching in any of the control rooms. Shading video adjustment are handled by master control. Camera switching is done in individual studio control rooms, where film may be operated with live programming. Director start and stop controls are available in each control room. Increased operating efficiency and flexibility are claimed by separation of such functions as shading and partitioned units.

Seven unit types of lighting have been installed by Kleigl Brothers, elaborate means to move and adjust lighting from patch panels and dimmer boards.

Video equipment includes four orthicon camera chains. In these cameras are two pedestals as well as Fearless and other dollies. Motion picture, strip film and clock balopion origins are multiplexed in three iconoscope camera tubes. Projection equipment includes two RCA 16 mm projectors, slide 2x2 projectors, 2 SVE 35 mm pulldown strip film projectors and custom balopticon clocks.

## Rear Projection Screens

Latest addition is a pair of Lux rear projection screens, designed to provide any desired ground at low cost and eliminating much of the job of preparing special scenery.

Mobile unit is seeing heavy use. Other equipment includes a lens, Raytheon high-power wave link, RCA microwave and 7.5 kw gasoline generator mounted in a trailer. The tower at American U., on one of Washington's highest hills, puts out 22.4 kw video and 11.2 kw audio signal on Channel 7.

The last rate card, No. 4, effective Oct. 1, 1950, calls for a one-

time Class A hourly rate of \$500, scaling down to \$90 for announcements.

Ben B. Baylor Jr., veteran Washington radio executive, is assistant general manager and sales director. Frank Harvey is chief engineer. Charles Lee Kelly is director of programs for AM-FM and TV. Harry Hoskinson is TV operations manager.

Ownership of WMAL-TV by the parent *Evening Star* doesn't get the TV station any sort of break in the newspaper's columns. A close look at the *Star's* radio page gives no obvious indication that WMAL-TV lives under the same corporate tent other than a half-inch box about news flashes. Moreover, the station gets minimum recognition in the program review column.

## Local Programming Station's Pride

The WMAL-TV executives like to talk about their extensive local programming. Back in 1947 a complete musical comedy, the Prince Triangle Club show, was telecast. Another time a TV camera was hitched to the Naval Observatory's telescope and Washington viewers got a closeup of the heavens. WMAL-TV made arrangements for the first TV pickups of House and Senate hearings.

In the spring of 1949 WMAL-TV picked up the famed Winchester (Va.) Apple Blossom Festival, described as the longest single portable microwave relay of a special event (at that time, at least). The picture was beamed to a nearby ridge and relayed from the top of a fire observation tower some 70 miles to a pickup antenna at the American U. transmitter site.

One of Washington's more popular local programs is the *Tail Waggers Club*, a pet program where anything can happen and it's usually funny. Bryson Rash, generally cast in his more serious role as ABC White House reporter and news commentator, serves as maestro of this human interest series, aided by Marnie Arnold and sponsored by Arcade Pontiac.

Then there's the brand new TV version of the *Quiz of Two Cities*, a Washington-Baltimore radio feud of 11 years standing. Gunther beer is sponsoring the TV version, too. The program is a nightmare for producers and technicians, switching back and forth between the cities at frequent intervals. Baltimore station in the hookup is WAAM (TV).

Off-the-air pickups between Washington and Baltimore stations are not at all unusual, especially in the sports field. Every weekday afternoon WMAL-TV catches the Bailey Goss sports roundup from WMAR (TV), Baltimore station on Channel 2.

CBS launching six-week documentary crime series, *The Nation's Nightmare*, on July 19, utilizing tape recordings of crime figures, officials and victims. Series to be heard Thurs., 8:30-9 p.m.

# milestones



PARTICIPATING in a second anniversary celebration for *Shopping Vues* on WNAC-TV Boston June 27 are (l to r) Jack Lawlor, cameraman; Spuddy Stone, engineer supervisor; Louise Morgan, emcee of the show; Andy Hotz and Tom O'Keefe, cameramen. The show is seen Monday through Friday, 12-12:30 p.m., and reportedly was Boston's first regularly scheduled daytime TV origination.

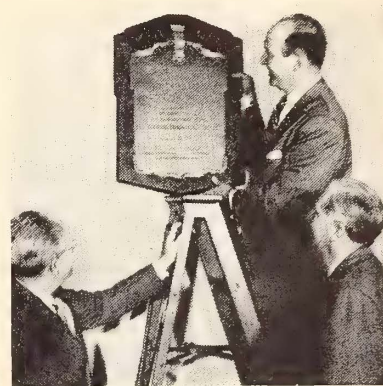
\* \* \*

► WFAA Dallas observed its 29th anniversary June 26 as the southwest's first 50 kw and oldest clear channel station. Frequent playing of "Anniversary Waltz" on WFAA-820 during the day marked the birthday.

\* \* \*

► SECOND YEAR anniversary today of WERE Cleveland noted by station which points out that during the 24 months of operation it has been presented with seven awards for public services and aid in bettering the community. On opening, WERE, an independent, claimed only two advertisers. Today's figure, according to the station, tops 70. Bob Neal, general manager, also reflects that operating staff has about doubled.

RADIO & TELEVISION Directors Guild, Hollywood, has scheduled election of officers July 10.



DONALD J. MERCER (on ladder), NBC stations relations department, hangs a bronze plaque at KFJR Bismarck, N. D. Plaque was presented to F. E. Fitzsimonds (l), station manager, in honor of the station's 20 years of NBC affiliation. Everett Mitchell (r), of the *National Farm and Home Hour*, assistant in the ceremonies.

**RCA INSTITUTES, INC.**

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

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

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

**COME ON-A MY HOUSE**

On Records: Rosemary Clooney — Col. 39467; Richard Hayes—Mer. 5671; Kay Armen—King 14001; Louis Prima—Robin Hood 111; Ella Fitzgerald—Decca 27680; Kay Starr—Capitol 1710; Bert Keyes—Savoy 793.

**BROADCAST MUSIC INC. 580 FIFTH AVENUE**  
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



## More Ideas Wanted

IDEAS to be used in the war of truth against Soviet Russia have been requested of the American people by Crusade for Freedom's Chairman, Gen. Lucius Clay. In a letter to 3,000 U. S. Chambers of Commerce, Gen. Clay urged the local groups to form action committees which could submit outstanding ideas to Crusade for Freedom for use on the Radio Free Europe broadcasts "behind the Iron Curtain."

## AFRA Disc Code

PROPOSED code between AFRA and five phonograph record firms covering singers, actors and announcers making records is to be submitted to Los Angeles AFRA members at the regular membership meeting tomorrow (July 10), following the lead of New York and Chicago locals. The code was arrived at over fortnight ago following approximately two years of negotiations between the union and record firms—RCA, Columbia, Capitol, Decca and MGM.

NEW YORK Herald Tribune is now airing its 4-minute hourly newscast, 17 hours daily, over WINS New York. Newspaper formerly aired its newscasts over WMCA New York.

Your greatest  
sales asset is  
advertiser **acceptance.**  
Your advertising  
in Printers' Ink  
**increases** your  
acceptance among  
the leading **buyers of**  
**advertising,**  
and so helps  
you sell more  
advertising to them.

## allied arts



**DAVID HORWICH** appointed vice president for programming development TV-Programs Inc., N. Y. Mr. Horwich was vice president and copy chief at Lord & Thomas.

**HAROLD CHILES**, Republic Studios, named casting director Superman Inc., L. A., for firm's series of half-hour TV *Superman* starting production tomorrow (July 10).

**WILLIAM USKALI**, sales manager Jam Handy Organization, N. Y., named production manager.

**BOB LEHMAN** appointed merchandising field representative, and **LOU DELLARA** as merchandising field supervisor, in Kearny, N. J., Div. of Storecast Corp. of America. Mr. Lehman was with Duane Jones Co. Mr. Dellara was with Paul Sayres Co.

**C. E. HOOPER**, president C. E. Hooper Inc., named to committee on Television Commercials, American Television Society. Other members are: **GENE REICERT**, G. M. Basford Co., chairman; **THOMAS J. DUNFORD**, Transfilm Inc.; **JOHN FREEZE**, Young & Rubicam; **G. DAVID GUDEBORD**, N. W. Ayer & Son, and **LESLIE ROUSCH**, Leslie Rousch Productions.

**BETTE J. FRENCH** and **BARBARA J. MILLER**, both new to radio, to Robert S. Keller Inc. (sales promotion representative), N. Y., as research specialists.

**ALFRED SCHROEDER** named to writing staff Arthur H. Miller (publicity and public relations), N. Y. He was with Dowd, Redfield & Johnstone Adv.

**ALFRED POLITZ RESEARCH Inc.**, N. Y. moves to larger quarters at 270 Park Ave.

**UNIVERSAL RECORDERS**, L. A. has completed final program of its series of 26 *Adventure Is Your Heritage* radio transcriptions for the U. S. Navy. Programs featuring name motion picture actors being released nationally on 1800 stations. They were produced under supervision of William J. Bailey, radio-TV director, U. S. Navy Recruiting Service with cooperation of Irving Lande of Hollywood Coordinating Committee, through which talent was obtained.

**WALTER SCHWIMMER PRODUCTIONS**, Chicago, has sold two syndicated shows to 34 new stations within past month, Sales Manager George Guyan announced in Chicago last week.

## Equipment . . .

**HARRY L. ERLICHER**, vice president General Electric, Schenectady, named special assistant to Under Secretary of the Army Archibald S. Alexander. Mr. Erlicher will be in charge of Army procurement and production expediting in the office of the Under Secretary. **CHESTER H. LANG**, vice president in charge of apparatus marketing, General Electric, Schenectady, appointed to new post in charge of public relations. **CLAYTON S. COGGESHALL**, manager of sales Turbine Div., General Electric, Schenectady,

appointed assistant to **GLENN B. WARREN**, manager of division. **ROBERT S. NEBLETT**, assistant manager of sales for division, appointed manager of sales. **A. F. VINSON**, manager of welding division General Electric, Fitchburg, Mass., appointed manager of employee and community relations for company's small apparatus division, Lynn, Mass. **PAUL M. DEAL**, administrative assistant to manager General Electric's Fractional Horsepower Motor Div., Ft. Wayne, appointed assistant accountant. **CLIFTON DUNCAN**, supervisor of costs for division, succeeds Mr. Deal.

**Lt. Gen. ALBERT C. WEDEMEYER**, commander of the Sixth Army, appointed vice president and director Avco Mfg. Corp., N. Y.

**RCA Engineering Products Dept.**, Camden, issuing 16-page illustrated brochure describing new magnetic tape recording equipment for broadcast use. Piece gives full descriptions of uses, features, specifications and test and performance data.

**THE DAVEN Co.**, Newark, announces new video line pad type V-102, assembled in aluminum cases. It is provided with connectors for connecting one or two line amplifier outputs, line outputs and monitor inputs.

**OPTICAL PRODUCTS Co.**, Burbank, Calif., announces new "Kolor-Vision" TV screen. Screen comes in four different sizes ranging from 10 inches to 20 inches. It is designed for better viewing and will cut down glare.

**MAGNECORD Inc.**, Chicago has issued new illustrated catalogue, describing the versatility of their line of recording machines. Booklet gives complete line listings with prices.

**EDWIN I. GUTHMAN & Co. Inc.**, (electronic components), Chicago, open new plant in Attica, Ind.

**P. B. REED**, vice president in charge of RCA Victor's government service division, Camden, left July 6 on extended tour of military bases in Europe, to inspect company's engineering forces.

## Our Respects to

(Continued from page 50)

would hardly imagine that Abeloff has time for much of thing else. But that would be reckoning with his seemingly less energy.

Golf gets him out in the shine once in a while and he's in the low 80's. About his other hobby is participating in civic projects.

He hardly ever turns down invitation to serve on a committee which would serve a worthwhile civic purpose. In 1944 he designated Richmond's "Man of the Year" and received the Distinguished Service Award of the Junior Chamber of Commerce the "Richmonder under 35" of age who has contributed to the welfare of his city in past year.

## Club Memberships

Mr. Abeloff is a member of Jefferson-Lakeside Country Club, Phi Alpha fraternity, member of the board of the Richmond Chapter, National Conference of Christians and Jews, board member of the Richmond Chapter, American Cancer Society; vice president of the Richmond Jewish Center; member of the Richmond Junior Community Council; board member of the Virginia State Chamber of Commerce, is on the executive committee of the Richmond Chamber of Commerce; is a member of the Richmond Kiwanis Club, the Richmond Public Relations Assn. and is an honorary life member of the Richmond Junior Chamber of Commerce.

Any remaining time is with his family. He is married to the former Pearl Anderson. They have three children, Howard, 16; Judith Merle, 12; Ellen Sue, 7.

Mr. Abeloff is interested in vision for WLEE. In fact, looking forward to it. On to New York he consults with the TV field.

Nevertheless, he feels that there is room for both radio and television. He is very enthusiastic about WLEE's power increase August from 250 w to 5 kw.

**NEARLY 30 YEARS**

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**Dates**

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HOUSTON, TEXAS (2709 P.O. Bldg.) Phone Almond 8536



## FCC Actions

Continued from page 81)

### APPLICATIONS DISMISSED

Calif.—DISMISSED application of Community Bestg. Co. for CP AM station on 1340 kc 250 w. unli.  
AB Lebanon, Pa.—DISMISSED application for relinquishment of radio Lebanon FM and Television etc., permittee corp.

### 5 Applications . . .

#### ACCEPTED FOR FILING

AM—810 kc  
Honolulu, Hawaii—CP to change 850 kc 250 w to 810 kc 1 kw and 1 new trans.

AM—1220 kc  
Falls Church, Va.—CP to increase power from 250 w to 500 w.

TV—Ch. 5  
Seattle, Wash.—CP to change ERP from 19 kw vis. 10 kw aur. 1 kw vis. 50 kw aur. ant. 1567 ft. change type of trans. and ant. etc.

### 5 Decisions . . .

#### BY THE COMMISSION

Designated for Hearing  
BK Tampa, Fla.—Designated for hearing in Washington on Aug. 10 re application to change from D to unli. 500 w N on 1590 kc 1 kw-L.S.  
SR Pulaski, Tenn. and Richland Pulaski, Tenn.—Designated for delayed hearing in Washington on 14 re application of WKSR to re facilities from 730 kc 250 w D 0 kc 1 kw, unli. DA-N, and ap on of Richland Radio for new on 1420 kc 1 kw unli. DA-N.  
Wernertown Radio, Inc., Baraboo, Wis. William C. Forrest, Reedsburg, Wis. Designated for consolidated hearing in Washington on Aug. 16 re application of Watertown and application of Watertown, both requesting 1400 kc 250 w simultaneous co-channel operation in two cities with physical separation of approximately 14 miles; made J. Wausau, Wis. party to proceed and WDUZ Green Bay, Wis., and J. Racine, Wis., parties to proceeding with regard to Watertown only.  
Amette Bestg. Corp., Eugene, and Coast Fork Bestg. Co., Cottage Grove, Ore.—Designated for delayed hearing in Washington on 21 re applications of Willamette Coast Fork requesting simultaneous co-channel operation in these with a physical separation of approximately 18 miles, on 1400 kc 250 w

CP to Replace CP  
CO-FM Springfield, Mass.—Granted to replace expired permit for B station.

Extension Granted  
UY-FM Bangor, Me.—Granted extension to Jan. 10, 1952, of special experimental authority to operate Y-FM by remote control from Bangor; same conditions as in original

### THE COMMISSION EN BANC

Extension Granted  
BK Knoxville, Tenn.—Granted extension of temporary authority to Sept. 30 until 30 days after entry of order by the U. S. Court of Appeals for the District of Columbia, whichever is later, to operate WIBK on 800 kc D. In event said appeal has not been terminated by Sept. 29, petitioner apply for further extension of temporary authorization.

### Germans Tour U. S.

German radio visitors arrived in the United States last day for a month-long inspection trip under the State Dept. exchange-of-persons program. Itinerary was arranged by Oscar Elder, assistant to Robert K. Richards, RTB public affairs director. The Germans—Carl Haensel, Richard Beckmann and Albert K. Hiker—will cover New York, Washington, St. Louis, Los Angeles, Orleans and Camden, N. J., during their tour. They will leave New York about Aug. 1 or 2 for many.

# fcc roundup

New Grants, Transfers, Changes, Applications



## Box Score

SUMMARY THROUGH JULY 6

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,282	2,246	140		278	127
FM Stations	651	534	127	1*	9	3
TV Stations	107	81	28		414	171

\* On the air.

### Docket Actions . . .

FINAL DECISION  
KFGT Fremont, Neb.—Announced final decision denying application of Walker Newspapers Inc. for an increase in power from 100 w to 250 w, operating on 1340 kc, fulltime. Decision June 29.

### Non-Docket Actions . . .

AM GRANTS  
Camden, Ark.—Mid-South Bestg. Co., 1370 kc, 1 kw, day; engineering conditions; subject to acceptance of any interference resulting from grant of Malvern Bestg. Co. (below). Owner Leo Howard is manager KDMS El Dorado, Ark. Estimate construction cost \$16,000. Granted July 5.  
Malvern, Ark.—Malvern Bestg. Co., 1380 kc, 1 kw, day; engineering conditions; subject to any interference resulting from grant of application of Mid-South Bestg. Co. (above). Granted July 5.

FM GRANTS  
Emporia, Va.—Stone Bestg. Corp., Ch. 261 (100.1 mc), 790 w, 110 ft. antenna. Granted July 5.  
Rexburg, Idaho—Snake River Radio & Television Co., Ch. 229 (93.7 mc), 16.5 kw, antenna 150 ft. Grantee is licensee of KRXG Rexburg. Granted July 5.

WFOB (FM) Fostoria, Ohio—Granted switch in facilities from Ch. 288 (105.5 mc), 450 w, to Ch. 244 (96.7 mc), 1 kw, antenna 95 ft. Granted July 25.

TRANSFER GRANTS  
KWNR Reno, Nev.—Granted assignment of license from Kenyon Brown to Nevada Radio Television Inc., new corporation owned solely by him. Granted June 25.

KHUB Watsonville, Calif.—Granted assignment of license from Luther E. Gibson to Patrick H. Peabody for \$35,000. Mr. Peabody is 55% owner KSJO San Jose, Calif. Granted July 5.

WMIK Middlesboro, Ky.—Granted assignment of license from Tri-State Bestg. Co. to Cumberland Gap Bestg. Co. for \$50,175. The five owners of Tri-State are majority owners of Cumberland. Transferee assumes all of Tri-State's obligations to five owners. Granted July 5.

WKXL Concord, N. H.—Granted assignment of license from Charles M. Dale to Capitol Bestg. Co. Inc. for \$50,000. Principals in transferee are Treasurer S. G. Camann (50%), owner of Pariseau's retail store; President Morris Silver (25%), and Vice President Harry Silver (25%), owners of Silver Bros. Co. Inc., beverage and soft drink firm. All three owners are part-owners of WFEA Manchester, N. H. Granted July 5.

WPTW Piqua, Ohio—Granted transfer of control from Byron F. London to Richard E. Hunt for \$7,000. Mr. Hunt, formerly 44% owner, now owns 58.7% by reason of retirement of Mr. London's 25% interest to treasury stock. Granted July 5.

KMBY Monterey, Calif.—Granted assignment of license from Monterey Radio Bestg. Co. to The Monterey Radio-Television Co. Principals and one-third owners are President Kenyon Brown, part-owner KWFT-AM-FM Wichita Falls, Tex. and licensee of KWNR Reno, Nev.; Vice President George L. Coleman Jr., president of Coleman Motors Corp., 5.5% owner of KGLC; Vice President and Treasurer Harry L. Crosby Jr., minority stockholder in KMPC Los Angeles. Granted July 5.

WIAM Williamston, N. C.—Granted assignment of license from S. S. Adcock to Martin County Bestg. Co. for

\$10,000 plus assumption of debts totaling about \$18,000. Partners are James H. Gray Sr. (37.5%), 50% owner G & S Motor Co.; Henry A. Johnson (25%), real estate owner; Charles R. Gray (37.5%), warehouseman. Granted July 5.

WIBL Medford, Mass.—Granted transfer of control Conant Bestg. Co. Inc. from C. Henry Glovsky and three others to Sherwood J. Tarlow for \$2,500. Mr. Tarlow is administrative director of Suffolk Knitting Co., Lowell, Mass. and an attorney. Granted July 5.

WSCR Scranton, Pa.—Granted transfer of control Lackawanna Valley Bestg. Co. from Mary E. Doherty and 16 other stockholders to David M. Baltimore for \$150,000. Mr. Baltimore is general manager of WBEW Wilkes-Barre, Pa. Granted July 5.

KXGI Ft. Madison, Iowa—Granted transfer of control from A. O. and Robert M. Carson to KXGI Inc. for \$33,000 and cancellation of \$3,050 note payable by licensee to one of transferees. Principals are President William E. Walker (45.45%), president and 1/2 owner WMAM Marinette, Wis.; Vice President W. R. Walker (9.1%), 2.9% owner WBEV Beaver Dam, Wis.; Secretary-Treasurer J. D. Mackin (45.45%), 1/2 owner WMAM and 36% owner WBEV. Granted July 5.

KWAT Watertown, S. D.—Granted transfer of control Midland National Life Insurance Co. from F. L. Bramble, J. J. Bell et al., trustees, to W. J. Allison and 58 others; no money involved. Also granted simultaneous request for transfer of control from F. L. Bramble, Dana L. Bramble and 25 other stockholders to a new voting trust. Granted July 5.

### New Applications . . .

#### AM APPLICATIONS

Ft. Walton, Fla.—West Florida Bestg. Service, 1260 kc, 1 kw, day; estimated construction cost \$26,590; first year operating cost \$26,590; first year revenue \$36,000. One-third partners are H. French Brown Sr., 1/2 owner WCNU Crestview, Fla.; James C. O'Neal, representative for Lion Oil Co., Shreveport, La.; Tom C. Miniard, engineer for WCNU. Filed July 3.

Bennington, Vt.—Catamount Bestrs. Inc., 1370 kc, 500 w, day; estimated cost \$11,000; operating cost \$40,000; revenue \$50,000. Principals are President William H. Eddington (16.7%), owner of Chevrolet sales and service center; Treasurer James G. Keyworth (50%), 1/2 owner WMNB North Adams, Mass.; Francis E. Morrissey (3.3%), attorney; James F. Nelson (3.3%), farm equipment & home appliance dealer; Robert M. Werblow (16.7%), president of Polygraphic Co. of America Inc.; Robert T. Holden (6.7%), farm manager of Fairdale Farms Inc.; George D. Pierce (3.3%), plumber and steam fitter. Filed July 3.

Richfield, Utah—Scenic Bestg. Co., 900 kc, 1 kw, day; estimated cost \$20,900; operating cost \$30,000; revenue \$34,000. Principals are President Arlond T. Christensen (4.6%), manager of Huish-Gilhooley Theatres; Vice President Willis Franklin Johnson (42.5%), part-owner KNEU Provo, Utah; Secretary Ruth H. Christensen (5%), part-owner KNEU; Treasurer Everett L. Anderson (2.3%), 1/4 owner Christy's Grocery Store; Reginald M. Johnson (42.5%), clerk Granite District Radio Bestg. Co.; Reed W. Everett (4.6%), owner wallpaper store; Marvin C. Anderson (2.3%), 1/4 owner Christy's store. Filed July 2.

Wallace, N. C.—Duplin Bestg. Co., 1400 kc, 250 w, fulltime; estimated cost \$15,500; operating cost \$45,000; revenue \$55,000. One-third owners are President Harry Kramer, 1/2 owner Kramer's

Dept. Store; Vice President Sam Leder, 17 1/2% owner Leder Bros. Inc.; Secretary-Treasurer Isaac Kadis, 1/2 owner Kadis Inc. Filed July 5.

Kileen, Tex.—John Blake and Charles R. Wolfe, 1050 kc, 250 w, day; estimated cost \$18,700; operating cost \$24,000; revenue \$36,000. Mr. Blake is owner of KSNV Snyder, Tex.; Mr. Wolfe is manager of KSNV. Filed July 5.

Grand Island, Neb.—Grand Island Bestg. Co., 1430 kc, 1 kw, fulltime; estimated cost \$41,334.18; operating cost \$72,000; revenue \$96,000. Partners are Wick M. Heath (20%), former business manager KMNJ Grand Island; Robert L. Lester (10%), 1/2 owner Webb Livestock Commission Co.; Wilber J. Bachman (10%), 1/2 owner Webb Co.; Jake Gramsick (20%), 35% owner Grand Island Baking Co.; Walter E. Siebert (20%), assistant cashier for First National Bank of Grand Island; Samuel N. Wolbach (20%), vice president of First National Bank. Filed July 5.

### TV APPLICATIONS

Miami, Fla.—Lindsey Hopkins Vocational School of The Dade County Board of Public Instruction, non-commercial educational Ch. 2 (54-60 mc), 16.32 kw visual, 8.16 kw aural, antenna 318 ft. Estimated cost \$201,000; operating cost \$18,000; revenue none. (See story this issue.) Filed July 3.

### TRANSFER REQUESTS

KPDN Pampa, Tex.—Assignment of license from C. H. Hoiles, Harry Hoiles, Jane Hoiles Hardie, a partnership d/b as Radio Station KPDN to Freedom Newspapers Inc. for \$75,000. Principals in transferee are President R. C. Hoiles (13.16%), publisher; Vice President C. H. Hoiles (15.85%), also trustee for 10.47% and a former partner; Vice President Harry H. Hoiles (9.81%), also trustee for 2.98% and former partner; Mabel M. Hoiles (8.35%), also trustee for 19.41%; Jane Hoiles Hardie (11.64%), also as trustee for 1.73%; Barbara C. Hoiles (2.10%) and Robert Hardie (1.52%), newspaper distributors. Filed July 2.

WBAT Marion, Ind.—Transfer of control Marion Radio Corp. to John Ramp through purchase by the corporation of 50% interest from Kermit A. Botkin, Dr. G. E. Botkin, and Harry G. Hipps (retired as treasury stock) and purchase by Mr. Ramp of other 50% interest from John Henry Bone for \$1, with conditions. Mr. Ramp has advanced \$27,230.50 to the company for purpose of purchasing the aforesaid stock. Mr. Ramp, with wife, owns John Ramp Inc., auto agency. Filed July 2.

WSDC Marine City, Mich.—Acquisition of control Radio St. Clair Inc., licensee, by Mrs. Wilma Drysdale through purchase of 49.8% common stock and 200 preferred shares by herself and Jerry Coughlin, both present stockholders, from Everett W. Sawyer for \$2,500. Mrs. Drysdale will own 74.7% after transfer. Filed July 2.

KFI-TV Los Angeles—Assignment of license from Earle C. Anthony Inc. to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bestg. System for \$2,500,000. Application declares that "assignee is desirous of adding TV service to other broadcast services it provides to the Los Angeles area." Filed July 2.

WTND Orangeburg, S. C.—Assignment of license from Sims Pub. Co. Inc. to WTND Inc., a new subsidiary which will be owned by the same stockholders as now own Sims Pub. Co. Filed July 5.

KIJV Huron, S. D.—Transfer of control James Valley Broadcast Co., licensee, from George W. Chitty and Kathryn Chitty to Maxwell F. Staley, present owner of approximately 49%. He will own 65.79% after transfer, which will be effected through purchase of the Chitty's stock by the corporation for \$14,000 and retirement of same to treasury stock. Filed July 5.

WIKC Bogalusa, La.—Assignment of license from I. K. Corkern to Bogalusa Bestg. Co. to William C. Moss and Dorothy Moss Siegelman d/b as The Enterprise Pub. Co. (Bogalusa Enterprise and Bogalusa Bulletin.) for \$50,000. Filed July 5.

### Deletions . . .

TOTAL deletions to date since Jan. 1: AM 19, FM 46, TV 0. New deletions, effective dates and reasons follow:

WNDI Montevallo, Ala.—Shelby County Bestg. Co., construction permit, June 25. Economic.

WCHF New Orleans, La.—Louisiana Bestg. Co., construction permit, July 3. Failure to file for extension of completion date.



## Film Studios Prepare

(Continued from page 55)

be viewed on home TV receivers and paid for through a coin slot attachment to the set.

Paul Raibourn, Paramount vice president, is board chairman of Telemeter. Other motion picture interests also are in the firm. David Loew serves as president. He is the son of the Loew theatre chain founder. Carl Lesserman, former United Artist sales vice president, is ITC vice president and Eugene Zukor, secretary-treasurer. He is a Paramount talent department executive and son of Adolph Zukor, film company founder.

Twentieth Century-Fox also is committed to TV in various ways. Primary interest is in theatre television, having early this year acquired American rights to the Eidophore television system developed by Swiss Institute of Technology.

Spyros Skouras, president of 20th Century-Fox, at the time declared, "We plan many new applications of television, using the new system," indicating it would eventually be utilized for home as well as theatre video. He predicted that it will take from 18 to 24 months to overcome technical and manufacturing difficulties before production gets into full swing. Twentieth Century-Fox also is going into the business of distribution of old motion pictures to television.

### Columbia Projects

Columbia Pictures, through subsidiary Screen Gems, now is engaged in video production. Besides two pilot films for DuPont's *Cavalcade of America*, Screen Gems sold a series of disc jockey TV films, and has other production plans in the works.

Of the five major producers, MGM and RKO Radio Pictures apparently are the only ones that continue their watch-and-wait attitude, but reports circulated in Hollywood indicate that much is going on behind closed doors at those studios that will link them with video in the near future.

Although Red Skelton, under contract to MGM, has a clause in

his agreement which permits TV as well as radio performing, that film studio is firm in its stand against contract players making video appearances.

Although very little is said about it, RKO is making its RKO-Pathe Studios in Culver City available to independent TV production units. Bing Crosby Enterprises is now shooting on that lot. RKO also is taking more and more advantage of TV plugs for its products, even to the extent of making available contract players for interview programs.

United Artists moved more strongly into video several months ago by incorporating that department into a wholly owned subsidiary with John Mitchell as vice president and general manager.

United Artists-TV doesn't plan to finance production of TV films, nor will it sell old movies for distribution to the new medium, it was said. Product to be sold will be filmed especially for video.

Walt Disney Productions, through subsidiary Hurrell Productions Inc., is making TV commercial spots and doing "behind closed doors" experimental work. Lippert Pictures Inc. has already leased a block of old feature movies to television stations and currently is producing a series of 58-minute TV films at Hal Roach Studios.

Such studios as Samuel Goldwyn, Eagle-Lion and Hal Roach are renting most of their space and facilities to independent TV production units. Motion Picture TV Center, General Service Studios and KTTV Studio lot also house many independent TV film units.

There are at least 60 independent TV film units currently in production in and around Hollywood, with new ones being added to the list weekly. Turning out pictures for TV are also such firms as Jerry Fairbanks Productions, Snader Telescriptions, Consolidated Television Productions, Hal Roach Studios Inc., Bing Crosby Enterprises, Flying A Productions, Revue Productions, Frank Wisbar Productions, Williams Productions, Frederic W. Ziv Co., Dudley Pictures. Heavy producers of commercials are Five Star Productions and Telefilm Inc.

## RIVERS OPPOSES Protests Proposed WSB-TV Assignment

FURTHER opposition to the proposed assignment of license of WSB-TV Atlanta was filed last Thursday with the FCC by E. D. Rivers Jr., licensee of WEAS Decatur, Ga. Sale of the Channel 8 facilities already being contested by WGST Atlanta [BROADCASTING • TELECASTING, June 25].

Under the proposed assignment, Atlanta Newspapers Inc., a merger of the *Atlanta Journal* (licensee of Channel 8 WSB-TV) and the *Atlanta Constitution* (permittee of Channel 2 WCON-TV), would shift the WSB-TV call letters to Channel 2 when WCON-TV was completely constructed. The Channel 8 facility would be sold to Broadcasting Inc., a new corporation of local citizens.

Mr. Rivers joined WGST in its allegations set forth in the latter's June 21 petition. Further, the Rivers opposition declared that granting of the assignment and adoption of the FCC's proposed allocation for the city of Atlanta could mean that there would be no more channels available in Atlanta for TV.

### Action Delayed

"Mr. Rivers in good faith filed his application for television facilities [in Atlanta] almost three and one-half years ago," it was pointed out, and "no action could be taken on that application on account of the television freeze."

Petitioner then requested the opportunity to show in comparative hearing that "he is best qualified" to utilize TV facilities in the Atlanta and Decatur areas.

The opposition cited Commission records that the WCON-TV construction permit was granted Jan. 8, 1948, and that since that time WCON-TV has received six extensions of time to complete construction, the last until Aug. 15, 1951. Two modifications of CP already have been granted and a third such application is in the pending file, according to the petitioner.

The Rivers document traced the history of correspondence between the FCC and the Atlanta newspapers, pointing out that on March 21, 1949, WCON-TV had advised the Commission construction would be completed and tests started approximately eight months from the time FCC granted the last extension.

Petition next said that two more subsequent extensions were granted and that in February 1950 the Commission had advised the permittee that it would not consider any further applications for additional time. Further extensions and authorizations after that date were listed in the Rivers document.

FCC had advised Atlanta Newspapers Inc. that it would have to choose which facility it wished to retain, petition declared.

Instead of complying with the directive of the Commission, WCON's attorneys, in a letter dated Sept. 8, 1950, advised the Commission that it was wrong in its opinion that Atlanta

Newspapers Inc. could not retain WSB-TV and WCON-TV, and that the duopoly regulation applied only with two operating stations were involved in the same area. The arguments set forth in the letter of Sept. 8, 1950, certainly are not in accord with the promises made on June 7, 1950.

The petition then charged:

Ever since March 28, 1950, and certainly long before that time, when negotiations were going on, Atlanta Newspapers Inc. knew that the WSB-TV license had to be deleted or that the construction permit for WCON-TV had to be turned in for cancellation. In spite of this fact, as the petition shows, Atlanta Newspapers Inc. continued to operate WSB-TV and by various maneuvers has managed to hold on to the construction permit for WCON-TV. It is clear that at no time in the Commission correspondence with Atlanta Newspapers Inc. has there been any suggestion that Atlanta Newspapers Inc. could dispose of one of its properties by sale. The Commission, from the time of the merger, has insisted that an election be made, and that on having decided on the station to be continued in operation, the other station had to be deleted and its license or construction permit surrendered. There was certainly no misunderstanding on the part of Atlanta Newspapers Inc., as shown in its letter of June 7, 1950. The letter speaks of deletion of one of the stations. It speaks of dismantling the equipment.

In summation the petition requested: (1) the assignment application be dismissed, or (2) application be placed in pending file and termination of the allocations proceedings and thereafter designation for comparative hearing with application of E. D. Rivers Jr. and other applicants for Atlanta, or (3) the assignment application be designated for hearing and that E. D. Rivers Jr. be made a party to such hearing.

### No Eulogy

BEFORE eulogizing radio's so-called demise, WPTR Albany, N. Y., would like to get in a word about station sales which are alive and kicking. WPTR reports its billing for the second quarter of the year to be ahead by 99½% over the first half of last year, and 140% over June 1950. This is in the way of saying "nuts to the profits of doom on radio's demise... to these jinxers we say stop boys you ain't seen nuthin' yet," according to H. W. Maschmeier, director of sales promotion of the 50 kw independent that celebrates its third birthday Aug. 6.



*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



## Video Allocations

(Continued from page 55)

ing ranged from two to nine  
ths.

There is still possibility the Com-  
mission may compromise, some  
by calling for a part paper  
part oral hearing on the city-  
city proposals. Still others spec-  
e there may be a chance the  
mission might go ahead on its  
to order its allocation plan  
ized on a guide basis without  
city-by-city hearing and swing  
application hearings.

ARTB's proposal calls for a  
od of 30 days in which parties  
file further direct evidence in  
ing and another 30 day period  
filing of rebuttal statements.  
hearing would be afforded  
in hardship cases at FCC's  
etion.

ne FCC representative has in-  
ally "guaranteed" that if a  
d shortcut plan is worked out,  
freeze could be lifted by the  
of the year.

"pre-trial" conference of Wash-  
on attorneys is expected to be  
ed by FCC, probably next week,  
discuss details of the city-by-  
hearing regardless of what  
it may take. Other pertinent  
easure for more quickly lifting  
freeze may be included in the  
ussions.

### Notes UHF Success

his talk before the NEA,  
r. Walker related success of  
UHF equipment demonstra-  
in Bridgeport on June 29  
told educators they "should  
underestimate the value of the  
F assignments for worthwhile,  
definition broadcasting."

bserving "the great majority  
elevision stations will continue  
be commercial ones," Comr.  
ker told the NEA delegates,  
ere is a rich opportunity which  
ators should take full advan-  
of." He outlined examples of  
and present successful pro-  
m cooperation between commer-  
stations and educators across  
country.

oting current comments that  
elevision is so expensive that  
ools cannot afford it," Comr.  
ker observed, "On the contrary,  
need for education is so great  
ay and television such an effec-  
educational tool that educa-  
cannot afford to be without  
... Millions of dollars are  
at each year for the construc-  
and upkeep of athletic sta-  
ns and union buildings. . . . If  
niversity or board of education  
afford these huge expenditures,  
ncipally for entertainment and  
eation, is it expecting too much  
ne or several schools in an area  
raise \$250,000 or more for the  
struction of a television sta-  
? The cost of a television sta-  
is small compared to the an-  
l budgets of our major univer-  
es and city boards of educa-  
."

believing the financial burden  
be easier if schools pool their



**SIGNING** lease with the Empire State Bldg. Corp. to transmit programs from Empire State's new video tower is Irving R. Rosenhaus (seated), president of Bremer Broadcasting Corp., Newark, N. J., operator of WAAT-AM-FM and WATV (TV) Newark. Witnessing the pact are (l to r) William Lyons, vice president of Empire State; Frank V. Bremer, vice president in charge of engineering for WATV, and Malcolm Ruddock, attorney of Cadwalader, Wickersham & Taft, representing Empire State Bldg.

resources, Comr. Walker also com-  
mented, "I can think of no better  
way for a foundation to spend  
money in the public interest than  
by providing funds which support  
educational broadcasting."

Meanwhile, the executive com-  
mittee of the Governor's Commit-  
tee on Children and Youth, formed  
by Gov. John S. Fine of Pennsyl-  
vania, has asked FCC to make  
available a TV channel for an edu-  
cational institution or a group of  
cooperating schools in Philadel-  
phia, Pittsburgh, State College and  
Erie.

Geoffrey S. Smith of Philadel-  
phia, committee chairman, declared  
television is a "medium of commu-  
nication that should not be the  
exclusive province of commercial  
stations."

## CAMERA TRICK

### Mixes Live and Film

THROUGH the use of a gimmick  
known as "Camera 6," KFI-TV  
Los Angeles has developed a new  
technique which allows the director  
to bring a "live" person into the  
scene of a motion picture. Wayne  
Johnson, KFI-TV staff engineer,  
invented the camera technique,  
with production and direction  
worked out by William Rapp, prod-  
ucer.

How it is done, station manage-  
ment will not reveal, but the film  
can be kept rolling or stopped  
on a particular frame, while the  
announcer or "outsider" actually  
appears and mixes with the actors  
in the movie. The "live" person  
who is brought into the film fur-  
nishes all the acting and dialogue  
as part of the actual scene itself.

The technique is used only on  
one program, *Frigidaire Theatre*.

## WLWT FINALS

### Wrestling July 14

WLWT (TV) Cincinnati not only  
has aired weekly wrestling exhibi-  
tions since December 1950, but is  
mapping plans for the finals of its  
own championship grappling tour-  
nament for both men and women  
July 14.

WLWT and the other two TV  
outlets of Crosley Broadcasting  
Corp.—WLWD (TV) Dayton and  
WLWC (TV) Columbus—will tele-  
cast the finals from the U. of Day-  
ton (Ohio) for which some 7,000  
tickets are now being placed on sale.

Station will pit Champion Mil-  
dred Burke against its own tourna-  
ment winner for the new women's  
championship title after holding a  
series of elimination matches to  
select a contestant for the men's  
July 14 showdown. Winner of the  
men's clash will receive a special  
WLW Television championship belt  
and a \$5,000 purse. Eliminations  
will be announced July 7. High-  
light of the July 14 matches will  
be a half-hour of entertainment  
by WLWT stars.

Both tournaments have included  
a host of well-known wrestling  
entries from both groups and are  
the outgrowth of studio matches  
inaugurated in Dayton in February  
1950, on a regular television basis.

## CBC Building

CONTRACT has been let for a  
Canadian Broadcasting Corp. TV  
transmitter building on Mount  
Royal, Montreal. The 141,000  
building will be one story, 75 by  
56 feet, of reinforced concrete  
frame with natural stone walls.  
Work is to start soon.

## TV LEADERSHIP

### Wins Award for BBB

FOR PROVIDING "leadership to  
the television industry," the  
Better Business Bureau of New  
York City has received the "Los  
Angeles Trophy" awarded by the  
Assn. of Better Business Bureaus  
to the member rendering "the most  
important public service in  
1950-51."

Selection of the New York Bu-  
reau was based on its development  
and administration of a "continuing  
program for the improvement of  
advertising, selling and service of  
television receivers," and in educa-  
tion of "the public regarding the  
basic facts about the purchase and  
service of television sets."

Presentation of the award was  
made by W. G. Paul, chairman of  
the Los Angeles bureau and presi-  
dent of the New York BBB, at the  
association's annual convention in  
Colorado Springs. Mr. Jackson  
lauded leaders in the TV distribu-  
tion, retail and service industries  
as well as the radio and press for  
their cooperation in the public  
service program.

## BOOTH'S GIRL

### TV Made Her Famous

TELEVISION impact is unpredict-  
able. Of that, Booth Bottling Co.  
and Harry Feigenbaum Adv.  
Agency, both Philadelphia, are con-  
vinced.

Booth carries as its trademark  
the likeness of the Feigenbaum-  
created "The Booth Beverage Girl."  
She shyly smiles from posters and  
other display advertising, but finds  
her real popularity on all three  
Philadelphia TV stations—WCAU-  
TV WFIL-TV WPTZ—reaching  
over 850,000 television homes.

That is where the "Beverage  
Girl," a drawing of a Jamaican,  
whose fancy head-dress merchan-  
disises each flavor, got her start.  
Commissioned to work out an iden-  
tifying trademark for Booth to  
spur merchandising potential and  
appeal, Feigenbaum Adv. two years  
ago placed the project as long-  
range. But with the advent of TV  
the Jamaican girl drawing, used to  
highlight the phrase, "Taste that  
imported Jamaican ginger flavor,"  
caught the eye of viewers. Now  
Booth has a stellar attraction for  
its TV, outdoor and point-of-sale  
advertising as well as a new label  
design.

\* \* \*



Here "The Booth Beverage Girl"  
wears candy canes in her head-  
dress on the company's Christmas  
posters.





## ...at deadline

### RCA TO DEMONSTRATE COLOR TV SYSTEM

COLORCASTS by RCA's compatible system, which means owners of black-and-white TV receivers can get color programs on their sets in monochrome, start at 10 a.m. today (Monday) in New York area, with half-hour daily color telecast scheduled at that hour through week.

Initial color broadcast, plus closed circuit demonstrations at 2:30 and 4 p.m., will be received on RCA color sets in company's Johnny Victor Theatre, New York, with newsmen as viewers. During rest of week, representatives of radio and television industry will make up audience at theatre. Public color demonstrations will be held later at date still to be announced.

### JOHN M. WILKOFF NAMED TO BAB POSITION

JOHN M. WILKOFF, promotion and merchandising manager of WCOP Boston, named to BAB New York headquarters staff Friday by BAB President William B. Ryan, who said Mr. Wilkoff will work in general sales promotion with emphasis on development of individual station and spot sales material.

Two other major changes in BAB personnel also understood to be in offing.

In radio for 10 years, Mr. Wilkoff spent last three with WCOP and formerly was in similar post at WCAE Pittsburgh. He also has been program manager of WWSW Pittsburgh and in radio department of Walker & Downing Agency, Pittsburgh.

### SEN. McFARLAND DOUBTS CONTROLS WILL BE EASED

RELAXATION of material controls by Congress due to Korean truce developments would be unfortunate for country, Sen. Ernest W. McFarland (D-Ariz.) said Friday (see early story page 27). Sen. McFarland is Senate Majority Leader.

Conceding there is definite tendency in Congress to ease controls on the defense front, Sen. McFarland said he personally doubts if it will happen, particularly in connection with material allocations.

### CHICAGO TV STRIKE

CHICAGO members of Radio-Television Directors Guild may issue strike call against WBKB (CBS affiliate), WNBQ (NBC) and WENR-TV (ABC) if one final negotiation meeting with each station is not resolved to their satisfaction this week. Money is major block in each instance. President Alan Fishburn and Attorney Sanford Wolff have been instructed by Guild to return to members only with contract they approve personally. TV directors, not heretofore organized, ask recognition of union initially, then authority to go with responsibility of their job.

### JOINS NEW YORK AGENCY

MRS. CHRISTINE LEVATHES, Geyer, Newell & Ganger, New York, to Kenyon & Eckhardt, New York, in copy department.

### NARTB-TV URGES WRITTEN TESTIMONY IN TV HEARING

PREDICTING oral hearing scheduled to begin July 23 on city-by-city TV allocation proposals would run between 8 to 15 months and further delay now three-year-old freeze, NARTB-TV Friday petitioned FCC to permit filing of testimony in written form (see early story 55).

Filed by Thad H. Brown, manager of NARTB TV operations, petition said further hearing in "paper" form is permitted by Communications Act and Administrative Procedure Act and held that "exercise of this discretion in this instance would serve public necessity and promote public convenience and interest."

NARTB-TV petition is not intended to apply to show cause orders FCC issued to 31 existing stations for changes in their assignments to reduce interference and also indicated oral hearing could be allowed others if good cause were shown in special petition.

### AFRA ANNOUNCES STRIKE AT WMAL-AM-FM-TV

MEMBERS of Washington chapter of AFRA prepared to go on strike Saturday after breakdown in negotiations with WMAL Washington. Strike was to include WMAL-TV though video scale was not involved in negotiations.

General Manager Kenneth H. Berkeley said Friday he was available for resumption of negotiations at any time. Union asking \$80, \$90 and \$100 per week with station offering \$60-\$85, which is scale for other large Washington stations under contracts negotiated within last two months. Supervisory personnel prepared to carry on station operations.

### BOYCOTT THREAT

LINDSEY WHITE, president of New York branch of National Assn. for Advancement of Colored People, said Friday that meetings among Harlem liquor store and bar owners for discussion of possible boycott against Schenley Industries, whose Blatz Beer sponsors Amos 'n' Andy on CBS-TV (see story page 30) will be scheduled shortly. Spokesmen for representative groups, Metropolitan Package Store Assn. and United Restaurant Liquor Dealers of Manhattan, disclaimed knowledge of such plans.

### TV TUBE SALES DOWN

MAY sales of TV picture tubes to factories down sharply from April, according to Radio-Television Mfrs. Assn. Monthly summary showed 229,250 tubes valued at \$5,120,553 sold in May compared to 278,955 valued at \$6,869,181 in April. Of May sales, 80% were in 16-17-inch bracket and 7.73% 18 inches and over.

### WU NET INCOME UP

WESTERN UNION'S net income in May was \$678,407 after provision of \$464,000 for federal income taxes, WU reported Friday. This compares with \$997,835 in May 1950 with no provision for income taxes.

## Closed Circuit

(Continued from page 4)

ington State, daddy of Communications Act. Sen. Johnson says at least Sen. Dill's letter asking end of freeze, went to proper place (to FCC), stating position "better than could."

DREW PEARSON and Robert S. Allen Public Service Radio Corp. to file appeal with FCC for rehearing on its new station denials and simultaneous license renewal to WB. Baltimore [BROADCASTING • TELECASTING, July 18]. Filing deadline today (Monday).

AIR FORCE understood close to Senate Interstate Commerce Committee staff thinking electro-magnetic radiation control legislation New Air Force request to amend Sec. 606 of Communications Act, expected in hands of Senate Committee soon. Modifications seen as meeting most of broadcasters' initial objections to initial punitive "radio silence" measure.

IT'S AN OPEN SECRET that almost all independently owned TV stations are being romanced about possible acquisition by number of groups already in field and which seek to build up ownership to maximum of five permitted under regulations. Fewer and fewer, however, are on block.

IN WAGE Stabilization Board Washington quarters they're privately calling statements by Salary Stabilization Board Head Joseph D. Cooper that the SSB intends to control salaries of radio-TV talent, unless government decides to unfreeze wage control in broadcast industry, "ill-advised" and "hasty." If WSB decontrols wage formulae in radio-TV, officials could add word, "unnecessary."

PRACTICE of setting up separate organizations to do specific trade association jobs causing mounting resentment. One prominent southern station has quit BAB because of treatment toward multiple organizations headed by high salaried executives.

WASHINGTON city officials still talking about perfect execution of area stations' joint public service plan during Capital's three-day transit strike (story, page 33). "Best thing ever done," District Commissioner John Russell Young remarked. Consensus at post-strike meeting: Radio-TV should be called in immediately, whenever such public emergency looms.

### CLORETTES PARTICIPATIONS

AMERICAN CHICLE Co. (Clarettes), and ABC's pyramid plan is purchasing participations in *Stop the Music* (Sun., 8-9 p.m.), *The Fat Man* (Wed., 8:30-9 p.m.), and *The Sheriff* (Fri., 9:30-10 p.m.), effective yesterday (Sunday) for eight weeks. Agency, Dancer-Fitzgerald-Sample, New York.

### PABST SEEKS FIGHT RIGHTS

WARWICK & LEGLER, New York, for Pabst beer, still negotiating late Friday for TV fight rights to Ray Robinson-Randolph Turpin fight tomorrow (Tues.) in London. Pabst also eyeing proposed Robinson fight with Rocky Graziano in September.

### W. E. LONG RETIRES

W. E. LONG, founder of W. E. Long Agency, Chicago, retires as board chairman and from active participation in the company. He sold his interest in 1949 to six persons who helped him build organization.

BROADCASTING • Telecasting



*"In The Heart of America..."*



*It's the*

**KMBC  
KFRM**

*Team...and It's*

*Wholehearted"*



*The*

**KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Consumers in the Heart of America buy wisely — but certainly **WHOLEHEARTEDLY!**

Evidence of this statement is the fact that, while the greater Kansas City Metropolitan Area is now 17th in the nation in population, it ranks *15th* in retail sales! And — **KANSAS CITY MAKES A BETTER SHOWING IN RETAIL SALES BASED ON POPULATION THAN ANY OTHER CITY IN THE NATION'S "TOP TWENTY!"\***

The analysis is simple enough. The powerful and popular voice of The KMBC-KFRM Team is doing a wholehearted job in the great Kansas City Area for its advertisers. The Team "has the audience" by a margin of almost 3 to 2 over all other broadcasters, according to the latest audience surveys.

In the city — on farms, now more than ever before, consumers are responding to the sales messages heard on KMBC-KFRM. Get the benefit of the most powerful selling force in the rich Heart of America. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

\*1951 Sales Management Survey of Buying Power.

*To sell the whole Heart of America, Wholeheartedly, use . . . .*





# They "test-fly" rockets for pennies —to save the taxpayer Millions

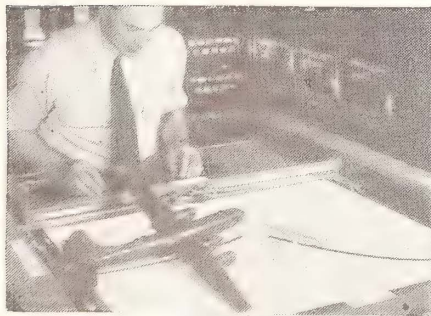
One way to make America stronger is to give our Armed Forces more and better weapons—built without wasting the nation's defense dollars. An example is seen in our vital *guided missiles program*.

Using an electronic calculator—an analogue computer developed by RCA Laboratories for the U. S. Navy—the designs of guided missiles can now be tested in the drawing board stage. Information representing the rocket's design is fed into RCA's calculator. Other information represents flight conditions, and the two are then combined to show how the rocket performs . . . at any split second.

Millions of defense dollars—thousands of hours—are saved by these mathematical "test flights." And RCA's calculator will test any man-made device that flies or swims . . . planes, ships, bullets, shells, rockets, submarines.

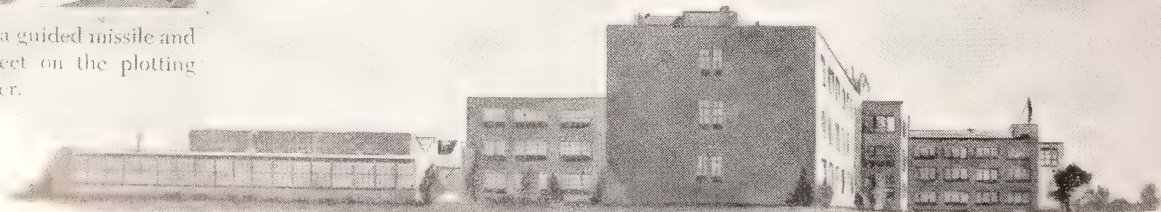
\* \* \*

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



Here you see models of a guided missile and a bomber about to meet on the plotting board of RCA's computer.

New electronic computer at RCA Laboratories "test-flies" rockets before they are built.



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*