

TELECASTING

A Service of BROADCASTING Newsweekly

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have you ever bought

a cumulative rating?

We don't think you have, or ever will. You buy one show, one spot to reach the *most* audience possible at the *lowest* cost. In Washington the one station that delivers more audience for more advertisers is WNBW.

WNBW leads in individually-rated quarter hours, highest-rated local shows, highest-rated network shows, highest-rated news shows—and highest-rated advertiser acceptance.

We *don't* have the highest cumulative rating—but have you ever been able to buy a cumulative rating?

Ask NBC Spot Sales to show you the latest ARB survey.

NBC IN THE NATION'S CAPITAL **WNBW**
CHANNEL 4



Four years, University of Illinois
Five years, Blackett-Sample-Hummert
Ten years, McCann-Erickson
Free & Peters, Inc. (Chicago Office) since April, 1951

Yes, by
George, it's—

GEORGE F. STANTON!

Here's an F&P Colonel who, before joining us, had spent most of his business life on *your* side of the desk. Starting way back in high school, George Stanton worked during the summers for J. Walter Thompson. After college, he stuck to the agency side of advertising, where he rolled up 15 valuable years of experience with two big national firms. Then, having acquired an excellent knowledge of all kinds of media, George found it easy to buy the idea of going into national spot television as a lifetime career.

Today George Stanton is our Midwest TV Sales Manager, one of the 75 *good men* (and women) who staff our seven offices, and who keep proving and re-proving the magic of the F & P formula we developed back in 1932, and have "lived by" ever since . . . *good stations + good men = good service.*

Today more than ever we are convinced that this "philosophy of fundamentals" is the most important thing we have to offer you, here in this pioneer group of station representatives.

REPRESENTING TELEVISION STATIONS:

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

*Primary NBC Affiliates



FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

TV POWER BOOSTS

A LOT of people are going to see better TV pictures than ever before.

That will be the first result of FCC's grants last week of the initial batch of requests to use full transmitter powers. Permission to use full 5 kw power (or 500 w in case of community stations) was given by the Commission in its July 26 "Fifth Report and Order," which cracked the three-year-old TV freeze [BROADCASTING • TELECASTING, July 30].

On other allocation fronts, FCC Chairman Wayne Coy revised his optimistic prediction that the freeze would be thawed by September, made July 18 to Senate Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, July 23]. And, the FCC staff was planning to issue last Friday a clarification of its "paper" hearing procedures [BROADCASTING • TELECASTING, July 30], which has proved vexatious to many attorneys and engineers concerned with protecting their clients.

First higher power grants were made Thursday to WJZ-TV WOR-TV WPIX (TV) New York, WGN-TV Chicago, KRLD-TV Dallas, KMTV (TV) Omaha, WHEN (TV) Syracuse, WHAM-TV Rochester, N. Y., WAVE-TV Louisville, WSM-TV Nashville.

Four More Granted Friday

Second batch of grants, issued Friday, included: WDEL-TV Wilmington, Del., WXEL (TV) Cleveland, WKTV (TV) Columbus, Ohio, WKTV (TV) Utica.

Since most stations were running their transmitters at less than the rated power, increases granted will measurably hike each station's effective radiated power. This will be substantial in most cases. Stronger signals not only will increase the service areas of stations, but more importantly they will "lock-in" TV sets that up to then were getting fringe reception. This is due to the fact that the signal being received at the set will be of higher intensity than before.

In addition to the 15 requests for higher powers filed with the FCC July 28-29, the following stations have also requested the same authority:

WNBT (TV) and WCBS-TV New York, WNBQ (TV) and WENR-TV Chicago, WKZO-TV Kalamazoo, WJAC-TV Johnstown, WSAZ-TV Huntington, KFMB-TV

San Diego, WAGA-TV Atlanta, WHAS-TV Louisville, WNBK (TV) Cleveland, KNBH (TV) Los Angeles, WGAL-TV Lancaster, WKY-TV Oklahoma City, WNBK-TV Binghamton, WHBF-TV Rock

Island, WTVR (TV) Richmond, WSYR-TV Syracuse, WWJ-TV Detroit, WBRC-TV Birmingham, WFBM-TV Indianapolis, WCPO-TV Cincinnati.

The TV freeze isn't going to be

Grants, Applications for Power Increases

FOLLOWING TV stations were granted special temporary authorizations by FCC last week to increase their visual transmitter powers to full 5 kw output, increasing their respective effective radiated powers and coverage areas correspondingly:

Station & City	Present Trans. Output (kw)	Effective Radiated Power (kw) From To (Est.)
WAVE-TV Louisville	1.37	7.0 24.1
WOR-TV New York	2.04	9.0 22.0
WJZ-TV New York	0.815	3.0 18.3
WPIX (TV) New York	3.5	18.5 26.3
WDEL-TV Wilmington	0.296	0.476 1.0
KRLD-TV Dallas	2.76	15.1 27.3
KMTV (TV) Omaha	3.53	11.7 16.5
WGN-TV Chicago	1.93	11.2 29.0
WSM-TV Nashville	3.02	14.4 23.8
WHAM-TV Rochester	3.42	16.7 22.0
WHEN (TV) Syracuse	2.78	15.0 27.0
WKTV (TV) Utica*	2.25	13.0 24.85
WXEL (TV) Cleveland	4.1	21.0 25.6
WTVN (TV) Columbus, Ohio	1.52	6.0 19.7
*WKTV (TV) granted only power.	4.3	transmitter

FOLLOWING TV stations have applied for special temporary authority by FCC to increase their transmitter output powers to full 5 kw values. These are all requests on file since July 26 when FCC announced it would permit full visual transmitter powers. When granted, increases will boost stations' respective effective radiated powers

and coverage areas correspondingly:

Station & City	Present Trans. Output (kw)	Effective Radiated Power (kw) From To (Est.)
WNBT (TV) New York	1.42	5.2 18.3
WCBS-TV New York	1.875	13.7 36.5
WNBQ (TV) Chicago	3.69	21.8 23.25
WENR-TV Chicago	4.42	25.0 28.28
WBKB (TV) Chicago	2.3	11.0 25.2
WKZO-TV Kalamazoo	2.55	15.7 30.79
WJAC-TV Johnstown	3.5	6.5 9.3
WSAZ-TV Huntington	3.6	12.8 16.5
KFMB-TV San Diego	3.5	20.0 28.57
WAGA-TV Atlanta	3.4	17.77 26.4
WHAS-TV Louisville*	0.89	9.6 50.0
WNBK (TV) Cleveland	4.2	15.0 17.86
KNBH (TV) Los Angeles	2.97	15.0 25.25
KTSL (TV) Los Angeles	1.1	9.3 25.0
WGAL-TV Lancaster**	0.245	0.885 1.0
WKY-TV Oklahoma City	3.85	12.1 16.7
WNBK-TV Binghamton	2.5	12.0 24.0
WHBF-TV Rock Island	2.36	11.0 23.3
WTVR (TV) Richmond	3.53	12.16 17.2
WSYR-TV Syracuse	4.45	23.0 25.84
WWJ-TV Detroit	3.35	13.7 20.45
WTVJ (TV) Miami	0.44	2.2 16.5
WBRC-TV Birmingham	4.06	12.2 15.02
WFBM-TV Indianapolis	4.58	28.2 30.8
WCPO-TV Cincinnati	4.4	21.0 24.0
WICU (TV) Erie***	0.3	2.0 3.33

*WHAS-TV will not increase transmitter output to full 5 kw permitted, since FCC still limits ERP to 50 kw with 500 ft. antenna.
**WGAL-TV is requesting increase for aural transmitter only; visual ERP already 1.0 kw.
***WICU (TV) is asking for only 500 w transmitter power.

FCC Issues Authorizations

ended by September, Chairman Coy wrote Sen. Edwin C. Johnson (D-Col.) July 25, because "paper" hearings will run through Nov. 26, after which the Commission must study the record and write its final report and order.

"The time required in this connection [study of the record and writing of the final report and order]," Chairman Coy said, "will be kept to a minimum in view of the fact that we can begin preliminary analysis and evaluation of data when the first group of comments is filed."

Industry representatives agreed to dates for the proceedings at a July 20 pre-hearing conference, Coy emphasized, and there was a "clear indication . . . that the parties to the proceedings were in general unprepared to proceed faster."

Possibility that there might be some oral arguments required to be heard after Nov. 26 was also mentioned by Chairman Coy in his letter.

Flood of requests for clarification of its written hearing procedures plagued the FCC staff all last week. Major uncertainties seem to be: (1) When to file affirmative statements and when to file rebuttals to opponent's statements and (2) how much to file in the DuMont hearings due Aug. 27 and how much to file when individual city cases come up again under the geographical groupings.

CONTEMPT CITATIONS

THE SENATE last week prepared to put to a vote the long-pending motion by Sen. Harry P. Cain (D-Wash.) that it "reconsider" contempt citations requested by its crime investigating committee against two TV-recalcitrant witnesses.

The move came after Sen. Cain took the floor to refute what he believed were apparent implications in an article (July 1) by syndicated columnist Robert S. Allen that he was holding up contempt citations against Morris Kleinman and Louis Rothkopf, both of Cleveland.

These men appeared before the Senate Crime Investigating Committee last March, refusing to testify because of the presence of television and also radio in the hearing room. They also balked when the committee chairman, Estes Kefauver (D-Tenn.), offered

to "shut off" TV by training the cameras only on committee members. This was done but the witnesses still refused to talk, demanding that "all apparatus" be shut off [BROADCASTING • TELECASTING, April 2].

In explaining the motive for asking reconsideration of the citations which were voted by the crime committee, Sen. Cain last Monday referred to a letter, which he said was being sent to constituents who had objected to his stand after reading Mr. Allen's column. Sen. Cain wrote:

My stand on the contempt citations

Senate May Vote

is prompted solely by the fact that I believe every man, however guilty he may be, and regardless of the crime of which he is accused, has a fundamental right as an American to come to trial before a fair and unprejudiced jury. . . . I moved for reconsideration . . . on the ground no proceedings ought to be taken for refusal to testify before a battery of television cameras until the issue of self-incrimination and self-protection has been decided by the courts.

In his column, Mr. Allen had alleged: "Inside fact is that certain top TV officials have secretly urged a number of prominent Senators, including members of the crime committee, not to force a court test of television's rights to broadcast proceedings without approval of participants."

Questioned by BROADCASTING •

(Continued on page 93)

Royal Furniture Sales Mushroom with . . .

'MIDDAY MERRY-GO-ROUND'

THE SUCCESS of two Cincinnati furniture store entrepreneurs in television came about quite inadvertently—of all things, through production difficulties which fouled up their first commercial.

This is not recommended as general practice to stations, but in the case of the Royal Furniture Co., of Cincinnati, the advertising message literally stumbled across the orthicons. Fortuitously, the sponsor requested and received a repeat on the commercials—and became enamored of television from there on.

The incident took place in 1949 when Graybar Electric Co., appliance distributor, bought a show developed by Wilfred Guenther, president of Guenther, Brown & Berne Inc., Cincinnati agency. Participating spots also were sold to Royal on the program, which featured wrestling from the studios of WLWT (TV) Cincinnati.

Hi Kirschner, a partner in Royal along with Albert Levine, was quick to notify the agency of the opening night production snafu, even though the firm had actually sold a set while the show was in progress. Mr. Kirschner also asked the agency to represent Royal.

Subsequent developments brought the furniture store a popular series called *Midday Merry-Go-Round*, which has mushroomed appliance sales phenomenally, and another glowing testimonial for daytime television.

Royal bought the hillbilly show on WCPO-TV six days a week, one-half hour daily, for roughly \$330 per week in cooperation with Speed Queen Washer, Philco refrigerators and Raytheon television. During an approximate 12-month period, Royal reported, sales of washers, refrigerators and TV sets maintained a high level.

Analyzing the success of the promotion, Guenther, Brown &

Berne Inc. noted that "several lessons" could be learned. The agency put it this way:

"Perhaps the most important point is definite proof that daytime TV is successful and does pay off. Not *all* daytime TV, of course. But certainly what has been done once may be done again many times . . . Daytime TV is a paying medium if it is handled right.

"Secondly . . . some hillbilly programs have a wide latitude of appeal to viewers other than hillbillies; and hillbilly shows, if handled right, generate a sense of loyalty in viewers that is comparable to the old time 'station loyalty' in AM radio."

What is the basis of this promotional success?

The agency used actual merchandise on the show, mounting prizes on large cardboard placards, and such giveaway gimmicks as boxes of soap flakes, an ironing board, rinsing tubs, etc.

Later, in January 1951, the format was switched with addition of two contests staged at the request of the agency. First was a "Name-the-Hound Dog-Contest," seeking a name for a beagle pup. Prizes ranged from a Philco refrigerator (with the pup thrown in) to hand irons and floor stand ash trays. Merchandise credits also were included.

Contest Draws 11,000 Entries

The contest cost only \$420 weekly but drew in some 11,000 entries from 70 counties in the fertile Ohio Valley market. Total of 78.3% of the entries flowed in from the Greater Cincinnati area.

The second promotion was a hillbilly amateur contest, the winner walking off with a Philco table model TV set after a five-week runoff. The contest pulled 6,000 votes from three states. Both efforts helped allay the traditional post-Christmas buying slump.

And they served to prove that

merchandising is a valuable asset in any TV venture. One part of the Royal merchandising plan entails use of life-size cutouts of Big Jim Stacy, *Midday* m.c. According to the agency, Mr. Stacy's cardboard counterpart helped to pull in customers who had seen him often on television.

At present Royal Furniture Co. sponsors *Midday Merry-Go-Round* Monday through Friday, 12:15 to 12:30 p.m.

No Drop in Sales After Time Cut

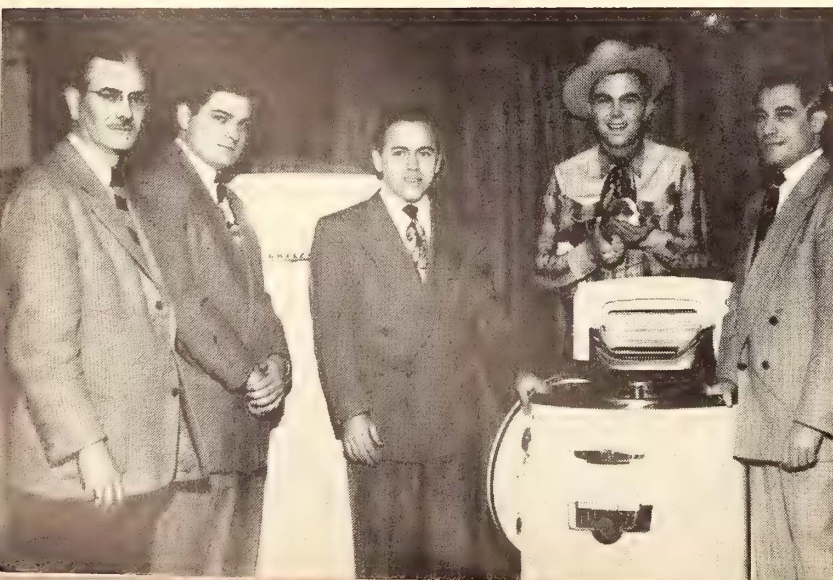
This may come as a sort of balm to rate-cut advocates, but Messrs. Kirschner and Levine curtailed their sponsorship from 30 to 15 minutes daily and dropped a Sunday 45-minute segment, 10:30-11:15 a.m. with the advent of a new rate card at WCPO-TV. There is no report that the sale of washers, refrigerators or television receivers has fallen off, however, in what must still be regarded as radio's prime time domain. And the cost of 75 minutes per week is a mere \$400-plus per week on merchandise that virtually sells itself—with the aid, of course, of television's demonstrable assets.

As to viewer loyalty, Mr. Kirschner aptly illustrates this with the anecdote about the woman who telephoned from a small town for a Philco refrigerator she saw on *Midday*. Mr. Kirschner assured the prospect that the product was available and supplied directions for getting to his store.

The feminine viewer didn't think the trip was necessary, however, and added: "If Big Jim Stacy says it's a good refrigerator, send it to me!"

The life-size Big Jim placard is so realistic that Mr. Levine, a Royal partner, once brushed against it in a store and emitted an absent-minded "pardon me."

Men behind the TV success of Royal Furniture Co. gather around a couple of inanimate objects—two of the prizes offered on Midday Merry-Go-Round. L to r: David Brown, vice president of Guenther, Brown & Berne; Jerry Cohen, Automatic Appliances & Furniture Co.; Mr. Levine; Big Jim; and Mr. Kirschner.



AT&T ALLOCATIONS *Theatre Groups Observe*

NEGOTIATIONS for the fourth quarter allocation of AT&T's intercity video transmission facilities among the four TV networks have commenced and are continuing in accordance with the schedule devised a year ago. First meeting was held July 24; next is scheduled for mid-August and the final session for Sept. 10 (21 days before the end of the quarter).

Although representatives of two theatre television groups—United Paramount Theatres and Theatre Television Network—sat in on the initial session, an AT&T spokesman made it plain that they were there as observers only. If any theatre group was asking for fulltime use of intercity facilities, its request could be considered along with those of the TV networks, he explained, and if there was any conflict the theatre group would receive equal consideration with the broadcasters in its resolution. For the present, however, there has been no request for theatre TV hookups on anything but an occasional basis and occasional users

cannot expect to share in the full allocations with the fulltime users.

The AT&T representative pointed out that the Bell System had been able to supply the theatre-TV interests with a six-city nine-theatre hookup for the Louis-Savold

fight on June 15 and with an interconnecting network of 11 theatres in eight cities for the succeeding fights whose telecast rights were secured exclusively for theatre showings on June 27 and July 12.

Presumably the phone company will be able to do as well or better this fall if the theatre-TV people order special hookups for Saturday afternoon telecasts of college football games not available for broadcast for home reception under the restrictions set for this season by the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, July 30].

Unless the theatres make television a regular part of their daily programming, however, so that they would want fulltime use of the Bell System's intercity facilities for TV program transmission by coaxial cable or radio relay, they will have no part in the allocation of these facilities among the TV networks. That the theatres will go into television on such a scale is considered unlikely, for the present at least. Leonard Goldenson, president of UPT, at the stockholders meeting on July 27 which approved the merger of this company with ABC [BROADCASTING • TELECASTING, July 30], stated definitely



WBAP-TV Fort Worth moved a step nearer to network telecasting with the installation July 14 of a 200-ft. portable microwave test tower. AT&T Engineer A. T. Chinn is shown making a last-minute check. Readings obtained by AT&T will determine height, size and design of a permanent tower for WBAP-TV's network link. WBAP-TV plans a \$250,000 Fort Worth terminus of the transcontinental AT&T network.

that his company views theatre television as a special event extra, to be used only a dozen or 18 times a year and certainly not as an integral part of the daily programming of UPT theatres.

BELL UHF BID

Asks Engineering Conference

BELL TELEPHONE Labs last week renewed its bid for UHF spectrum space to develop its proposed broad band multi-channel radiotelephone mobile common carrier service, but this time on a shared basis with other services geographically.

Fortnight ago the Bell Labs proposal for re-assignment of the 470-600 mc portion of television's UHF spectrum to common carrier use was turned down by the Commission on the grounds that TV needed the extra channels in order to fully develop a "truly competitive" national system [BROADCASTING • TELECASTING, July 16].

Bell Labs now is particularly interested in the 400-470 mc portion of the spectrum, but has suggested FCC call an engineering conference on the subject which also would include consideration of ways to more fully utilize the frequencies between 216 mc and 470 mc.

The Bell Labs petition asked for 30 mc band which it would use fully in the seven top cities, use only two-thirds in 22 other major cities and only one-half in most other areas. The unused channels would be shared with other services, it was indicated.

The Bell Labs petition noted the frequency-saving methods suggested to the Joint Technical Advisory Committee for study a fortnight ago also would be proper subject matter for the suggested engineering conference [BROADCASTING • TELECASTING, July 30].

Meanwhile, John V. L. Hogan, head of Hogan Labs Inc. and past TAC chairman, advised FCC the advisory group will consider the study projects suggested by FCC at TAC's next meeting. No date was given.

Theatre TV Inquiry

FCC POSTPONED theatre TV hearings last week from Sept. 17 to Nov. 26, presumably because of conflict of the earlier date with TV allocation proceedings which run through Nov. 26. Time for filing comments also was extended from Aug. 15 to Oct. 26. Theater TV hearing is for the purpose of allocating frequencies, establishing rules and standards for a proposed TV service to motion picture theatres. Plan has the support of motion picture exhibitor organizations and Hollywood producers.

CABLE CHARGES *Less Than 2% of Program Bill*

TV NETWORK facilities costs—AT&T charges for transmitting sight-and-sound programs from one city to another around the interconnected circuit by coaxial cable or radio relay—amount to less than 2% of the total bill paid by the sponsor of a typical half-hour network TV show, according to an analysis prepared by Bell System Long Lines statisticians.

Even the addition of Los Angeles, San Francisco and Salt Lake City to the interconnected city group would not appreciably increase the proportion of total costs applicable to connection charges, which would then be slightly over 2% instead of slightly less. AT&T breakdowns analyze the costs of video advertising as follows:

Estimated Charges for Live Half-Hour Network TV Show

40 Cities	
A. Charges for production, talent, studios, agency commission for typical 30-minute drama	\$9,762.00*
B. Class A time charges of major networks for 40-station hookup for 30 minutes (approximate)	\$15,694.00**
Cost to sponsor (A plus B)	\$25,456.00
C. Charges of Bell System for 40 station network hookup	\$452.00
(Based on Com'l Dept. estimate of \$11.30 per station)	
Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities	1.776% or 1¾%

43 Cities

(Including Los Angeles, San Francisco and Salt Lake City)	
A. As above	\$9,762.00
B. Time charges for 43 cities	\$17,029.00
Cost to sponsor (A plus B)	\$26,791.00
C. Charges of Bell System for 43-station network hookup	\$608.45
(\$14.15 per station)	

Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities . . . 2.274% or 2¼%.

Half Sponsor's Cost

The approximately 2% figure for connective costs is less than half the sum (5%) which AT&T figured was the percentage of total sponsorship costs allocable to Bell System network facilities a year ago [BROADCASTING • TELECASTING, Aug. 7, 1950]. At that time, AT&T calculated that a half-hour TV network program would cost about 10 cents a mile to transmit, including all charges for station connections, switching and local channels as well as the intercity transmission of both video and audio signals—the former based on a fee of \$35 a mile a month for eight-hour daily service, the latter on a rate of \$6 a mile a month.

Analyzed another way, the TV transmission charges in the summer of 1950 were found to amount to roughly \$10 a station for a half-

hour program, for the 28-city hookup then prevailing. Expansion of this TV network to 41 cities would, it was estimated, raise this cost to \$11 per station for the half-hour transmission. Today, with the basic charges at the same rate (\$35 a mile a month for video, \$6 for audio), the average cost for the same half-hour transmission is figured at \$11.30 per station for a 40-station network and at \$14.15 per station for the projected 43-city hookup, as follows:

Bell System Television Network Service Charges

Based on two hypothetical networks of differing size. Charges for both video and associated audio channels included. All charges assume:

(A) 8 consecutive hours per day monthly service.

(B) 1 station per city, using highest local channel charge now in effect.

(C) New York transmitting at all times.

1. Network connecting the 40 cities now served by existing Bell System facilities:

- A. The average charge per station, per half hour would be . . . \$11.30
- B. The average charge per network mile, per half hour would be . . . \$1.03

2. Network to service 43 cities (above plus Los Angeles, San Francisco, and Salt Lake City):

- A. The average charge per station, per half hour would be . . . \$14.15
- B. The average charge per network mile, per half hour would be . . . \$0.99.

CHICAGO'S CHANNEL 2

TROUBLESOME, but not dangerous, is the feeling at the FCC and among Washington radio attorneys concerning the request of Zenith Radio Corp., Chicago radio-TV manufacturer, for a ruling on the relationship between its Channel 2 Chicago TV application and the FCC proposal to change Balaban & Katz TV station WBKB (TV) from Channel 4 to Channel 2 as part of the allocations proceedings.

Zenith request, filed last week, clearly raises this fundamental issue, in opinion of informed observers:

Will the FCC continue to group all applicants for each city on a competitive basis, or will it return to the AM practice where only those applicants in conflict with each other on specific frequencies are put into hearing?

Similar question, not as clearcut, was raised in a comment filed by WLAN Lancaster, Pa., applicant for Channel 8 in that city. Commission proposes to change existing TV station WGAL-TV there from Channel 4 to Channel 8. WLAN asked for a hearing before the FCC finalizes new rules.

Zenith petition asks that FCC tell it what rights it has in Chicago's Channel 2. The radio-TV manufacturer calls attention to the fact that it has operated an experimental TV station on Channel 2 since 1938, that it was granted

GE LAMP TO BBDO Switches From Y&R

THE GENERAL Electric Lamp Div., which sponsors the *Fred Waring Show* on CBS-TV, said to be about \$1½ million in billing, switches from Young & Rubicam, New York, to BBDO effective with the return of the program in the fall.

This marks the loss of the second major TV advertiser for Y&R within the month. Packard cars, which had been sponsoring the *Don Ameche Show* on ABC-TV, resigned its affiliation with the agency to move to Maxon Inc. effective in December.

Y&R will retain the GE Appliance Div. Latter product will sponsor the *Bill Goodwin Show*, Tuesday and Thursday, 3:30-4 p.m., on NBC-TV, and the first quarter-hour of the Garry Moore daytime show, five times weekly on CBS-TV effective Sept. 17.

The GE Lamp Div. is returning to BBDO for the first time since 1948, when it had moved over to Y&R. Reason for the return is understood to be a part of the advertiser's unhappiness with the summer replacement, *GE Guest House*, which had premiered with Oscar Levant and after one performance hired Durwood Kirby to m.c. the panel-type summer show.

a CP for that wavelength in 1941 and again in 1946. After dropping the CP in 1947—at the time when most TV applicants were holding off, pending outcome of the first CBS petition for color—Zenith says it refiled in 1948. It also calls attention to the April 1950 grant for an experimental TV outlet on Channel 2 to test its Phonevision system of subscription TV.

Zenith claims WBKB does not have any rights to Channel 2.

"If the demands of a national allocation system appear to dictate the withdrawal of Channel 4 from Chicago, then any injury to be caused by such withdrawal should be borne by those on whom it happens to fall and not transferred to others," Zenith comments.

WBKB has no intention of operating on Channel 2, Zenith avers, pointing to the proposed sale of those facilities to CBS—if, and when merger of ABC and United Paramount Theatres Inc. (owner

Zenith Vs. WBKB

of Balaban & Katz) is approved by FCC.

Questions raised by Zenith are primarily:

● Do forthcoming allocation proceedings involve assignments of frequencies to stations as well as allocations to cities? Where reassignments of existing stations are necessary to effectuate the proposed nation-wide allocations, most observers presume the answer will be yes.

● What will be FCC policy on applicants who specify frequencies? Heretofore, when there have been more applicants than available channels in a particular city, the FCC has lumped them all into a single hearing. There is, however, some feeling among radio attorneys, and also in the FCC that the Commission should revert to its AM practice—where only those applicants who are in competition for the same frequencies are placed in hearing. Applicants applying for frequencies not requested by others get grants without hearing—provided they meet the usual

MEXICAN TV

Matamoros Outlet First Step in Expansion

NEXT STEP, after completion of the new Matamoros, Mexico, TV station in September, will be the construction of a high-powered TV relay station atop famed Mt. Popocatepetl, about 50 miles from Mexico City.

After that, expansion of Mexico's TV coverage will begin in earnest,

Romulo O'Farrill Jr., whose family operates a chain of radio stations and newspapers in that country, told BROADCASTING • TELECASTING last week. The O'Farrill family is a major stockholder in the new Matamoros station, and also operates XHTV on Channel 4 in Mexico City—first TV station in that country. It began operation in August 1950.

The Matamoros station is across the border at Brownsville, Tex. About 75% of its programming will be in English, through extensive use of U. S. motion pictures and kinescope recordings. All films will have Spanish subtitles for the Latin Americans in this rapidly growing cotton area, according to Mr. O'Farrill.

Daily 10-Hour Schedule

Within 90 days after the station is on the air, Mr. O'Farrill pledged, it will be telecasting 10 hours a day. Monte Kleban, formerly of WOAI San Antonio, will be manager of the new TV station.

Station will be powered with a 500 w RCA transmitter on Channel 7. Its call letters will be XELD-TV.

The TV relay on Mt. Popocatepetl, due to be completed in 12 months, is planned as a mother station for a chain of microwave relays to other cities in Mexico. Technical and economic study of the potentials for other TV stations in Mexico is now underway, Mr. O'Farrill disclosed. The relays will permit the establishment of TV stations in other Mexican cities on

an interconnected, network basis, Mr. O'Farrill said.

Reports that Mexican interests plan a chain of TV stations along the Rio Grande River to be programmed heavily in English—thus taking advantage of the U. S. freeze on TV construction [CLOSED CIRCUIT, July 2]—are exaggerated Mr. O'Farrill declared.

"We do intend to build TV stations in the larger Mexican cities along the border," he said, "but it is not because of the freeze. We would do so anyway, without regard to your situation.

"As far as the use of English is concerned, all our stations will be using your language extensively, since we will use your films and kines to a great extent."

In addition to XHTV Mexico City also has XEW-TV on Channel 2, owned by radio and movie magnate Emilio Azcarraga. These are the only stations now operating in Mexico. Mr. Azcarraga has a CP for another TV outlet in Mexico City on Channel 9 as an adjunct to his AM station XEQ.

Duram to Hooper

GEORGE T. DURAM, until recently media director for Lever Bros. Co., has joined C. E. Hooper Inc. as account executive, serving advertisers on city-by-city Hooperatings and TV-Home Hooperatings. Before joining Lever Bros., Mr. Duram had been media director of Dancer-Fitzgerald-Sample and of H. W. Kastor & Sons.

qualifications [See editorial "Cutting TV Corners," BROADCASTING • TELECASTING, July 30].

Possible solution, if FCC decides against Zenith contentions, may be:

● Applicant may be permitted to apply for any available channel, thus compete with all other applicants for all available wavelengths in the same city, or . . .

● Applicant may apply only for a specific channel. If that channel is already occupied by an existing grantee, then the FCC must give the applicant a hearing under the Ashbacker Supreme Court ruling, according to qualified observers. Same situation would then obtain, they say, as in the case of the Pearson-Allen bid for facilities of WBAL Baltimore [BROADCASTING • TELECASTING, July 23, 16 June 25].

All TV licenses are renewed yearly, and come up at the same time in February of each year.

FCC's Third Notice of Further Proposed Rule Making, issued March 22, 1951, lists 31 existing TV stations, the frequencies of which the Commission proposes to change [BROADCASTING • TELECASTING, March 26].

TUBE SALES

RTMA Reports 20% Drop

A 20% decline in TV picture tube sales for the first six months of 1951, from a corresponding period for last year, was reported by Radio-Television Mfrs. Assn. last Wednesday.

Purchase of TV tubes by set manufacturers was placed at 2,552,757 units for January-June 1951 compared to 3,171,660 for the first six months of 1950. Sales value of purchases was estimated at \$66,546,932. Cathode ray tube sale for June amounted to \$4,664,744.

The report also showed that 92% of all tubes sold to set-makers during the recent six-month period were 16 inches or larger in size with 86% rectangular in form.

COLORCASTS
























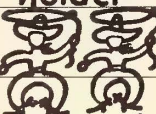





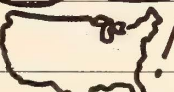

CBS Gets 3 Dodgers Games

PLANS for the first color telecast of Major League baseball—three home games of the Brooklyn Dodgers—were announced last Friday.

Hubbell Robinson Jr., CBS Television Division vice president and director of network programs, and Walter F. O'Malley, president of the Brooklyn club, said arrangements had been made for CBS-TV to colorcast the Aug. 11 game with the Boston Braves, the Aug. 12 game with the Chicago Cubs, and the Sept. 8 game with the New York Giants. All are afternoon games.

Henry S. White, color coordinator for the CBS Television network negotiated the plan with Mr. O'Malley. Announcers for the color pickups from the Dodgers' Ebbets Field will be Red Barber and Connie Desmond.

Ernie Was Interested in Five Hundred Twenty Million Dollars

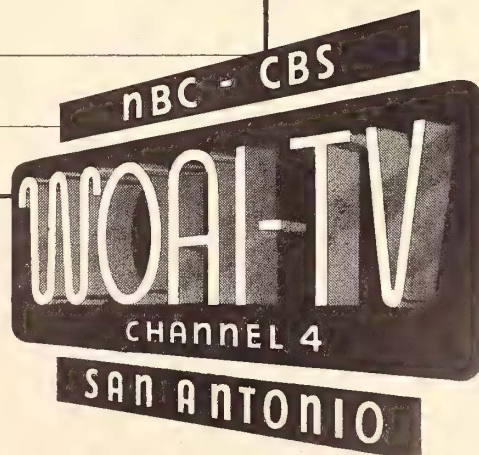
ERNIE* →  was a self-acknowledged Genius.  made a little Gadget that would hold on a  in any kind of weather. Now  was just a LITTLE MAN  and couldn't reach EVERYBODY  who needed a  holder-onner. But  heard about \$520,987,000  floating around in the San Antonio** trade area. That  interested  no . "Just think,"  said to , "that means 750,000 people who might buy holders for   ." SO,  put WOAI-TV on the job! Soon, more than 48,000 families saw 's holder for    on their  SETS...  saw how it worked...  drivers saw it and told their friends. Yep, soon everybody for miles around San Antonio** knew about 's holder for    and told folks all over Texas and the ! Of course,  didn't get ALL that \$520,987,000... but he got his share!

AND SO CAN YOU!

*ERNIE is fictional - the market information is fact, from Sales Management's 1951 Survey of Buying Power.

**America's fastest-growing major city.

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT



'SUPREME COURT' Planned by NARTB TV Program Unit

ESTABLISHMENT of a "Supreme Court" to clarify and interpret TV program standards—as and when a code is adopted—is under active consideration by NARTB's TV Program Standards Committee, which met in Washington July 30.

Meeting was the first by the committee following a conclave of TV operators in Washington June 22 [BROADCASTING • TELECASTING, June 25].

The idea is to have the NARTB committee review programs submitted to it—or to which it would

have its attention called. At the same time, the committee would interpret particular items in the proposed code on a "day-to-day" basis. Fluidity of TV programming is given as the reason for requiring such a procedure, for the time being at least.

Method of enforcing the proposed code is also on the agenda. Some committee members favor use of a seal—similar to the insignia used by the Motion Picture Assn. of America on movie films. TV device would not entail the same forced observance as is the case with MPAA production code regulations.

Survey of viewers' evaluations of TV programs may also be conducted if NARTB can find the necessary funds and personnel. The standards committee asked NARTB to look into possibilities of a continuing project, under supervision of NARTB Research Director Kenneth H. Baker.

Next meeting of the full committee, under the chairmanship of Robert D. Swezey, WDSU-TV New Orleans, is scheduled for Oct. 2-3 in Washington. In the meantime, the following subcommittees have been established to work on details of various facets of the code prior to the next meeting of the full committee:

Committee 1, education and culture,

children's programs, program acceptability, decency and decorum—Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair R. McCollough, WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del.; Paul Raibourn, Paramount KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia. Committee 1 will meet in New York Aug. 6.

Committee 2, news and public events, religion, controversial issues, community responsibility—Harold Hough, WBAP-TV Fort Worth, chairman; Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Henry W. Slavick, WMCT (TV) Memphis; Mr. Swezey. Committee 2 will meet in New Orleans Aug. 10.

Committee 3, advertising practices—Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James D. Hanrahan, WEWS (TV) Cleveland. Committee 3 will meet in Milwaukee Aug. 8.

Committee 4, standards observance—Mr. Raibourn, chairman; Mr. Bannister and Mr. Thornburgh. Committee 4 will meet at date and place to be announced.

All members of the full committee attended the July 30 meeting except Mr. Hough and Mr. McCollough.

NARTB Adds

TWO new television stations have been accepted as members in NARTB, it was revealed last week. New members are KFMB-TV San Diego, Calif., licensed to Jack Gross Broadcasting Co., on Channel 8 (180-186 mc), and KING-TV Seattle, licensed to KING Broadcasting Co., on Channel 5 (76-82 mc). Additions bring NARTB's TV membership to 66.

UP-FOX NEWS

Launch New TV Service

ALTHOUGH no formal announcement has yet been made, the combined globe-circling forces of United Press and Fox Movietone News are scheduled to launch their television news-film service on Oct. 1, to be known as United-Press-Movietone News.

Several stations have already signed for the service, and others are in the process of negotiation, it was learned. A brochure describing the new service will be released by United Press-Movietone News early next week.

The service, which will be made available to all television stations, merges the reportorial and camera staffs of the two organizations to produce overall coverage of news events by film and script, with stood, will be the reporter-camera emphasis on high-speed delivery.

Basis of operation, it was understood, will be the reporter-camera team covering news events as they happen. UP newsrooms will take the telephoned story and relay it on a special teletype circuit to the stations while Movietone film laboratories, receiving the films from motorcycle couriers, will process, edit, print and air-express them to the stations. Scripts will be up-dated and revised by UP wherever necessary.

The new service, it was learned, plans to deliver 1,800 feet of film per week, or 10-12 news stories daily with sound in cases where sound is necessary to the story, (i.e. interviews, accidents, on-the-spot reporting).

In all other instances, the local announcer, provided with the UP script timed to fit the film, plus the radio wire of UP which is also included in the service, will air the commentary and background.

With approximately 50 minutes of film and script received from United Press-Movietone News, the stations, adding local film and commentary, can carry two 15-minute news programs per day.

Also included in the service will be the full use of the 50 million foot Movietone News film library, and station-subscribers will be able to arrange for special coverage of any news event on a cost, incidental-fee basis.

When questioned by BROADCASTING • TELECASTING, Leroy Keller, general sales manager of UP, said a formal announcement of the service will be forthcoming shortly.

Edward Bender

FUNERAL SERVICES were held Tuesday at Riverside Memorial Chapel in New York for Edward Bender, 30, production director of WINS New York, who died of a chronic stomach ailment at Hyannis, Mass., while on vacation. With WINS since July 1946, Mr. Bender is survived by his widow, Beverly, his parents and two brothers.

PA. TV NETWORK

Bill Pigeon-holed

THE Pennsylvania State Legislature last week pigeon-holed a proposal to establish a statewide, non-commercial, educational television network after Pennsylvania commercial broadcasters entered vigorous opposition to the measure.

Introduced by State Sens. John Meade of Philadelphia and Joseph Barr of Pittsburgh, the bill had passed one reading and was up for a second when a Republican caucus forced it to be recommitted to the Senate Appropriations Committee.

Observers said it was unlikely that the bill would emerge for reconsideration during this session of the legislature.

In its original form, the bill called for a \$2 million appropriation to build and operate a TV network, but the appropriation later was cut to \$100,000 with which the Dept. of Public Instruction was to make a survey of technical requirements for such a project.

Practical broadcasters said that the \$2 million originally contemplated would not be anywhere near the amount it would cost to erect and operate a TV network. They estimated \$10 million would be a more realistic figure.

The bill was recommitted to committee after the board of directors of the Pennsylvania Assn. of Broadcasters expressed opposition.

John S. Booth, general manager, WCHA Chambersburg, and president of the broadcasters' association, issued a public announcement saying that the board, representing some 100 radio and TV broadcasters, felt the proposal had been "introduced without consideration of the costs involved, nor of the full ramifications of its terms."

"We are urging all broadcasters to contact their Senators immediately," said Mr. Booth, "and urge that they use their influence to have the bill recommitted to committee or that public hearings be held."

"The board feels that the views of experienced commercial broadcasters should be considered before any further steps are taken."

Mr. Booth said that, if asked, he would be glad to appoint a committee of "experienced broadcasters" to work out a "feasible television program for the state."

'OPERATION SUNBURST'

Brings 52 New Sponsors to Crosley Stations

FIFTY-TWO new television sponsors were acquired by the three television stations of Crosley Broadcasting Corp. in the first four weeks of a special summer sales campaign called "Operation Sunburst."

Robert E. Dunville, president of the company which owns WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, reported last week that there had been an increase both in new accounts and in net dollar billing since the plan went into effect June 16.

"Operation Sunburst" includes a sales incentive plan for Crosley salesmen and provides them with a number of low-cost summer programs, some of which are sold on a participation basis to several sponsors and others available as units to a single advertiser. Summer advertisers are offered a 40% discount on rates.

A total of \$10,000 worth of prizes is being offered to salesmen in the campaign, which will continue to Sept. 30. The winner will receive either a 1951 convertible or a West Indies cruise. Second place will re-



Car prize in the WLW campaign.

ceive the winner's alternate prize. Third place wins a Crosley TV receiver.

A promotion brochure on "Operation Sunburst" points out that the increase in the number of TV set owners in the areas of the three Crosley stations since present time rates were fixed has more than offset the drop-off in summer viewing.

"Despite our discounts and loss of network revenue," said Mr. Dunville, "WLW-Television's gross billing [in June was] equal to May and exceeded February or March."

"We feel 'Operation Sunburst' . . . has been responsible for the favorable summertime situation."



the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show...

starting early September, between 11 AM and 12 Noon (NYT),

Monday through Friday.*

Sales history will be made in the morning—Just as another great star of radio—Kate Smith—moved into NBC daytime television and moved mountains of merchandise—so do we believe that Rudy Vallee will make sales history in the 11 to 12 Noon period... *No doubt about it, "The Rudy Vallee Show" is one of the great opportunities to get a head-start in the race for television's vast, responsive 'woman's market.' It will be available for a strictly limited period of time. Call us immediately for details... Circle 7-8300.*

*tentative

NBC TELEVISION



from

A LADY WITH A PAST

to an advertiser with a future—in NBC daytime TV

If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall ... for RUTH LYONS' program. "Fifty Club," has been making history in that mature television market for two years running:

Cincinnati sets-in-use during Ruth Lyons (12 to 1 P. M., Monday through Friday) are the highest among all reported U. S. TV cities.

TV tune-ins jump nearly 100%* when Ruth Lyons goes on the air at noon.

Share of Audience—68.2% Average*

Rating—13.9 Average*

Better call us today for all the facts in the case—its low-cost features will put a gleam in your eye.

*October 1950 through March 1951.

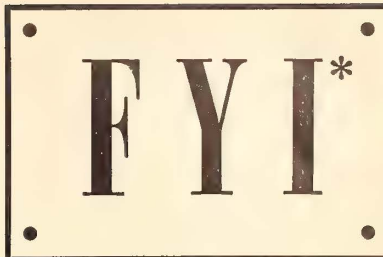
NBC TELEVISION

The network where success is a habit

A Service of Radio Corporation of America

FTPC ASKS SUPPORT

From AT&T



AIR TELEVISION Practices Committee last Friday urged AT&T to make under advisement the public interest factor when it studies requests for theatre interests for coaxial cable time.

In Washington, meanwhile, FTPC's representative there, Charles Allred, said the organization would solicit "mass support" from labor organizations and veterans groups.

Mr. Alldredge, who has handled public relations for such officials as Vice President Alben Barkley and Interior Secretary Oscar Chapman, told BROADCASTING • TELECASTING last week that FTPC is opposed to both box-office or theatre television and to subscription TV.

Mr. Alldredge said FTPC has no connections with radio-TV interests. "But we have no objection to industry cooperation or its joining hands with us," he added.

FTPC feels that box-office TV is illegal because it is commercial but offers no public service for its contemplated use of spectrum space. BROADCASTING • TELECASTING, July 30].

Mr. Alldredge said the FTPC was formed by some 15 New York lawyers and a few labor leaders

who feel "strongly" about the proposed spectrum acquisition by theatre and subscription TV operators.

Jerome W. Marks, chairman of FTPC, in a letter to C. F. Craig, president, AT&T, said that FTPC understood "one or more groups interested in box-office television has applied, or intends to do so, for a substantial portion of coaxial cable time to transmit telecasts of sports events or theatrical entertainment to theatres in various parts of the country."

He said that while FTPC did not want to "interfere" in AT&T business relationships, it wished to point out "deep public interest involved" in any allocation of coaxial time "available for the transmission of television programs for the general benefit of television set owners."

Box-office TV operators, Mr.

Marks said, have been depriving private owners of telecasts an opportunity to view sports events, and "it is the apparent intent of these groups to contract for the rights to telecast an increasing number of such events for the sole purpose of being able to charge admission to such telecasts in theatres."

"There is some indication that the efforts of such sponsors may result in an illegal monopoly," Mr. Marks asserted.

The FTPC president told AT&T that the committee is not challenging the right of the firm to lease wires and cables "for such purposes where otherwise legal." But, he said, there is large public interest involved in coaxial cable time allocation.

Blocking factor to TV growth has been "limited facilities of your company for the transmission of network programs," Mr. Marks said, even though AT&T is making great efforts to expand facilities.

However, Mr. Marks concluded, when AT&T has facilities of ample capacity to meet all demands upon it the matter of public interest vs. theatre TV "of course would not apply."

NABET PERMISSION Given For Marx Filming

NATIONAL Assn. of Broadcast Engineers and Technicians last week ordered a stay of execution for NBC and Filmcraft Productions, Los Angeles, with the announcement that it would permit the latter to fulfill contract with NBC for filming of Groucho Marx's *You Bet Your Life* telecast at NBC with camera crews of its own choice. The two-year contract made last year has more weeks to run. First filming is scheduled for Aug. 10.

Decision was made the week before when NABET said it would not allow IATSE camera crews to be used at NBC and ABC with whom it has contracts because it could create an "unsafe condition for NABET men here" [BROADCASTING • TELECASTING, July 30]. The unions are on a hostile basis. Situation originally arose when John Guedel Productions attempted to bring IATSE cameramen in to ABC Television Center, Hollywood, to film *Life With Linkletter* show, and was prevented from doing so by NABET. At same time NABET issued warning to NBC that similar action would be taken if it attempted to allow "enemy" cameramen in.

Another NBC show affected by the union's stand was the Walter Keefe *Who Do You Want To Be?* program scheduled for filming at networks studios by Filmcraft.

In shifting its stand on the Marx show, NABET made it clear that its original decision against outside cameramen coming into its jurisdictional sphere still stood and that it would become effective on that show, too, after expiration of NBC-Filmcraft contract.

Meanwhile, the radio and television organizing committee of the Los Angeles Central Labor Council (AFL) continued its campaign against NABET on behalf of

its member unions, IATSE and IBEW. It issued another booklet to radio and television workers, entitled "Democracy and One Big Union." Pamphlet compared set-up of CIO and AFL attempts to show how in "one big union" such as AFL workers with different problems support each other in a common effort to secure rights.

Hit Immunity Abuses

ABUSE of Congressional immunity by certain Senators and House members was hit by the American Civil Liberties Union last week, which urged Congress itself to curb "wild, unsubstantiated charges against individuals and groups." The Union did not favor proposed legal action to lessen Congressional immunity, but supported "a forum in which to rebut the charges" for those attacked by "defamatory statements" in Congress.



WPIX (TV) New York, owned by the New York Daily News, has renewed its contract with Free & Peters Inc., for national sales representation. Making it official are (l to r) I. E. (Chick) Showerman, F&P television sales manager; John F. Noone, WPIX sales director; G. Bennett Larson, WPIX vice president and general manager, and Lloyd Griffin, F&P vice president in charge of sales.

The 1951 BROADCASTING • TELECASTING Marketbook is making its way through the presses as you read this announcement.

BROADCASTING • TELECASTING subscribers will receive this 200-page section as part of the August 20 issue.

Timed for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

And for better perspective, our latest 25" x 35" three-color radio-tv map will be inserted in each Marketbook.

Increased publishing costs limit press run of this 200-page section. Copies automatically reserved for BROADCASTING • TELECASTING subscribers.

If you are not a subscriber, you may now start your own subscription and receive the big Marketbook as a bonus. It's a \$7.00 investment that pays dividends every week.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

By all means, start my subscription right away and be sure to send the 1951 Marketbook with the August 20 issue.

Name _____

Company _____

Title _____

Street _____

City _____ Zone _____

State _____

☐ \$7 Encl ☐ Bill me

'51 Marketbook Special

(* For your Information)

NTSC COLOR

FCC To View Tests Aug. 6-9

OFFICIAL LOOK at National Television System Committee's compatible color TV system will take place for the first time when a group of FCC technical staff members view demonstrations Aug. 6-9.

Until now, the FCC, officially, has not seen the all-industry refinements of the original RCA dot sequential system, which the Commission turned down in favor of CBS's field sequential system Oct. 11, 1950 [BROADCASTING • TELECASTING, Oct. 16, 1950] and which the Supreme Court upheld May 28 [BROADCASTING • TELECASTING, June 4].

Members of the FCC staff who will attend the demonstrations are: Edward W. Allen, chief engineer; Curtis B. Plummer, Broadcast Bureau chief; Edward W. Chapin, Laboratory Div. chief; William C. Boese, acting Technical Research Div. chief.

They will visit General Electric Co. in Syracuse, Aug. 6; Hazeltine Labs in Little Neck, N. Y., Aug. 7;

RCA in Princeton, N. J., Aug. 8; Philco, in Morrisville, Pa., Aug. 9.

The demonstrations will be each company's interpretation in practice of how the recommendations of the Ad Hoc Committee [BROADCASTING • TELECASTING, June 4], should be carried out. Each company will show a number of variations in the kind of signals that can be transmitted and also show performance under actual transmission conditions.

BIG SCREEN TV

Expansion Seen in 1952

MOTION picture theatres with total seating capacity of 250,000 will be equipped with large-screen television by this time next year, and that figure will be doubled by end of 1952, John M. Sims, developing engineer of General Precision Labs, predicted last week.

Now on tour, holding theatre television clinics with exhibitors in key cities, Mr. Sims last Wednesday told some 75 exhibitors in Los Angeles that several in the Southern California area already have ordered Simplex theatre TV installations and others are negotiating for similar equipment.

He revealed that at present GPL and RCA have orders for installation of theatre TV systems in houses with a total seating capacity of 500,000 but these cannot be filled until the end of 1952.

Cost to the theatre of the GPL television film system or Simplex direct projection system, he said, will be in neighborhood of \$15,000. Complete price list is to be announced in two weeks after he completes his tour.

Mr. Sims told theatre owners and exhibitors the coaxial cable will be completely linked with the West Coast before the World Series.

'Sohio Reporter' on TV

WARREN GUTHRIE's *The Sohio Reporter* is now being telecast to WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WSPD-TV Toledo, as well as WXL (TV) Cleveland where the newscast originates. Dr. Guthrie, a professor and chairman of the Dept. of Speech at



Dr. Guthrie

Western Reserve U. in Cleveland, has been in radio since 1930. During World War II he served as a lieutenant commander in the Navy's Air Combat Intelligence.



WOAI-TV San Antonio's affiliation with the NBC-TV network has been renewed. At the contract signing (l to r): Carleton D. Smith, NBC vice president; Arden X. Pangborn, WOAI-TV general manager, and Hugh A. L. Half, president of Southland Industries Inc., WOAI-TV licensee.

CCIR MEET

Agreement on 8.4 mc Width Seen Possible

POSSIBILITY of arriving at a unanimous agreement on TV standard within the accommodation of an 8.4 mc channel width emerged during the recent sixth plenary session of the International Radio Consultative Committee (CCIR), held in Geneva, Switzerland, from June 5 to July 1.

A CCIR Study Group noted that it was impossible to arrive at "unanimous agreement" on TV standards touching on the 405-, 525-, 625-, and 819-line systems of various countries. It reported, however, that it had discussed means of unifying the TV systems within the 8.4 mc width, though "specific proposals" for number of lines had not been formulated.

The group recommended further study on the "development of standardizing methods of accurately and objectively assessing the quality of pictures given by the TV systems." This recommendation was adopted with certain reservations by the U. S. and USSR.

Color TV also entered into the CCIR sessions. The group conceded that the three primary factors were picture quality, cost of receivers and bandwidth. It urged further deliberation to ascertain methods of achieving the "best combination of black-and-white and of color TV systems, from the viewpoint of picture quality, programming costs and the cost of receivers or converters."

Harmonic Radiations

Also entering into the month-long meetings were discussions involving harmonic radiations on TV broadcasting from transmitters. The CCIR task force also stressed the need for uniform recording standards looking toward the alleviation of crowded spectrum space.

Transmitting systems involving full carrier and two side-bands without modification of existing re-

ceivers was stressed, with a view to providing a "worthwhile saving of spectrum space," or at least perceptible decrease in fading effects.

The recording issue will be broached again in future discussions in the United States. Basic consensus is that an international agreement would eliminate the need for direct relay transmission.

LABOR SNAG

RWG Quits TV Meet

LABELING as "unconstitutional" the Author's League of America's grant of jurisdiction over TV writers west of the Rockies to Screen Writers Guild [BROADCASTING • TELECASTING, July 30], Radio Writers Guild at a meeting last week voted to withdraw from National Television Conference unless it was agreed that RWG would represent TV writers employed by "traditional employers." Latter include networks, advertising agencies, sponsors and package producers.

RWG also voted to endorse a petition filed July 20 with the National Labor Relations Board calling for election by TV writers to appoint RWG as bargaining agent in television.

Guild takes the stand that the same employers with whom deals for radio writers are now engaged in production and broadcasting of TV programs and material. Further, its radio writers are also doing television writing. RWG also claims jurisdiction over TV was originally granted it.

*what film
means
to
advertisers
who plan
to use
television*

According to the trade papers, there's a lot of film in television's future. As a matter of fact, there's a lot of film in television right now. There's film for programs of every description . . . for every audience group.

It makes good sense. Film assures uniform picture quality which is so often lacking in kinescope recordings. It makes good sense, too, to buy coverage for that film on a Spot basis. For Spot rates are generally lower than network rates for the same period—in some cases substantially lower. So, after paying for extra film prints and their distribution, you're still ahead.

You use only the markets you want. There are no minimum station requirements. No "must" stations. With *Spot program* advertising your distribution and sales plans determine your television coverage.

And you're a more profitable customer to the stations. Stations make more money when any time period is sold for a *Spot program* rather than a network show. So they clear time more readily . . . cooperate wholeheartedly.

These advantages of *Spot program* advertising—lower station rates . . . greater market choice and station cooperation—these are television fact, not Hollywood fiction.

To find out what these advantages can mean to your television advertising plans, call in a Katz representative and get the full story on *Spot* programs. You'll see 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

She keeps up with the



Whirl!

And women keep up with *her*. For everything in the world that interests women—homemaking, art, science, music, the stage, books, world affairs—interests Margaret Arlen.

She knows women want more than just housekeeping news. And she sees that they get much more...from the people who make the news. (During one typical TV week, for example, her guests included such famous personalities as Claire Luce, Quentin Reynolds, Sarah Churchill and Admiral Ross T. McIntyre.)

Makes it easy to see why New York women pay such close attention to whatever Margaret Arlen* says or does and why she's a fair-haired favorite of the critics. Said *Variety*:

"She's entirely at ease in video...at home and informal."

Billboard: "The decorative female commentator displays a poise and know-how in front of a lens that many more video-experienced performers might envy." Harriet Van Horne of the *New York World Telegram and Sun*: "She's a gracious and intelligent lady...pretty, too."

If you want New York women to keep up with you (and keep asking for your product) get into the whirl with Margaret Arlen. WCBS-TV or Radio Sales will be glad to show you how it's done.

**On the air Monday through Friday,
11:05-11:30 a.m.*

WCBS-TV

Channel 2 • New York
Columbia Owned
Represented by Radio Sales



YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday

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

Today there are

148,000

Sets in use
in WFBM-TV's
coverage area

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

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



IN A STUDY of non-TV owners released last week, Advertest Research sought to answer two major questions: To what extent and in what manner are non-owners a factor in today's TV audience? Secondly, when and how can these non-owners be expected to become set owners?

Sampling was made in the New York City area where 1,350,000, or 36.1% of the households, do not have telesets. The study determined that:

The average non-owner watches TV 1.5 days per week. Average daily televiewing for non-owners is 11 minutes; average daily radio listening, 114 minutes. Average sponsor identification, by non-owners, for TV is 71%; for radio, 56%.

A third of all non-owners (450,000) expect to buy a TV set within a year. Purchase apparently will be based on comparison and recommendation. One-quarter have not purchased a set because they could not afford it; one-eighth because of lack of interest; one-fifth because they are waiting for improvements or color.

* * *

Changes Football Dress For TV Screens

NEW COLOR schemes will provide contrast in football uniforms for the black-and-white TV audience viewing Southern California area games this fall. Decision

was made after tests on closed circuit were held.

Some 18 teams are slated for the camera, posing the problem of lack in contrast in jerseys, pants and helmets between opposing teams. Idea of distinguishing color schemes was conceived by the Walter McCreery Inc., Beverly Hills, Calif., advertising agency handling the football account for H. Leslie Hoffman, president, Hoffman Radio Corp., the sponsor. Privately monitored tests were held at KFI-TV Los Angeles.

* * *

Children's Shows Increasing Ratings

DAYTIME TV shows of interest to children showed a significant increase in the July 7-14 period, according to American Research Bureau Inc., which credited the rise to summer vacations from school. *Toast of the Town* ranked number one, with a 37.5 rating, in the top 10 shows reported for the period. The ratings are as follows:

1. <i>Toast of the Town</i> (CBS)	37.5
2. <i>Philco Playhouse</i> (NBC)	34.1
3. <i>Talent Scouts</i> (CBS)	33.8
4. <i>Kraft TV Theatre</i> (NBC)	31.8
5. <i>What's My Line?</i> (CBS)	31.2
6. <i>Somerset Maugham</i> (NBC)	29.2
7. <i>Amos 'n' Andy</i> (CBS)	29.1
8. <i>Orig. Amateur Hour</i> (NBC)	28.9
9. <i>Summer Theatre</i> (CBS)	28.7
10. <i>Arena Theatre</i> (NBC)	28.6

Non-Owner Study Made by Advertest

(Report 175)

'Toast of Town' Leads Videodex

THE latest Videodex National Ratings for 63 markets for July 5-11 ranks *Toast of the Town* first. Ratings follow:

	% TV HOME
1. <i>Toast of the Town</i> (40 cities)	31.
2. <i>Kraft TV Theatre</i> (41 cities)	30.
3. <i>Philco Playhouse</i> (58 cities)	28.
4. <i>Westinghouse Theatre</i> (50 cities)	27.
5. <i>Hopalong Cassidy</i> (17 cities)	27.
6. <i>Fireside Theatre</i> (50 cities)	27.
7. <i>Talent Scouts</i> (23 cities)	26.
8. <i>Lights Out</i> (43 cities)	25.
9. <i>Amos 'n' Andy</i> (46 cities)	25.
10. <i>What's My Line</i> (28 cities)	25.
11. <i>Martin Kane</i> (58 cities)	24.
Original <i>Amateur Hour</i> (55 cities)	24.

'Comedy Hour' Tops Nielsen July Report

WITH a rating of 41.8% homes reached, *Colgate Comedy Hour* led the top 10 programs in the national Nielsen ratings report for two weeks ending July 7, just released. Second was *Big Town* with 35.4% homes reached. Top 10 programs:

RANK	PROGRAM	HOME (%)
1	<i>Colgate Comedy Hour</i>	41.8
2	<i>Big Town</i>	35.4
3	<i>You Bet Your Life</i>	32.4
4	<i>Philco TV Playhouse</i>	32.2
5	<i>Somerset Maugham Theatre</i>	32.2
6	<i>Amos 'n' Andy</i>	31.4
7	<i>Film Firsts</i>	31.1
8	<i>Martin Kane, Private Eye</i>	31.0
9	<i>Fireside Theatre</i>	30.1
10	<i>Mama</i>	29.4

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Weekly Television Summary—August 6, 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	91,987
Ames	WOI-TV	59,634	Memphis	WMCT	87,871
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	75,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418	Milwaukee	WTMJ-TV	247,368
Binghamton	WNBF-TV	40,112	Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Birmingham	WAFM-TV, WBRC-TV	57,400	Nashville	WSM-TV	31,671
Bloomington	WTTV	16,400	New Haven	WNHC-TV	153,800
Boston	WBZ-TV, WNAC-TV	747,000	New Orleans	WDSU-TV	62,150
Buffalo	WBBN-TV	207,322	New York	WABD, WCBZ-TV, WJZ-TV, WNBC	2,425,000
Charlotte	WBTV	84,413	Newark	WATV	71,600
Chicago	WBKB, WENR-TV, WGN-TV, WNBC	937,965	Norfolk	WTAR-TV	87,636
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000	Oklahoma City	WKY-TV	80,939
Cleveland	WEWS, WNBK, WXEL	482,041	Omaha	KMTV, WOW-TV	863,348
Columbus	WBNS-TV, WLWC, WTVN	176,541	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,900
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	125,720	Phoenix	KPHO-TV	300,000
Davenport	WOC-TV	56,385	Pittsburgh	WDTV	156,000
Dayton	WHIO-TV, WLWD	205,000	Providence	WJAR-TV	84,580
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	604,293	Richmond	WTVR	83,077
Erie	WICU	60,050	Rochester	WHAM-TV	56,384
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	117,068	Rock Island	WHBF-TV	48,120
Grand Rapids	WLAV-TV	121,000	Salt Lake City	KDYL-TV, KSL-TV	48,396
Kalamazoo	WFMV-TV	70,808	San Antonio	KEYL, WOAI-TV	97,500
Greensboro	KPRC-TV	80,110	San Diego	KFMB-TV	203,529
Houston	WSAZ-TV	46,100	San Francisco	KGO-TV, KPIX, KRON	159,200
Huntington	WFBM-TV	148,000	Schenectady	WRGB	87,500
Indianapolis	WMBR-TV	32,000	Seattle	KING-TV	297,000
Jacksonville	WJAC-TV	87,275	St. Louis	KSD-TV	124,458
Johnstown	WKZO-TV	133,122	Syracuse	WHEN, WSYR-TV	125,000
Kalamazoo	WDAF-TV	125,047	Toledo	WSPD-TV	83,525
Grand Rapids	WGAL-TV	104,131	Tulsa	KOTV	47,000
Kansas City	WJIM-TV	55,000	Utica-Rome	WKTV	270,458
Lancaster	KECA-TV, KFI-TV, KLAC-TV, KNBH		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	72,430
Lansing	KTLA, KTLN, KTTV		Wilmington	WDEL-TV	
Los Angeles					
Total Markets on Air 63		1,002,000	Total Stations on Air 107		Estimated Sets in Use 12,998,000

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.

Can you tie this ?



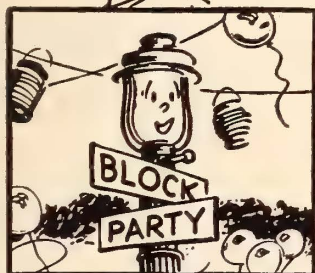
Left to right
Mr. Edw. H. Bohnlofink
C. D. Kenny Co.
Mr. William G. Bauer
C. D. Kenny Co.
Mr. Theodore Patz
Harry J. Patz
Advertising Agency
Marvin Ellin
Partymaster
of "Block Party"

*A TV Show that . . .

- ✓ gets 3,600 replies by mail on a single announcement
- ✓ gives prizes to every family in six city blocks per program
- ✓ does your distributor-customer merchandising for you

Yes, we're mighty proud of the record of our new show, "BLOCK PARTY," exclusive on Channel 2 in the Baltimore Market. Just to demonstrate the pulling power of this quiz jamboree, the C. D. Kenny Division of the Consolidated Grocers Corporation, one of our sponsors, decided to give away a little plastic apron on the July 4th afternoon show. The result: 3,600 requests in the next two days' mail! Aside from demonstrated pulling power, don't overlook these other two powerful factors: 1: Sponsor's product (prize) is distributed to about 30 selected homes per program—odd or even side of a whole city block. 2: Marvin Ellin, master of ceremonies on Block Party, contacts all grocery stores in Baltimore personally to push your product and to promote better customer-distributor relations as a program tie-in. It is truly a cornucopia gone mad!

*COPYRIGHTED BY MARVIN ELLIN



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EXCLUSIVE

WMAR-TV

SUNPAPERS TELEVISION
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

18-HOUR DAY

Predicted for TV Soon

"AN 18-hour broadcasting day will become the rule rather than the exception in television within the next 12 months," according to Frederic W. Wile Jr., NBC vice president in charge of network television production.

Mr. Wile made this prophecy during a talk on "What's Ahead in TV Programming" before a convention of Hoffman Television distributors at Huntington Hotel, Pasadena.

Painting a bright picture of an "unlimited" future for the medium, Mr. Wile stated that television would continue to atomize the entire entertainment - informational - advertising - communications - merchandising fields.

On the informational level, he stated that television has the responsibility, with its "terrific power," to present ideas and personalities, to "bring before all the people, those who are running or want to run their government, and debaters of the great issues, either as they are being threshed out in actuality in Washington committee rooms or Lake Success or in special programs."

"People who don't have television sets in the next 12 months," he declared, "are just not going to be properly equipped to fulfill their obligations as American and world citizens."

Daytime television, he said, will take such a spurt that the housewife will "need more than one head." Soap operas will share the limelight with other programs of high entertainment calibre. Similar optimism was seen for sports, as Mr. Wile predicted the telecasting of top college football across the country on Saturday afternoons.

PROJECTION SYSTEM

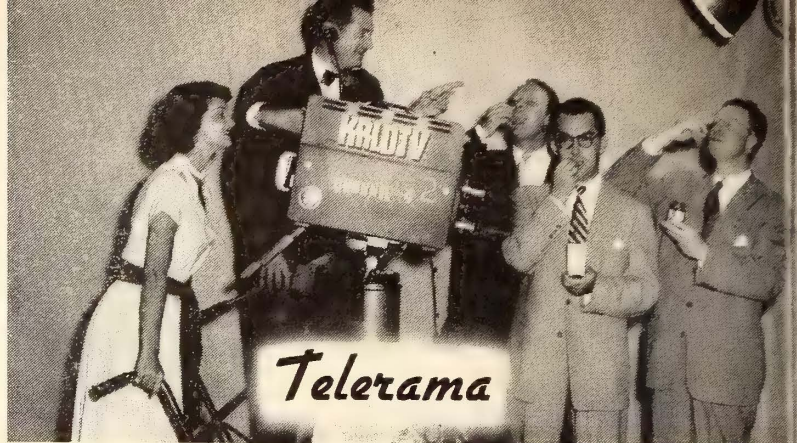
Has Theatre Advantages

A NEW departure in direct projection theatre television has been announced by General Precision Laboratory Inc., Pleasantville, N. Y.

The new method, the Simplex Theatre Television System, was designed and manufactured by GPL and is to be sold through National Theatre Supply. Orders are being accepted for late fall delivery.

Featuring an improved optical design, the new system is said to produce higher overall efficiency. Outstanding improvement of the development is a mirror design for balanced light distribution over the entire screen, GPL claims.

Walter E. Green, president, National Theatre Supply, says the Simplex system will give theatre owners "a brighter, clearer picture than any other foreign or domestic system." Simplex will be serviced by Altec Service Corp.



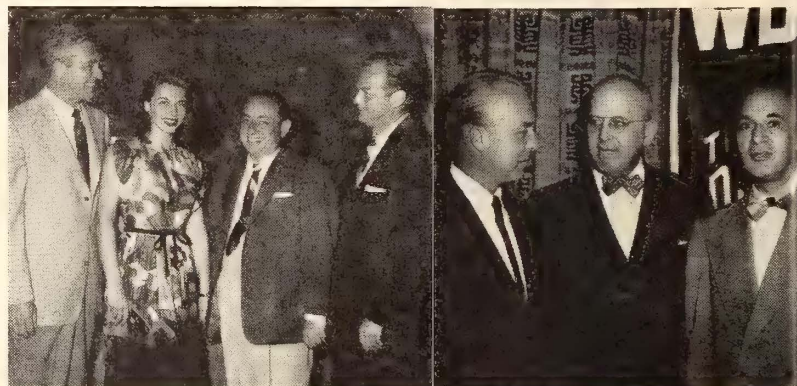
Telerama

CELEBRATING signing of *Texans Have Talent Show* on KRLD-TV Dallas Thurs., 8:30-9 p.m., are (l to r): Jo Anne Reid, program m.c.; J. W. (Jack) Blake, station's sls. rep.; Harry Reid, Miss Reid's agent; Jack Garson, dist. rep., Vitamin Corp. of America, sponsor; W. A. (Bill) Roberts, assist. gen. mgr. KRLD-AM-TV in charge of sales.



EXAMINING a CBS-Columbia Inc. dual receiver during color telecast in Cincinnati are Frank Vamos (l), branch mgr. of one of The Kroger Co. supermarkets in the Queen City, and Hulbert Taft, exec. vice pres., Radio Cincinnati Inc. (WKRC-AM-TV).

JOHN BALLARD (l), Bulova Watch Co. president, accepts plaque commemorating 10th anniversary of first commercial time signal television. Niles Trammell, NBC board chairman makes presentation. Bulova spot was on NBC-TV July 1, 1941.



GIVING Lorraine Cugat sendoff before start of KECA-TV Hollywood show featuring her band are (l to r): Morton Edell, pres., American Vitamin Corp., sponsor; Bernard Weinberg, pres., Milton Weinberg Adv. Co.; Marvin Briggs, ABC acct. exec.

PENNSYLVANIA Gov. John S. Fine's television debut in Pittsburgh on WDTV (TV) is discussed by (l to r) Harold C. Lund, newly-appointed gen. mgr. of the television station; th Governor; and H. D. Hirsh, prominent Pittsburgh lawyer.

TORCH of Hope is given Frank P. Schreiber (l) mgr., WGN Chicago, for \$95,000 fund raised during WGN-TV marathon last winter for cancer research at City of Hope hospital. Others (l to r): William D. Ingram, pres. Chicago Business Men's Club for City of Hope; Robert Dachman, regional dir.; Art Holland chairman of marathon committee and owner Malcolm Howard Agency.



For T.V.-
IMMEDIATE BOOKING



ROBERT CUMMINGS

in

THE CHASE

MICHELE MORGAN STEVE COCHRAN PETER LORRE

For Your Summer
Feature Programming
Use Major Company Product

BARBARA STANWYCK

JIMMY STEWART

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

ROBERT YOUNG

PAULETTE GODDARD

52 FEATURE PROGRAMS

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

39 TOP WESTERNS

featuring THE RANGE BUSTERS
KERMIT MAYNARD • SMITH BALLEW

SOUND CARTOONS
38 FLIP THE FROGS
13 WILLIE WHOPPERS

Write for catalog of Features,
Westerns, Serials, Cartoons.

G.F.T.
INCORPORATED

Commonwealth

Film and Television, Inc.

723 Seventh Avenue, New York 19, N. Y.

NABET FLAGGED NLRB Ruling Excludes WNBW Directors

NABET last week encountered another roadblock in its concerted move to represent all program personnel at TV broadcasting stations in the wake of a decision by the National Labor Relations Board.

The technicians union, which originally set out on a campaign to organize engineering and program employees at TV stations on a "verbal" basis, was thwarted in its effort to represent three program operations directors and one film editor at WNBW (TV) Washington, NBC O&O station.

In establishing an appropriate unit comprising staging services assistants, the board ruled out the film editor and program operations personnel on the ground that they were supervisors. Elections were ordered by NLRB within 30 days—roughly within three weeks from day.

The decision was ruled as significant in industry quarters inasmuch as NABET, which recently became affiliated with CIO, had attempted at the outset to organize announcers and later TV directors-producers.

In a case involving KGO-TV San

Francisco, NLRB last May held that TV directors should be excluded from a unit comprising program department employees. In another instance involving WFMY-FM-TV Greensboro, N. C., cameramen-projectionists were bracketed with technical personnel but program directors, producers and announcers were excluded.

NABET last fall claimed eight contracts with TV stations and two network pacts (with ABC and NBC) showing cameramen-projectionists included in technical units.

While industry observers were wont to single out NABET's organizing failures, NLRB authorities had a ready explanation: Classification of TV directors, film editors and operations directors as supervisors is subject to interpretation in individual broadcast cases, and thus to constant change. Until television emerges from its evolutionary status to the scope of radio, interpretations are likely to be based on the duties of personnel rather than titles. No two stations are alike, they explained, and the definition of a supervisor is not uniform.

Also at stake as an issue in the jurisdictional squabble is the question of so-called horizontal crafts advocated by the AFL (of which Radio and Television Directors Guild is a member) and the vertical aspect calling for representation of engineering and program personnel in one unit as urged by the CIO (NABET).

The failure of NABET to get support for representation of TV

directors was evaluated in the face of competition from RTDG (see separate story). RTDG also intervened in the WNBW case, and the record of the case will be amended to show that the latter union desires to appear on the ballot in forthcoming elections. At WNBW, NABET had sought a unit of all "non-performing" employees, including film editor, operations directors and staging employees.

At WNBW only eight of the 12 sought to be included by NABET emerged as a designated number for the appropriate unit. WNBW's program department is divided into three sections, staging services, production and operations.

The NLRB also granted petitions for withdrawal by two participating unions—Local 829 of the United Scenic Artists of America, the Washington Local of the American Federation of Radio Artists, both AFL.

In excluding the film editor and operations supervisors, NLRB upheld the request of NBC Inc. and denied NABET's claim to bracket them within the same unit. Staging services assistants are not professional employees, however, the board added, noting that "we find it unnecessary to determine whether they constitute a craft."

AT&T EXHIBIT

TV Methods Demonstration

AN EXHIBIT demonstrating the transmission of TV programs over AT&T network facilities from NBC studios to homes across the nation has been set up by AT&T in cooperation with NBC in the RCA Bldg. in New York.

Incorporated into the regular Radio City NBC tour, the exhibit consists of two sections. One is composed of three panels demonstrating mechanics of producing a TV program and methods of relay to the transmitter for broadcast, plus a map of the current and projected NBC TV network. Other section details the two methods—coaxial cable and microwave relay—by which AT&T transmits television shows.

The exhibit, designed by Roy Bertell, was presented to William S. Hedges, NBC vice president in charge of integrated services, by John Waidlich, AT&T public relations director.

Plan S.A. Television

JAMES VALENTINE, formerly chief engineer at the ABC Central Division, Chicago, and his wife, Carol Howard, former station operations director at KECA-TV Los Angeles, leave New York next Saturday (Aug. 11) for Buenos Aires to establish a television broadcasting system in Argentina. Financed by IT&T, the couple will expand their operations to several other South American countries after establishing an initial set up in Buenos Aires, it was explained. They plan to spend one year in Argentina.

"TOUCHDOWN"

ANOTHER TEL RA FIRST for TV



Entering the fourth consecutive season! The biggest and best show of its type . . . again available for fall sponsorship. TOUCHDOWN is unrivalled for intense market penetration, and has been used with great success by leading advertisers across the nation.

13 weeks of colorful collegiate play highlighting top games throughout the season. Commentary by Byrum Saam. Time: 30 minutes. Write, phone or wire IMMEDIATELY for availability and prices.

TEL RA PRODUCTIONS

1518 Walnut Street
Philadelphia 2, Pa.

PHONE
Kingsley 5-8540

Producers of
Telesports Digest,
National Pro Highlights,
Dick Dunkel's Football Ratings,
Sports Briefs

EMERSON POLICY

Plan to Spur Set Sales

To stimulate lagging sales of black-and-white TV receivers, Emerson Radio & Phonograph Corp., through its dealers, last week announced that purchasers of the new 1952 Emerson TV models would be permitted to turn them in at the full purchase price on color receivers at any time during the next two years. Although the monochrome set must be a new Emerson, the color set may be of any make, the company said.

In making the announcement, Benjamin Abrams, Emerson president, expressed the view that the current color situation has been a greater deterrent to TV set sales than has Regulation W, which tightened credit restrictions, calling for larger down payments and shorter time for the balance than formerly applied. He guessed that perhaps a million color sets may be produced during the coming two years and said that while there is no doubt about Emerson going into the production of compatible color receivers when and if such a system receives FCC approval, "there is grave doubt that Emerson will make any CBS-type color sets in the next two years."

Overall TV set production by the entire manufacturing industry for this year will probably fall 20% short of last year's total output, Mr. Abrams estimated, with a 1951 volume of some 6 million sets as against 7½ million in 1950. Material restrictions will limit production for the final six months of this year to about half that of the same period of 1950, he said, adding that even if the restrictions were to be lifted there would not be time enough to increase production before the end of the year.

TRENDEX EXPANDS

Additions Begin Oct. 15

TRENDEX Inc. has announced three expansions of its service, beginning with the Oct. 15 Trendex report: (1) The following cities will be added as Trendex checking cities, either immediately or as they become interconnected—Louisville, Des Moines, New Orleans, Kansas City, Omaha, San Francisco, Atlanta, Minneapolis-St. Paul, Los Angeles—which will increase the Trendex sample to more than 700 TV homes per half-hour.

(2) Ratings on afternoon programs—noon to 6 p.m.—will be added.

(3) For all multi-station cities, the reports will include monthly indexes showing sets-in-use and share of audience by two-hour periods for each evening. This city information will be published a month following the network report.

The expansions are being added without any increase in subscription rates, the research firm announced.

film report . . .

ADVENTURES of the U. S. Forest Rangers will be featured in a new series of half-hour films for TV. **ALLEGRO Productions**, Hollywood, will produce the films in color, basing each story on an actual incident from the Dept. of Interior's ranger files. National parks and forests will be used as settings for the films. A former ranger, **Stan Jones**, has been granted exclusive rights to story properties by the Interior Dept. and has concluded a deal with Allegro for the material.

A weekly religious radio program will be adapted for TV by **WILLIAM F. BROIDY Productions Inc.**, Los Angeles, under the title, *Trinity Theatre*. The five-year-old radio show is *The Hour of St. Francis*. Both radio and TV versions are produced in cooperation with the Third Order of St. Francis, which will package the program. Father Kenneth Henriques, O.F.M., is in charge.

So This Is Life, a five-minute human interest series, is being readied for production by a new Los Angeles firm, **BERWELL Productions**. The firm was formed by **Bernard Luber**, **Robert Maxwell** and **Jerry Schnitzer**. Messrs. Luber and Maxwell are currently filming *Superman* for **Superman Inc.**

A series of four one-minute video spots for **Flint cutlery** and mixers is being prepared by **SARRA Inc.**, Chicago. Agency for the account is **Earle Ludgin** and Mrs. **Florence G. Murdoch**, account executive, is supervising production.

Two new corporations are being set up for **STEPHEN SLESINGER Productions Inc.**, Hollywood, by **Herbert H. Gerken**, vice president and treasurer. Mr. Gerken was formerly with **S. D. Keidesdorf & Co.**, New York C.P.A. firm. New series in planning stage are *Red Ryder*, *Winnie the Pooh* and *Blondie*.

Advance sale in nine markets for *Old American Barn Dance* is reported by **KLING STUDIOS**, Chicago, now completing the 13-week half-hour series. Twenty-four performers are featured, including **Grace Wilson**, **Lulu Belle** and **Scotty**, and **Karl and Harty**. Kling also produces *Vaughn Monroe Show* and *Yellow Kid Weil*.

Color continues to figure in **SNADER TELESCRIPTIONS'** plans. **Carl Ravazza** and an Indian organist-pianist, **Korla Pandit**, are featured in the latest series of color telescriptions . . . Two new series of three-minute musical shorts also have been completed by Snader, featuring **Nat (King) Cole** and his **Trio**, and **King Sisters** with **Alvino Rey** and orchestra.

Sales & Production . . .

JERRY FAIRBANKS Productions, Hollywood, is producing "The Other Jessie Grant" as its latest *Bigelow Theatre* play. Film is scheduled for release in early September on 34 TV stations. Fairbanks also has completed new series of TV film announcements for **Drug Store TV Productions'** DuMont network show, *Cavalcade of Stars*. Agency is **Product Adv. Corp.**, New York.

BRACKEN Productions, Los Angeles, has sold *Willie Wonderful* film puppet series to **KPIX (TV)** San Francisco for 26 weeks starting Sept. 3.

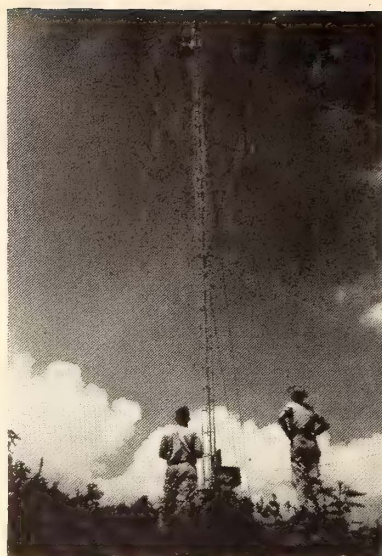
WILLIAMS Productions, Los Angeles, has acquired 36 scripts from **ABC** which were formerly used on its *Retribution* radio series. The scripts will be used in *Invitation Playhouse*, quarter-hour video film series scheduled for production Sept. 4.

BING CROSBY Enterprises, Los Angeles, announces next film in *Cry of the City* series will be "The Wedding," starring **Richard Rober**.

CINETEL Corp., New York, has sold rights to first 13 issues of *Pathe Hy-Lights*, with commentary by **Columnist Hy Gardner**, to **Irving Studer of Artist Representatives Agency**, who in turn leased them to **DuMont TV** for national distribution. . . . Cinetel also is producing *Thrills of the Year*, incorporating unusual headlines and behind-the-scenes events, and an adventure series for children.

Elect Partridge

ELECTION of **Dr. E. DeAlton Partridge**, president-elect of **Montclair State Teacher's College**, as president of the **TV Council of Higher Education** in New Jersey have been announced. Other officers named by the TV Council, organized in June to explore the possibilities of cooperative action in TV educational programming are: **Rev. Thomas J. Gillhooly** of **Seton Hall U.**, vice president; **Robert B. Macdougall**, education director, **WATV (TV)** Newark, executive secretary; **Wesley D. Camp**, **Monmouth Junior College**, treasurer; **Elizabeth C. Butterfield**, of **WATV's** education department, recording secretary.



TV reception is no longer a hazard in Hazard, Ky., since this antenna was strung atop a nearby mountain.

MASTER ANTENNA

Wisconsin PSC Dismisses

WISCONSIN Public Service Commission has ruled it has no jurisdiction to approve a petition of a **Rice Lake** radio salesman who wants to install a master TV antenna there and pipe TV shows into the now-dead reception area. The commission, in a ruling approved by all three commissioners, ordered the application for approval dismissed. Jurisdiction reportedly rests with the **FCC**.

Edwin F. Bennett, regional advertising representative for the **Arrowhead Network** and **WJMC Rice Lake**, plans to pipe in TV shows from **St. Paul** and **Minneapolis** to subscribers on a monthly fee basis. **Rice Lake** is located in a valley, where reception is poor, but could receive shows from a master antenna on top of a nearby hill, **Mr. Bennett** said.

A coaxial cable from the antenna would carry transmissions on leased telephone poles, along which the cable would be run and fed into homes and businesses. **Mr. Bennett** has figured the cost tentatively at \$100 for installation in addition to subscription fees of \$3.50 a month for homes and \$5 for businesses.

WHIO-TV Gets Color

WHIO-TV Dayton will join the **CBS-TV** color network this week for a three day run, giving Dayton its first look at color television. The full **CBS-TV** color schedule will be carried Wednesday through Saturday, and the **Kroger Co.**, which demonstrated the colorcasts in its supermarkets in Cincinnati July 20-Aug. 4 via **WKRC-TV** there (see *TELERAMA*, page 76), plans similarly to rotate **CBS-Columbia** receivers in its Dayton stores. In addition to these showings, **WHIO-TV** plans to demonstrate **CBS** colorcasts to newsmen today (Monday) and to local **CBS-Columbia** distributors and dealers tomorrow.

MASTER CONTROL

WBAL-TV Converts System

WBAL-TV Baltimore last week completed conversion of its technical facilities to a master control system. The conversion, a six-months project, was made at a cost of \$150,000 and with a negligible loss of air time.

John T. Wilner, station director of engineering, announced that an expanded operation will be available for fall programming. It is expected that greater flexibility of production will result from the master control arrangement. Addition of new facilities increases **WBAL-TV's** studio space to 4,890 square feet.

HAZARD PROJECT

Set Up Antenna Community

NATIONAL television shows are available on a community basis to another mountain location, **Hazard Ky.**, which is 90 airline miles from the nearest TV station, it is noted by **General Electric** which has appointed **Hazard TV Co.** a dealer.

Hazard, located in a valley that is ringed by hills, is getting reception via a mountain-top antenna system mounted 1,000 ft above the town. Signal amplifiers and a coaxial wireline strung down the mountain side bring in TV signals. A number of home TV sets have been connected to this antenna system by coaxial cable and are receiving programs from **Huntington W. Va.**, and **Cincinnati**. The company was formed by **Dewey Daniels** banker, and **E. J. Davis**, coal mine operator, **GE** reports. Similar community antenna projects have been reported in past issues of **BROADCASTING • TELECASTING**.

EDUCATIONAL TV

Legislators Want Hearing

CAPITOL's New Jersey delegation has been referred to **FCC's** short cut procedure toward lifting the television freeze in answer to the legislators' resolution protesting Commission failure to allocate any educational channels in the Garden State.

The delegation had requested oral hearing. Chairman **Wayne C.** outlined the section in **FCC's** notice that any party submitting a sworn statement or exhibit can then request oral presentation, but said "the question of a oral hearing for the educational institutions of the state of New Jersey is not a question which can now be decided."

TOP QUALITY MOTION PICTURES
Since 1932

Up-to-date completely equipped New York studios of

VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR
TV SPOTS-PROGRAMS
All Production Steps In One Organization
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DIXON DAY'

Breaks Park Record

TELEVISION coverage of the first stage show ever put on at Cincinnati's Coney Island Moonlite Gardens was claimed by WCPO-TV of Cincinnati last month on the occasion "Dixon Day," set aside for Paul Dixon, station's TV disc jockey.

All existing records were swept from the boards as an estimated crowd of 100,000 jammed the entrance to see Mr. Dixon and his program of entertainers—despite TV coverage from the amusement park.

Mr. Dixon, whom WCPO-TV claims has successfully demonstrated that disc shows can be effective on TV, did a special non-cast program at 5 p.m. on the ball and later, at 9:30, emceed the Dixon Quiz from the picnic pavillion.

Compliments were paid to Mr. Dixon's drawing power by M. C. Waters, general manager of WCPO-AM-FM-TV, and by Ed Schott, president and general manager of Coney Island. Mr. Waters said it was a testimonial to Mr. Dixon as a TV personality, while Mr. Schott noted that he had succeeded in breaking attendance records set by touring dance bands.

SILENT SHOW

WSAZ-TV Carries On

EVERY hooper knows the adage: the show must go on. WSAZ-TV Huntington, W. Va., transferred his feeling to the television screen last month when it lost its sound transmission just before its picture went off for three hours.

Station was about to put on *Let's Doodle*, a thrice weekly local program featuring Shawkey Saba, staff artist. Armed with easel and charcoal stick, Mr. Saba faced the cameras and began his doodling after pantomime introduction. During his show, Mr. Saba silently wrote out what the station's trouble was, first in nearly two years of operation, and asked people not to phone the station. He wound up the show with a diagram of the transmitter, towers with broken antennas and other visual description of WSAZ-TV's plight.

One poster read something like this, according to the station: "We'll be back on the air soon with sound and pictures. This is our first silent TV show. Please do not telephone. We are making history!" Then, said WSAZ-TV, "everything blew!"



Mr. Schott (r) tells Disc Jockey Dixon and an audience of 5,000 that another 5,000 have been turned away from the special show at Moonlite Gardens

CBC LINKS

Contracts Signed with Bell

CANADIAN Broadcasting Corp. has signed contracts at Ottawa with Bell Telephone Co. of Canada for five years to provide television network links between Buffalo, Toronto, and Montreal. No starting date was set, as CBC TV stations at Toronto and Montreal are not yet in operation. Network service will bring United States programs to Canada. Contract is for \$225,564 a year.

At the same time CBC signed new contracts as of Oct. 1, 1952, with Canadian National and Canadian Pacific railways for AM line service across Canada at basic cost of \$1,252,853 a year. This service by the telegraph subsidiaries of the railways has been in operation for many years.

IN-SCHOOL TV

Quaker City Growth Noted

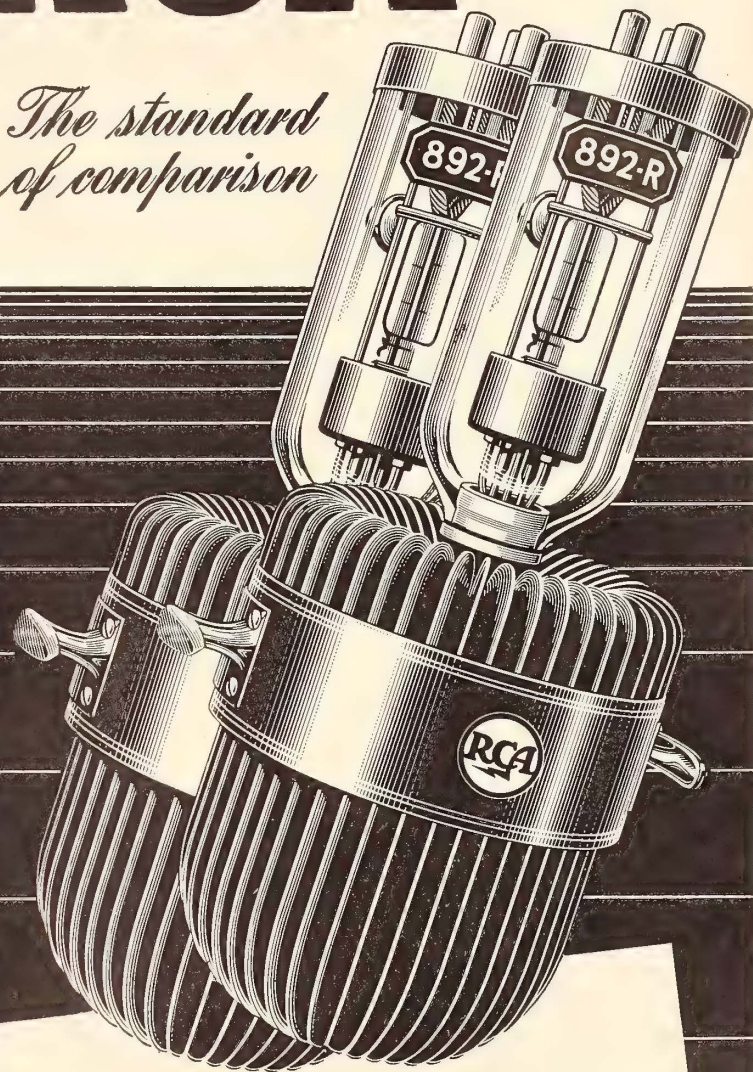
IN-SCHOOL television is expanding as an adjunct to the classroom curricula in Philadelphia. Plans now call for a boost in the record 11 telecasts per week of last year or a total of 295 programs in science, art, mathematics, history and other classroom subjects.

Programs on fine arts, featuring known artists in the painting, drama and dance world are under consideration. Other programs may be added to the primary grades' classroom log.

The TV project is directed by the Philadelphia Board of Education under supervision of Martha A. Gable. In order to consult with several other cities and foreign countries and help them set up in-school TV programs, Miss Gable during the past year has visited various communities. Officials have come to Philadelphia from some 20 U. S. cities and from countries abroad to study the technique employed in the Quaker City.

RCA TUBES

The standard of comparison



Faithful Servants[☆]

☆ RCA-design 892-R air-cooled power amplifier tubes have been demonstrating their long life and dependability in hundreds of the nation's leading 5- and 50-kw AM transmitters for many years. For the finest in power tubes... buy RCA.

RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor... and he's as close as the phone on your desk.



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
5000 WATTS
KOWL CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

PUBLICIZES AWARDS

WHK Cleveland, which won eight awards in *Cleveland Press* Local Radio Poll, mailing to more than hundred advertising agencies reprints of newspaper with list of awards won by station superimposed on pages. Front cover of sheaf of reprints has attached large blue ribbon with WHK call letters in gold.

'VOICE' BEAUTY CONTEST

WCUE Akron conducted beauty contest "adapted for radio" during morning disc jockey program. Object: To find girl with most beautiful speaking voice. Contestants tape-recorded voices, which were played back to contest judges. Winner was young stenographer.

NEW STYLE?

WBEX Chillicothe, Ohio, *Record Rendezvous*, 4:05-5 p.m., Mon.-Fri., featuring Joe Sallay, sponsoring contest to name "Mystery Band" tunes. Listeners sending in record labels which will be woven into jacket and called "Rec-or-jak." It will be worn by Mr. Sallay's arch rival on WBEX, Ron Johnson, for full week. Sunday picnic for contestants and station staff will wrap up promotion.

BIG FLOOD

CBS in cooperation with American National Red Cross presented special dramatic narrative program on the Kansas flood, titled *The Big Job*, last Wednesday, 10-10:30 p.m.



programs promotion premiums



WORDS OF A CHAMP

VOICE of America will beam impromptu speech made by Jersey Joe Walcott, new heavyweight boxing champion, at Newark festivities honoring his victory. Message, recorded by WNJR Newark, is the fighter's recount of his uphill climb to championship in what he describes as the greatest country in the world for a Negro.

NATIONWIDE OFFER

WFIL and WFIL-TV Philadelphia offering at cost to more than 3,000 AM, FM, and TV stations throughout country specially-packaged transcribed series of their prize-winning *What America Means to Me* programs, featuring brief statements by some of the most distinguished men and women in country. 500 copies have also been mailed to Standing Committee of American Citizenship of American Bar Assn. for use in organization's public education program. Besides red, white and blue four-page brochure outlining WFIL offer and telling in brief story of *What America Means to Me*, package includes two 16-inch double faced transcriptions with individual open-end program cuts, so that individual station credit can be inserted. Also included is brief biographical introductory material on each of speakers, as well as suggestions for theme music to be used.

BASEBALL TRYOUTS

KRNT Des Moines in cooperation with Chicago Cubs baseball team sponsored fourth annual KRNT-Cubs Baseball Tryout Camp. Station plugged tryouts, presented as public service by sports staff, for entire month. KRNT used heavy air schedule, newspaper ads, KRNT Theatre marquee billing and letters to coaches and groups interested in project.

'ODD LOOKING MAMMAL'

WILS Lansing sending trade and advertisers large folded brochure with poem about camel with four humps. As piece unfolds poem continues until reaching center spread where it reports that "he carries me four times as far (speaking of sponsor) . . . for the money . . . WILS gets you up to 4 times as many listeners per dollar as Lansing's second station." Each section of verse has cartoon of camel and his four humps with sponsor as driver.

WOMEN'S FEATURE

WJZ-TV New York last Friday launched new weekly feminine panel program *Face the Women*, 11-11:30 p.m. Program is being produced by Lorelei Lewis for Wayne Wirth Telefeatures, in cooperation with ABC.

SEMPER PARATUS

U. S. Coast Guard, New London, Conn., sponsoring *Coast Guard Cadets on Parade* over NBC, Sat., 1:30-2 p.m., beginning Sept. 8.

AD REPRINTS

WFBR Baltimore sending advertisers reprint of ad appearing in *BROADCASTING • TELECASTING* describing *Club 1300*. Headlined "Power House," ad tells about results program has achieved for sponsors as well as public service drives.

BROWNS SALE

KXOK St. Louis, *Wake Up St. Louis*, weekly discussion program, recently presented discussion based on reorganization of St. Louis Browns baseball club, bought by Bill Veeck, noted sportsman. New top man of team gave listeners glimpse of plans for club.

KIDDIE'S DAY

KEX Portland, Ore., held "Kiddie's Day" at amusement park with stars of station's children's programs on hand to greet youngsters. KEX reports more than 19,000 persons were attracted.

PRIMARY RETURNS

WIP Philadelphia in cooperation with local non-partisan civic committee used window displays, street displays and spot announcements to build up its coverage of returns on local elections. Station reports displays drew many downtown shoppers and office workers during four days they were used preceding election.

ARMED FORCES SERIES

ARMED FORCES Radio Service rebroadcasting *The Temple Hour*, weekly religious series heard over WWRL New York, Fri., 10:30-11 p.m. Programs being recorded weekly in New York for shipment overseas to all AFRS stations.

SUMMER SELLING

KSL Salt Lake City distributing to trade promotion folder headlined "The Sky's the Limit," which advocates "Come Summer. . . . Go where the money goes. . . ." Station claims "advertisers last summer reached 41% more listeners of KSL than on the second station during the day, 38% more at night."

DISCUSSION FORUM

KMPC Hollywood, *Open Forum* Sun., 6:15-7 p.m. (PST). Discussion by panel of four representative community leaders of all sides of important questions of world, national, state and local interest. Listeners asked to phone in questions for discussion. Dr. John R. Van de Water, teacher of law and business administration, U. of California Los Angeles, is moderator.

RADIO'S EFFECTIVE POWER

GROCERY Store Products Co. used its participation in WBBM Chicago's *Paul Gibson Programs* to promote general consumption of mushrooms and specific sale of its product, B-in-B mushrooms. Company offered listeners series of mushroom recipes, but after six days cancelled offer because of response to limited-appeal item. After six mentions, 1,232 different requests were received for series. It cost sponsor 54 cents to introduce each family to new ways of using mushrooms.

NEWS ROUNDUP

KECA-TV Los Angeles, *Press Box* Mon.-Fri., 11-11:20 p.m. (PDT). Divided into two ten-minute blocks program features roundup of sports by Hank Weaver and analysis of news by Chet Huntley.

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

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with regional promotion
campaigns

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broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

LOOD DRIVE

Alaskan Stations Promote

DIO stations in Juneau, Anchorage and Ketchikan banded together to put across a Red Cross blood drive in Alaska—first in the territory's history—for "one of the most successful on record," the Red Cross has announced.

Joining the Alaskan radio stations in their participation in the drive, the Red Cross credited Robert Smedley, manager of KTKN Ketchikan, with "the most original recruitment device" in the campaign.

Additionally, KENI KFQD and KYYR Anchorage all spurred listeners into over-subscribing the drive's quota of 1,000 donors, the Red Cross said. KINY Juneau covered that city's drive.

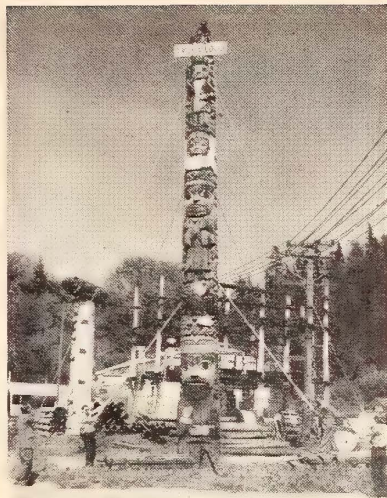
When the amphibious mobile unit reached the city, Mr. Smedley arranged for an unusual stunt, sending Staffman Wilford Green atop the totem pole in Ketchikan's famed Totem Pole Park. He was instructed not to leave until the quota was reached. Stunt was publicized with continuous flow of spot announcements and station breaks.

Also cited was KTKN Disc Jockey Rick Lauber who constantly reminded listeners of the approaching mobile blood unit and played musical dedications for donors. He also set up a competition between crews of two Coast Guard cutters stationed in the city. So successful was the drive that the pledge average of the Alaskan cities was proportionately greater than that for San Francisco, with a population times their combined size.

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ew NFAA Members

WITH four new agencies joining the recently formed National Federation of Advertising Agencies, headquartered in Los Angeles, the group now has a membership of 10 agencies, according to Byron H. Brown, president. New members admitted are Arnold & Co., Boston; Associated Advertising Agency, Wichita; Harvey Adv. Agency, Chicago; Speed & Co., Baltimore.



High man on Alaskan totem pole is Mr. Green, who occupied top perch until city subscribed full quota of blood to Red Cross drive.

HADACOL CARAVAN

Will Visit 18 States

HADACOL will make the rounds again, featuring "another fabulous Hadacol Good Will Caravan," according to Sen. Dudley J. LeBlanc, president of The LeBlanc Corp.

Hadacol's president says this year's entertainment troupe will play 50 cities in 18 states, an increase over 1950's 18 cities in seven states. Stars include Jimmy Durante, Milton Berle, Carmen Miranda, Rudy Vallee, Dick Haymes and Jack Dempsey. Three bands, dancers and an assortment of jugglers, acrobats and clowns are included. The caravan starts on its trail at Lafayette, La., in the heart of the Bayou country. Radio and TV promotion will precede the tour, Sen. LeBlanc said.

Sen. LeBlanc said Hadacol will be spending about a half million dollars for talent alone. Advance sales in the "caravan territory" already have reached \$6 million, he said. States in addition to Louisiana are Mississippi, Alabama, Georgia, South and North Carolina, Virginia, West Virginia, Kentucky, Indiana, Ohio, Missouri, Illinois, Iowa, Nebraska, Kansas, Oklahoma and Texas.

KGO MARATHON

Simulcast Raises \$200,000

KGO-AM-TV San Francisco captured Northern California listeners July 27 and held them for more than 21 hours with a simulcast that raised an estimated \$200,000 for the Cerebral Palsy Assn.

KGOers are claiming it was the greatest promotion and production ever staged by radio or TV in the area—even surpassing the MacArthur homecoming celebration and the Kefauver Committee hearings.

The simulcast was originally planned as a 12-hour marathon *Celebrity Parade* to raise funds for a \$45,000 deficit faced this year by the Cerebral Palsy Assn. in the San Francisco Bay Area. So successful was the show that it was continued for 21½ hours.

Idea for the promotion was conceived by Vince Francis, KGO sales manager, whose own son is a cerebral palsy victim. The exhausting emcee roles were handled by Lee Giroux, former KGO announcer now a freelance TV star, and Jack Webb, of Hollywood. Bill Hollenbeck, KGO-TV director, supervised camera work. Gayle Grubb, KGO general manager, did much of the work behind the scenes.

SCRIPTS SOUGHT

NBC Gets Govt. Requests

STATE DEPT. has asked NBC to release a copy of its July 6 special events broadcast on the Prague (Czechoslovakia) trial of William Oatis, AP newsman, convicted of espionage in the Iron Curtain country.

The 15-minute program, which broadcast recorded excerpts of the trial, including testimony by Mr. Oatis, carried commentary by former AP Prague reporter, A. I. Goldberg; Ed Haaker, NBC Frankfurt correspondent, and Henry Cassidy, NBC's director of news and special events.

The network also has been requested by the Senate Crime Investigating Committee to turn over recordings and transcripts of its *Truth About Narcotics* three-part series, now being heard Sunday, 1 p.m.

HPL Cited

LETTERS received by Paul West, *The Housewives' Protective League* commentator on KIRO Seattle, have been cited on the floor of the House by Rep. Hugh B. Mitchell (D-Wash.) during debate on economic controls. The correspondence favored continued price control. Rep. Mitchell said "these are not pressure letters written at the behest of any organization . . . [but are] simply from individuals worried about the effect of the price pinch . . . They are worthy of consideration by this Congress."

No War

A FAKE bulletin announcing Russia had declared war on the United States aroused WATH Athens, Ohio, listeners a fortnight ago and has station officials searching for the "malicious practical joker" responsible for the hoax. The false news, which was retracted by the station within 30 seconds after its airing, was announced during a remote broadcast of *Town Talk* from a local department store. The "bulletin" was received at the store by telephone from a man identifying himself as a member of the WATH staff. Station reports it received more than 20 telephone calls from listeners within seconds after the news was broadcast. Denials were aired by WATH throughout the remainder of the day.

NBC *Dragnet* moves to new Thursday time on 11 network Pacific Coast stations, 9-9:30 p.m. (PDT). Stations affected are KOMO Seattle; KGW Portland; KMED Medford, Ore.; KOH Reno, Nev.; KCRA Sacramento; KNBC San Francisco; KMJ Fresno; KERO Bakersfield; KIST Santa Barbara, Calif.; KFI Los Angeles; KFSD San Diego.

Adequate advertising

helps business

manufacture more

customers at low cost.

Your advertising in

Printers' Ink tells

the leading buyers of

advertising how

your station can

help them manu-

facture more customers

in your market —

at low cost.

— NEARLY 30 YEARS —

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Wates

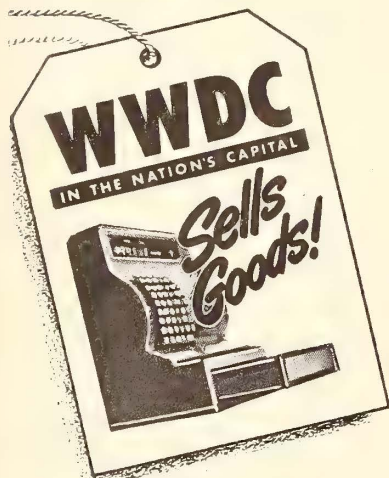
RADIO COMPANY
QUINCY, ILLINOIS

Phone 8202

WASHINGTON, D.C. (Warner Bldg.) Phone Met. 8522

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

WWDC 2nd NOW 2nd in total share of Washington audience*



Ask your Blair man for the
whole story

*Pulse: May-June, 1951

WANTED!

murder scripts

Wanted—scripts adapt-
able for radio and/or
TV.

For more information
on story requirements,
payment rates, etc.,
write to—

W. P. ROBINSON
V. P. in charge of
Programs

W L W
Cincinnati 2, Ohio

allied arts



CHARLES B. BROWN, director of television sales, Bing Crosby Enterprises Inc., L. A., appointed vice president in charge of sales. **BASIL GRILLO**, secretary-treasurer, named executive vice president. **T. W. JOHNSON** appointed secretary-treasurer, and **HOMER DUERR** appointed assistant secretary-treasurer. **JOHN O'MELVENY** appointed legal council and vice president.

BALL & GRIER Public Relations Assoc. opening offices in Utica, N. Y. Partners in firm are **GEORGE W. BALL** and **JOHN J. GRIER**, who served on public relations staff University College of Syracuse U. **WALLACE C. (Tony) ROBERTS**, reporter *Utica Observer-Dispatch*, named account executive.

ELLIOTT H. KELLY named director of labor and public relations Snader Telescriptions Corp., Beverly Hills.

SUZANNE DALBERT, French stage and screen actress, signed by Jerry Fairbanks Inc. for major role in *Recipe for Murder*, latest in *Front Page Detective* television film series.

AL JOSEPH named filmed director *Superman* Inc., L. A. He will direct half-hour film series, *Superman*, currently in production.

THOMAS L. MILANA, national field representative Associated Artists, N. Y., to Sterling Television Co., N. Y., in similar post.

RICHARD KROLIK, project supervisor *March of Time*, and **MARY STUART**, New York television actress, married Aug. 1 in New York.

THOMAS G. CASSADY, partner in the Chicago investment firm Farwell, Chapman & Co., named chairman of *Crusade for Freedom* in Cook, Lake and DuPage counties. Group operates Radio Free Europe for areas behind the "Iron Curtain", and is currently working for enrollment of one and one-half million persons for contributions of \$200,000 in the Midwest.

EVERETT REIMER named principal in Willard Simmons & Assoc., New York research firm. He was with the Survey Research Center of U. of Michigan.

JERI WALSH, assistant to producer-director of *Kraft Television Theatre*, J. Walter Thompson Co., N. Y., to MacLevy Studio N. Y., as assistant to the advertising public relations director.

ASTATIC CORP., Conneaut, Ohio, announces production of new microphone, crystal model DK-1. Small microphone is designed for easy camouflage and to give audience better view of entertainer.

GRAYDON AUSMUS, director of radio broadcasting services U. of Alabama, and vice president of National Assn. of Educational Broadcasters, appointed to four-man committee to administer Kellogg grant given association.

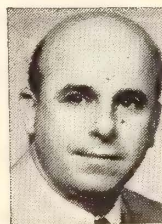
WILLIAM A. NAIL, program director Radio Broadcasting Services and WUOA-FM U. of Alabama, named program assistant. Overseas Services Section, Voice of America.

JOHN GROLLER, associate professor of radio education and director of radio workshop Ithaca College, appointed director of new radio and TV office created by Board of National Missions of Presbyterian Church in U.S.A. He was with CBS and McClatchy Broadcasting Co.

HAROLD E. STASSEN, president, U. of Pennsylvania, appointed chairman of 1951 Crusade for Freedom \$3,500,000 fund drive.

Equipment . . .

HENRY ONORATI, assistant advertising manager and national production manager RCA Victor Records, appointed director of electronics advertising Crosley Div., Avco Mfg. Corp. Mr. Onorati will supervise all electronics advertising for Crosley.



Mr. Onorati

ROBERT E. GIANINI, sales section, tube division, General Electric, Schenectady, appointed district representative for company's tube division with headquarters in L. A. **EDWARD T. CONNOLLY**, GE tube replacement sales, Schenectady, named district sales representative for tube division. He will make his headquarters in Cleveland. **H. B. NELSON Jr.**, supervisor of cooperative advertising for GE electronics department's receiver division, appointed assistant to sales manager of replacement tubes for company's tube division.

MANUFACTURERS ELECTRONIC SERVICE, Santa Monica, Calif., appointed by **MAGNECORD Inc.**, Chicago, as its West Coast service station, under direction **HARRY E. FETIG**. All equipment used in new service plant is duplication of equipment used in Magnecord factory. Complete parts service is maintained

along with repair and replacement service. Announces addition of public relations department headed by **NONIE HUNTER**. New Department will keep the recording and allied fields along with general public informed of developments in research and test laboratories, and of new happenings in production department.

GEORGE J. COSSMAN, Chicago district manager and member of board of directors and executive committee Graybar Electric Co., N. Y., retiring after 51 years service with company.

ALLEN B. DuMONT Labs, Clifton, N. J., announces new model image orthicon camera chain, model TA-124 E. It is designed for use in field, in studio, or for film pickup. Company also announced new improved video switching and mixing equipment. Equipment consists of nine-channel switch unit, mixer line amplifier and low voltage supply.

Technical . . .

EDMUND J. SMITH, chief studio engineer WTMA Charleston, S. C., enters Capitol Radio Engineering Institute, Washington, specializing in TV.

J. W. ROLAND, supervising operator CBV Quebec, to same position CBM FM Montreal.

EUGENE LAJOIE, supervising operator CBJ Chicoutimi, to same position CBM Montreal.

IAN STEPHEN, operator CBW Winnipeg, to CBK Watrous, in same capacity.

EDWARD J. CONTURE, engineer KECA-TV Los Angeles, father of girl July 16.

J. HERBERT RATTIGAN, WBM Boston, appointed chief engineer WOTW Nashua, N. H., succeeding **ROBERT C. BINGHAM**, now with WLAW Lawrence, Mass.

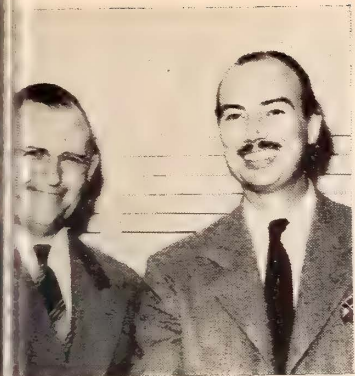
DEDICATION of RCA's two-way mobile communication system designed for police, fire and civil defense communications, was held in Philadelphia. New center will serve as auxiliary radio station for control of city motorized police and fire department and control center during civil defense and general emergencies.

I DON'T WANT TO BUTT IN, BUT HAVE YOU HEARD ABOUT KGLO

kglo

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

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



SMILES at the new alignment of McBride & Holmes Adv., formerly known as James McBride Adv. Agents are Mr. McBride (l) and Jack Holmes, new member of the agency. Holmes formerly was southwest manager for Ziz Television promotions. McBride & Holmes has offices in Fort Worth and Dallas.

STON POOL

Covers MacArthur Visit

STON radio and television stations pooled their facilities and manpower July 25 and 26 to cover visits of Gen. Douglas MacArthur's visit to that city. Handling details were Charles Vassal, KZ, as technical director and Al Keyes, WNAC, as program director.

Radio coverage included Gen. MacArthur's arrival and motorcade, visit to Quincy and trip to the State legislature which he addressed in the evening. His arrival and speech also were broadcast. Following day the General went to City Hall and Murphy General Hospital, covered by radio. Stations picked up portions of two highlights on basis of their availabilities.

Participating in the pool were these Boston-area stations: WBZ-TV, WEEL, WNAC-AM-TV, WOP, WLAW (Lawrence), WHDH, WJDA (Quincy), WORL, WCOM, WTAO (Cambridge), WCRB (Waltham), WKOX Framingham), WMEX and WHEEL.

MEMBERS of the 42d "Rainbow" Division of New York National Guard will make extensive radio and TV "guest" appearances this week over New York metropolitan stations, to stimulate interest in Guard activities. Public service campaign precedes a two-week training period for the division at Pine Camp, Watertown, N. Y.

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



KAHN APPOINTED

Heads RTMA Promotion Unit

APPOINTMENT of a Promotion Committee for Radio-Television Mfrs. Assn., with J. J. Kahn, Standard Transformer Corp., as chairman, has been announced by Robert C. Sprague, RTMA board chairman.

At the same time Mr. Sprague also renamed H. N. Henrye Saller, of John E. Fast & Co., chairman of the association's Credit Committee for the ensuing year. Mr. Saller has headed the group, one of RTMA's largest and most active, during the past year. D. F. Reed, of Raytheon Mfg. Co., was reappointed eastern vice chairman and A. D. Sigler, Crucible Steel Co. of America, western vice chairman.

Formation of the Promotion Committee, authorized during RTMA's annual convention in Chicago in June, stemmed from suggestions that RTMA provide tangible evidence of its services for the information of members and non-members looking toward increase in membership.

Chairman Kahn, who took an active hand in the recent reorganization of the manufacturers' association, also is a member of the board of directors and past chief of the Parts Division. He also represents RTMA on Radio Parts and Electronic Equipment Shows Inc.

Rounding out the new promotion unit are Max F. Balcom, Sylvania Electric Products Inc. board chairman; Paul V. Galvin, Motorola Inc. president; and Leslie Muter, Muter Co. president. Serving ex-officio are RTMA President Glen McDaniel and General Manager James D. Secrest.

D-J SONG CONTEST

Fullen Named Winner

UNIVERSAL International Films has announced the disc jockey winners of its recent Frank Sinatra song contest, with grand prize of \$500 U. S. Savings Bond (or an expense-paid week in New York) awarded to Gene Fullen of KSAL Salina, Kan. Contest was conducted among disc jockeys and their listeners to determine most popular standard selections recorded by the Columbia Records vocalist. Songs getting the most votes will be included in the forthcoming Universal motion picture "Meet Danny Wilson," starring Mr. Sinatra.

Runner-up prizes of 12 Bulova "Academy Award" watches were received by disc jockeys:

Emerson Kimball, WCOL Columbus, Ohio; Maury McGill, WBBW Youngstown, Ohio; Herbert S. Fontaine, WCOU-AM-FM Lewiston, Me.; William R. Lawson, WATS Sayre, Pa.; Joe Sikes, KANE New Iberia, La.; Paul Hennings, WNOR Norfolk; Wayne Allen, KSEL Lubbock, Tex.; Rodney V. Loudon, KPOJ Portland, Ore.; Bob Earle, KSO Des Moines; Jim McNamara, WALA Mobile, Ala.; Whitney Hains, CKCW Moncton, N. B.; Bob Watson, WSB Atlanta.

EFFICIENCY FACTS about the Continental 315 TRANSMITTER

Special

CERAMIC COIL FORMS

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.



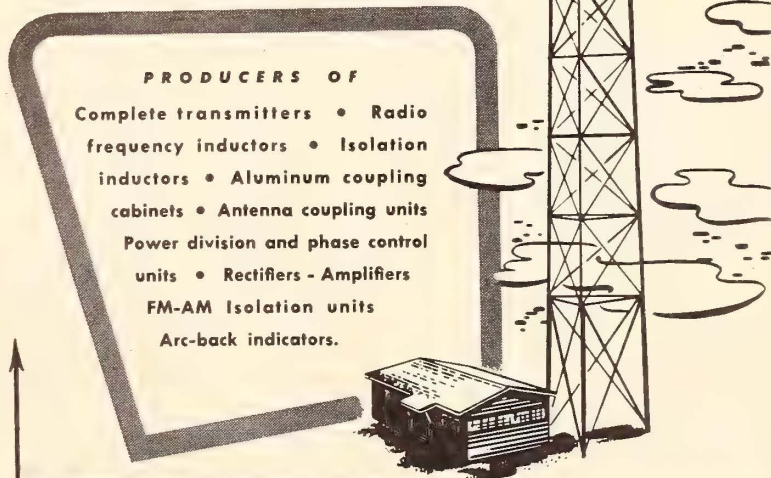
These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.



This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

PRODUCERS OF

Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units • Power division and phase control units • Rectifiers - Amplifiers • FM-AM Isolation units • Arc-back indicators.



CONTINENTAL

ELECTRONICS

New home of
CONTINENTAL ELECTRONICS
MANUFACTURING COMPANY

MANUFACTURING CO.



4212 S. BUCKNER BLVD

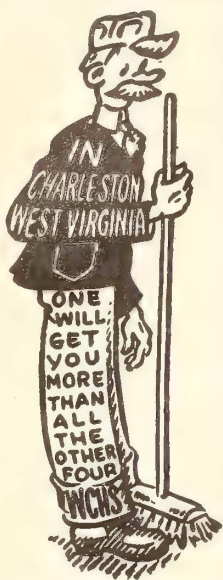
DALLAS 10, TEXAS

PHONE EVERgreen 1137

Mr. Ed Wilhelm
Maron, Inc.
New York City

Dear Ed:

Folks nowadays wants their dollars ter go as fur as poss'ble, an' I s'pose you agency fellers ain't no 'ception. Reckon thet's why so many is abuyin' time on WCHS, 'cause any way yuh figgers it yuh comes up with a bargain! Frinstance, th' latest Hooper shows thet WCHS gives yuh w a y more'n two, an' a half times as many listeners as th' evenin' as th' next rankin' station in town — an' don't fergit, Ed, Charleston is got five wv 'em! Now thet's jest fer th' city district! Hit don't include th' vast outside bonus audience served 'most 'clusively by WCHS!



So, anytimes yer lookin' fer a place ter get a lot fer yer money—remember WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

IN MONTREAL

it's

CFCF

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



U. S. Representative—Waed & Co.

air-casters



JACK BROOKS, noted radio singer and announcer, appointed program and production director WHHM Memphis. Mr. Brooks was with WTAM Cleveland, WHAS Louisville and WBBM Chicago.



Mr. Brooks

WILLIAM T. WAGNER named production director WTVN (TV) Columbus, Ohio. He was with WIBA

and WKOW Madison.

C. RICHARD EVANS, general manager KSL-AM-TV Salt Lake City, announces establishment of separate radio and television promotion departments. **WAYNE KEARL** remains promotion manager for KSL. **A. RICHARD ROBERTSON** named promotion chief for TV. **LaVAR REESE** replaces Mr. Robertson in radio section.

HARVEY HUSTEN, Voice of America, New York, to announcing staff WAAM (TV) Baltimore. **PAT POLILLO** named projectionist on WAAM production staff.

JOHN WAGNER, accounting department, ABC Hollywood, named controller of network's Western Div.

GLENN JOHNSON appointed assistant in television production department WBTV (TV) Charlotte, N. C. He was with WFMY (TV) Greensboro.

DICK McADOO returns to WGBG Greensboro, N. C., as emcee on WGBG Nighthawk Program.

PAUL PAULSEN Jr., announcer-writer WDKY Cumberland, Md., to WSVA-AM-FM Harrisonburg, Va., as announcer disc jockey.

PAUL DIXON, disc jockey WCPO-AM-TV Cincinnati, to start disc jockey show on ABC-TV, as replacement for *Curtain Up*.

HARRY BRUNDIDGE signed to five-year contract to produce and moderate the *Brundidge-Crime Reports* program on WPIX (TV) New York.

MIKE JABLONS, president of Gainsborough Assoc., N. Y., appointed director of publicity and promotion, WLIB, New York. New post is in addition to his duties at Gainsborough.

CAROLYN COVERT, WSUI Iowa City, Iowa, to continuity staff WOW-AM-TV Omaha.

RUTH CLYMER, Mason City *Globe Gazette*, Mason City, Iowa, to continue department KSTP (TV) Minneapolis.

BILL GORDON, sports director WNAW North Adams, Mass., to staff WENT Gloversville.

ROBERT McLAUGHLIN, disc jockey KLAC Hollywood, appointed television producer and assigned to *Les 'Carrot-Top' Anderson Show* on KLAC-TV. He will continue duties as disc jockey.

JACK CHANCELLOR, TV writer NBC Chicago, father of girl, born July 31.

FRANK McDONALD, Hollywood director, signed to an exclusive term contract by William F. Broidy Productions, same city, for both motion pictures and TV.

MURIEL GAYLE appointed director of copywriting and acceptance department WIP Philadelphia, replacing **ROBERT LAURENCE**, who moves into newly created job of program coordination. Miss Gayle was women's commentator WGMR New Rochelle, N. Y.

JAY FROMAN appointed to announcing staff KXYZ Houston. He was with WILL Urbana.

JUDY THEOBALD named script girl on CBS *Gene Autry Show*, replacing **CAPPIE ROBERTS**, resigning to be married in fall.

ARCH GRIFFIN, cameraman KECA-TV Los Angeles, and **MARY CROSLY** secretary to **CAMERON PIERCE**, station engineering operations supervisor, married in that city July 20.

CHARLES (Chuck) von FREMD, producer CBS-TV, and **VIRGINIA SULLIVAN**, publicity director WATO Cambridge, Mass., married July 19.

DEXTER CARD, announcer WMTW Portland, Me., to WABI Bangor, Me., in same capacity.

TOM BELCHER, program director KGWA Enid, Okla., father of boy, Robert Allen.

RUBE WEISS, director WXYZ-TV Detroit, father of boy.

GEORGE NEMETT, announcer KALI Pasadena, and Millie Cohen have announced their marriage.

VERN TASCHNER, technician CBS Hollywood, reports to duty with U.S. Naval Reserve, Washington, D. C., Aug. 15, with rank of lieutenant.

WAYNE HOWELL, NBC announcer and producer, replacing **ELOISE McELHONE** as master of ceremonies on RCA Victor disc and guest show, *Musical Merry-Go-Round*, Sat. 8:00-8:30 p.m.

GROVER ALLEN, ABC-TV Chicago director, and Celine O'Malley, are to be married Aug. 18.

HUGH GREEN to NBC Chicago radio production staff. He was with WNMP Evanston, Ill.

DON FAUST, production director WDTV (TV) Pittsburgh, and Barbara Wilson, married Aug. 4.

RUDOLPH HALLEY, who won national reputation via TV as chief

counsel of Senate Crime Investigation Committee, signed as narrator weekly TV version of *Gangbusters*, starting on CBS-TV Sept. 4 (TV 9-9:30 p.m.) under sponsorship Schick Inc. (electric razors). Out his proceeds from programs, Halley said he will make wee presentations to one or more charities.

EUNICE KETTLE, member of "Pinafores," trio on CBS *Gene Autry Show*, and James O'Bryan, married Aug. 4.

News . . .

CLETE ROBERTS, newscaster KFI Hollywood, to KLAC that city, similar capacity. He continues a twice daily telecasts on KLAC-TV.

RICHARD MITTAUER, news staff ABC Chicago, to news staff WOW-AM-TV Omaha.

STAN EDWARDS, announcer CKL Toronto, to Canadian Press, as write man.

PAULINE FREDERICK, news commentator ABC, awarded gold key city by Birmingham, Ala., July at the Annual Woman's Banquet, her contribution to the "culture" information of Birmingham.

SANDY SAUNDERS, farm director WYK Oklahoma City, adopts boy, Lwyne Charles.

HAL FISHER, news writer WB Chicago, father of boy, Brian Jr.

Moscow Says

COCA-COLA may be "the pause that refreshes" to millions of American radio listeners—but the drink is downright "poisonous" for Europeans. That's what the Moscow Home Radio is telling its listeners. A special U. S. government-monitored broadcast claimed that the soft drink is "inundating the markets of all European countries, poisoning the health of the people, and increasing the profits of the American Coca-Cola concern."

WNJR Newark July 10 and 20 air 12-hour direct broadcasts from Atlantic City on U. S. Senate Crime Committee gambling hearings in the resort town.

KGW

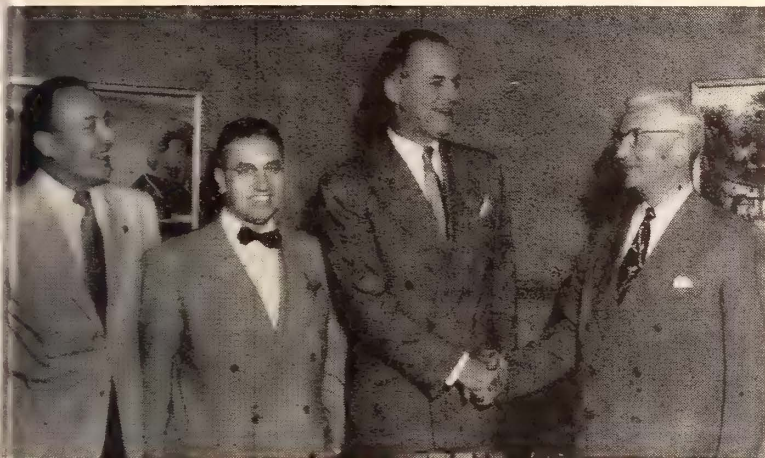
carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,950
Station C	295,470
Station D	192,680
NIGHTTIME	
KGW	367,370
Station B	330,820
Station C	307,970
Station D	285,440

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

milestones



WVHC-TV New Haven, Connecticut's only television station, receives congratulations at the beginning of its fourth year of telecasting. L to r: James Milne, WVHC general manager; Aldo De Dominicis, secretary-treasurer; Gov. John D. Lodge, and Patrick J. Goode, WVHC-TV president.

KVOE Santa Ana, Calif., is celebrating its 25th year on the air.

Two executives of WLAW Lawrence, Mass., will observe anniversaries with the station this month. George A. Hinckley, chief engineer, will round out his 11th year. Nona Kirby, regional sales manager, marks six years with WLAW.

"Salt and Peanuts," personality singing duo now on WMBM Miami Beach, Fla., on Aug. 26 will observe their 21st anniversary on radio. A special program has been planned for the occasion.

Los Hollywood has moved its television service operations to new quarters recently leased in Keywest Studios, between Monica and Van Ness Blvds. Among facilities being moved are television scenery construction, storage, prop shop, prop storage, set designing and wardrobe departments.

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.

NEW ACCOUNTS UP

Santa Ana Radio Credited

HOW a bank can use spot radio for direct selling as well as for institutional good will is superlatively illustrated by the Commercial National Bank, Santa Ana, Calif. Institution has just completed its first year on KVOE, that city.

Until the summer of 1950, the bank used other media exclusively. It then added a schedule of five spot announcements daily on KVOE, changing time slots every day and copy every week.

With radio as the only new ingredient in its advertising, the bank gained 897 new accounts in the 12 months ending June 30, 1951, an average of 75 a month, according to executives. This is 60% higher than the best gain of any previous year, it was pointed out. The bank added 49 new accounts in the first 10 days of July.

960 KC FIGHT

Kinston Hearing Delayed

FURTHER hearing on competitive bids of WELS and WFTC Kinston, N. C., for improved facilities on 960 kc was postponed by FCC last week without date pending action on petitions to amend and modify issues in the case, involving inquiry by the Commission into alleged WELS stock transfers without consent [BROADCASTING • TELECASTING, July 16]. Further hearing had been scheduled to commence last Wednesday.

WELS, now on 1230 kc with 250 w fulltime, seeks change to 960 kc with 1 kw fulltime. WFTC, at present operating on 1010 kc with 1 kw daytime, seeks change to 960 kc with 5 kw day, 1 kw night. Application for negative transfer of control of WELS also has been made a part of the proceeding by FCC.

WELS petitioned the Commission to amend its hearing order, clarify the issues and add past and future programming factors. WFTC, in opposing the WELS motion, asked the Commission to investigate the "manner in which the construction and operation of WELS was financed."

Charles E. Whyte

FUNERAL services for Charles Evers Whyte, 48, Los Angeles advertising agency executive, were held last Monday in the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. He died at Hollywood Presbyterian Hospital in Los Angeles on July 27 from a heart ailment. Mr. Whyte was president of the California advertising agency bearing his name.

Besides his widow, Mrs. Ella Whyte, surviving are three sons, Charles Jr., Robert and Anthony; a daughter, Penelope; his mother Mrs. Ann Whyte, and a sister, Mrs. Ruth Moore, all of Los Angeles.

On the BEAM

WITH

WINCHARGER

Radio TOWERS

Ahead of them All!

Wincharger type 300 tower is the pride of the industry from coast to coast.

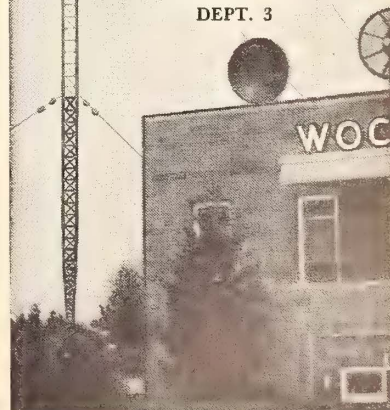
Here is illustrated an actual installation at Station WOC Davenport, Iowa. AM - FM - TV complete in one super-duty tower.

Let Wincharger help you engineer your next antenna tower project. Be ready the moment new TV channels are available.

WRITE
WIRE
PHONE
NOW

WINCHARGER

CORPORATION
SIOUX CITY, IOWA
PHONE 2-1844
DEPT. 3



'FAMILY DAY'

WFBR Outing Draws 25,000

SIX weeks of build-up for WFBR Baltimore's "Family Day" paid off July 25 when 25,000 persons crowded Gwynn Oak Park, Baltimore amusement area. While John E. Surrick, WFBR vice president and general manager, acted as overseer, the station staff saw to it that entertainment activities kept moving.

Jim Crist, morning personality, emceed a "Diaper Derby" for crawling babies and a "Husband Calling Contest" for housewives. Winners appeared on Club 1300 emceed by WFBR's Henry Hickman. Lou Corbin took charge of a "Surf Suds Blowing Contest," and a "Pop Drinking Contest."

Helen Brooks, director of women's programs, and Don Hamilton conducted an "Artists Delight Contest." In addition, the station gave away 5,000 WFBR balloons. Prizes for the contests were offered by local merchants.



Mr. Crist looks on in amazement as Mrs. Walter Hayes, winner of the "Husband Calling Contest," demonstrates the power of her lungs.

FARM POPULATION

10-Yr. Drop 5 Million

REVISED estimates of farm population in the U. S. by the Commerce Dept. show a decrease of nearly 5 million between April 1940 and the same month last year.

Revisions of the 1940 census figure and of the Census-Bureau of Agricultural Economics estimates for 1941-1949 were made so as to comply with a new definition of farm population adopted for the 1950 census. The new definition excludes from farm population those living in houses located on farms if the occupants pay cash rent for the house and yard only without any farm land. Decrease in population on the farms continues a trend that has been marked in this country since the early years of the Twentieth Century, it was noted.

Audio Fair Exhibit

AUDIO FAIR, to be held at the third annual convention of the Audio Engineering Society Nov. 1-3 at the Hotel New Yorker, New York, will include an exhibit of high quality-sound recording and playback equipment located on the fifth floor of the hotel, Harry N. Reizes, fair manager, has announced. Audio Engineering Society will conduct a technical session of engineering papers for which a charge will be made. However, there is no charge to the fair, which is open to the public.

Diligent Digger

A WELL DIGGER in Omaha, Neb., brought in a gusher of complaints a fortnight ago when he severed cables carrying major network radio programs, wire services and some military installations. According to a United Press report, all CBS, Mutual and NBC programs west of Omaha were interrupted from 25 minutes to more than an hour as telephone workers tried to repair cables.

FCC actions



JULY 26 THROUGH AUGUST 2

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 hour
STA-special temporary authorization	CG-conditional grant	

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

July 27 Applications . . .

ACCEPTED FOR FILING License Renewal

Following stations request renewal of license: WHBF Rock Island, Ill.; WISH Indianapolis, Ind.; WLOU Louisville, Ky.; WFBR Baltimore, Md.; WVET Rochester, N. Y.; WHIP Mooresville, N. C.; KMO Tacoma, Wash.; WIBA Madison, Wis.

License for CP

WJSW-FM Altoona, Pa.—License for CP new FM station.

Modification of CP

KISS (FM) San Antonio, Tex.—Mod. CP new FM station to change ERP to 12.87 kw, ant. height to 567 ft. etc.

FM—97.5 mc

KPOR (FM) Riverside, Calif.—CP new FM station AMENDED to change ERP to 81.6 kw, ant. height to 1509 ft. etc.

July 30 Decisions . . .

ACTION ON MOTIONS

By Comr. Paul A. Walker

Harding College and Edith Wood Sweezy, Searcy, Ark.—Granted petition of Harding College requesting dismissal without prejudice of its application; on Commission's own motion removed from hearing docket application of Edith Wood Sweezy.

Watertown Radio, Inc., Baraboo, Wis.—Granted petition requesting dismissal without prejudice of its application.

WLIZ Bridgeport, Conn.—Granted petition for continuance of hearing in proceeding upon its application from Aug. 13, to Oct. 12 in Washington.

Frontier Bestg. Co., Fort Worth, Tex.—Granted petition for waiver of Sect. 1.854 of the Rules and for acceptance of petitioner's notice of intention to appear and participate in oral argument on exceptions filed in proceeding upon applications of WLCS Baton Rouge, La. and KJAN Baton Rouge, La.

By Hearing Examiner J. D. Bond

KCOG Centerville, Iowa.—Granted petition for leave to amend application so as to supplement with respect to program service proposed.

By Hearing Examiner Basil P. Cooper

WELS and WFTC Kinston, N. C.—Granted motions for continuance of further hearing in proceeding upon their applications and further hearing continued until a date to be announced after Commission has acted upon petitions to amend and modify issues.

WELS Kinston, N. C.—Further ordered motion of WELS to dismiss their petition for authority to take depositions be granted and petition for authority to take depositions was dismissed.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Grant petition which requests acceptance of his notice of appearance in proceeding upon his application.

July 30 Applications . . .

ACCEPTED FOR FILING License for CP

WMMB Melbourne, Fla.—License for CP to change frequency, power a hours operation.

WIAM Williamston, N. C.—License for CP new AM station etc. AMENDED to change name from S. S. Adcock James H. Gray Sr., Henry A. Johns and Charles R. Gray d/b as Mart County Bestg. Co.

WDSU-FM New Orleans, La.—License for CP new FM station.

License Renewal

Following stations request renewal license: WIRL Peoria, Ill.; KSCJ Sioux City, Iowa; WBBR Brooklyn, N. Y.; WLAT Conway, S. C.; KSNY Snyder, Tex.; WMIL Milwaukee, Wis.; WNA Neenah, Wis.; KXRO Aberdeen, Wash.

TV—Ch. 6

WDSU-TV New Orleans, La.—CP increase ERP from 31 kw vis. 15 kw aur. to 100 kw vis. 50 kw aur., install new trans. etc.

July 31 Decisions . . .

BY THE SECRETARY

KSTP-FM St. Paul, Minn.—Grant license for FM station; Ch. 271 (10.1 mc); 5.82 kw; 560 ft.

KLIF Oak Cliff, Tex.—Granted cense for increase in D power and installation of new trans.; 1190 kc 1 kw 5 kw-LS DA-N.

WHBF Rock Island, Ill.—Granted cense for installation of new trans.

WMTW Portland, Me.—Granted cense to change trans. location, main studio location and install new trans. cor

WDXI Jackson, Tenn.—Granted cense for installation of new trans. an aux. trans. at present location main trans. employing DA-N.

WTSV Claremont, N. H.—Granted cense for installation of new trans. a change trans. and studio locations.

KXOK-FM St. Louis, Mo.—Grant mod. license to change name to KXO Inc.

KFVD Los Angeles, Calif.—Grant CP to change type trans.

WEKZ Monroe, Wis.—Granted mod. CP to change type trans.

WNEW New York, N. Y.—Grant mod. CP to change type trans.; cor

KDLM Detroit Lakes, Minn.—Grant mod. CP for approval of ant., trans and studio locations and change type trans.

KSOO Sioux Falls, S. D.—Grant

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 5392
P. O. Box 7037 Kansas City, Mo

FOR FINEST TAPE RECORDING

KAKC
Tulsa, Okla.

USES
Magnecorder

—FIRST CHOICE
OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!

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

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

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

For new catalog — write
Magnecord, Inc.
360 N. Michigan Ave., Chicago 1, Ill.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY

Executive Offices
National Press Building
Press and Laboratories
1339 Wisconsin Ave., N. W.
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Member AFCE*

JAMES C. McNARY

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

A 43-year background
—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J.
Montclair 3-3000
Laboratories Great Neck, 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
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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 Colten & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ

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

GUY C. HUTCHESON

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

ROBERT M. SILLIMAN

1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

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"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 1850—Executive 6861
(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

A. R. Bitter

CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7631



Member AFCE*

August 1 Decisions . . .

BY THE COMMISSION EN BANC Designated for Hearing

Desert Radio and Telecasting Co.,
Palm Springs, Calif.—Designated for
hearing in Washington on Sept. 6, ap-
plication for a new station on 1230 kc
250 w unl., and made KXO El Centro,
Calif., party to proceeding.

Johnnie Weston Crabtree, Oklahoma
City, Okla.—Designated for hearing in
Washington on Sept. 11, application for
new station on 1590 kc 500 w D, and
made KWHP Cushing, Okla., party to
proceeding.

KIRO Seattle, Wash.—Designed for
hearing in Washington on Sept. 12,
application to make changes in DA
pattern (operating on 710 kc 50 kw
unl. DA-N), and made WOR New York
party to proceeding.

MEOV Changed

KECC Pittsburg, Calif.—Granted CP
to change maximum expected operat-
ing values of DA-N (operating on 990
kc 1 kw unl. DA-N, U); cond.

Extension Granted

First Baptist Church, Pontiac, Mich.
—Granted extension of authority to
transmit programs by wire from First

Baptist Church, 34 Oakland Ave., to
CKLW Windsor, Ont.

To Remain Silent

KGIB Bremerton, Wash.—Granted
authority to remain silent for 60 days
from July 16, pending reorganization.

August 1 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal
of license: WTOG Savannah, Ga.;
WJLK Asbury Park, N. J.; WADC
Akron, Ohio; KOME Tulsa, Okla.;
KBND Bend, Ore.; WJAS Pittsburgh,
Pa.; KRGV Weslaco, Tex.; KLTJ Long-
view, Tex.; KIT Yakima, Wash.; WEBC
Duluth, Minn.

Modification of CP

WCAR-FM Pontiac, Mich.—Mod. CP
as mod., authorizing new FM station
for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—
Same.

KISS (FM) San Antonio, Tex.—Same.

WSPA-FM Harrisonburg, Va.—Same.

WCON-TV Atlanta, Ga.—Mod. CP, as
mod. new TV station, to change type

(Continued on page 92)

od, CP to change trans. location and
be trans.; cond.

Following were granted mod. CP's
extension of completion dates as
own: WRBL-FM Columbus, Ga. to
1-1-51; WTOL-FM Toledo, Ohio to
3-3-51; WISN-FM Milwaukee, Wis. to
2-2-52; WWSW-FM Pittsburgh, Pa. to
2-2-52; WSGN-FM Birmingham, Ala.
12-15-51; KBLI Blackfoot, Idaho to
3-3-51; WPMP Pascagoula, Miss. to
4-5-51; WTVJ Miami, Fla. to 1-27-52.
WFOX Milwaukee, Wis.—Granted li-
cense for change of trans. and studio
locations.

WVCL Corning, N. Y.—Granted li-
cense for change in frequency and
ours operation; 1450 kc 250 w unl.

WENE Endicott, N. Y.—Granted li-
cense for change of facilities, installa-
on of new trans. and DA-DN and

change trans. location (coordinates
only). 1430 kc 5 kw unl.

West Bend Bestg. Co., West Bend,
Wis.—Granted license for remote pick-
up KA-9207.

WINL Lebanon, Ind.—Granted license
for FM station; Ch. 296 (107.1 mc) 590
w; 85 ft.

WAYS-FM Charlotte, N. C.—Granted
license for FM station; Ch. 299 (107.7
mc) 2 kw; 140 ft.

KNOB Long Beach, Calif.—Granted
license for FM station; Ch. 276 (103.1
mc) 320 w; 420 ft.

Granted CP's and Licenses for new
remote pickup stations to following:
KA-9280 (Radio Station WIBS Inc.),
Santurce, P.R.; KA-9281 (Radio Service
Corp.), Pocatello, Idaho.

WKNA-FM Charleston, W. Va.—
Granted mod. CP for extension of com-
pletion date to 11-10-51.

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

New 5 kw (1 kw night) going on the air in southeast this fall. Invite inquiries about or applications for all staff positions, except that of chief engineer. All replies held in strict confidence until and unless you say otherwise. Box 510K, BROADCASTING.

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative with thorough knowledge graphic arts. Must be able to originate and write publicity. Need a sales promotion man who knows radio and is ambitious. Include with letter application salary expectations and a recent photograph with samples of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 341K, BROADCASTING.

Manager - salesman to assume full charge midwest station. Finest and most modern equipment. Excellent opportunity to qualified person. Box 400K, BROADCASTING.

Salesman

Head salesman wanted. Pennsylvania area, 15% commission, \$75.00 per week draw. Reply Box 441K, BROADCASTING.

If you can sell radio time, I'd like to hire you. Straight salary adjusted periodically. Substantial 5 kw in undeveloped Ohio metropolitan market needs a down-to-earth salesman. Sales ability comes first. Experience and other details in first letter. Box 451K, BROADCASTING.

Salesman or salesmanager. 250 watt east central network affiliate. Rush references and full information. Box 498K, BROADCASTING.

Wanted: Account executive, with radio or television experience, by medium-size, long-established, financially strong agency in midwestern city of ¼ million. With TV arriving early in 1952, here's a ground floor opportunity for young man with yen for selling. Salary and participation. Give full background first letter. Box 502K, BROADCASTING.

5 kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional accounts. Adequate draw against commission. Only experienced men apply. Box 508K, BROADCASTING.

Good deal for man experienced sports and sales. Upper midwest. Box 511K, BROADCASTING.

Progressive independent station needs experienced salesman with ideas immediately. Air time optional. Full details first letter. KWBM, Williston, North Dakota.

Experienced time salesman. No floaters. Good proposition for right man, salary and commission. Tell all first letter. G. T. Frechette, WFHR, Wisconsin Rapids, Wis.

Wanted: Salesman—must have background of radio sales in comparable market and should have knowledge of the south but this is not essential. Give full details and picture in first letter. We pay 15% and drawing account. WHAN, Charleston, S. C.

Chief salesman wanted in Berkshire, New England area. Fifteen percent commission, \$100.00 guaranteed draw for the right man. Contact Nicoll, WNAW, North Adams, Massachusetts.

Florida newspaper owned station with FM affiliate requires experienced time salesman. Famous resort city, excellent opportunity. Car essential. Write Jerry Stone, WNDB, Daytona Beach, Fla.

Help Wanted (Cont'd)

Announcers

Immediate opening announcer with first class ticket, good pay for qualified man, will consider inexperienced man with training and ability. Send disc and details. Box 475K, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. \$65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 382K, BROADCASTING.

Experienced announcer, midwest 500 watt. Give full details, experience and salary required. Box 401K, BROADCASTING.

Opening night man who can handle football also. Send resume. Texas. Box 405K, BROADCASTING.

We are interested in a solid responsible man approximately 25 to 35 with a good news voice who would have a real interest in taking charge of and developing high caliber news programs for this station. He must know how to collect and write local news properly. He should preferably be a family man with an interest in permanence. We can offer a high type community to live and work in, pleasant and congenial conditions and we feel, a respectable salary to the right man. Box 425K, BROADCASTING.

Announcer-engineer, opportunity for advancement in profitable network station located near Birmingham. \$55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 383K, BROADCASTING.

Announcer-engineer. Western Pennsylvania station. Minimum guarantee \$80.00 week. Excellent working conditions. Must be good staff announcer. Box 455K, BROADCASTING.

Quality morning man with first class ticket. Must be excellent announcer and deliver highly rated show and newscast to women's audience. Opening now with one of Pacific northwest's most aggressive one kw station. \$360 to start. Send complete information to Box 460K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 406K, BROADCASTING.

Announcer-engineer, dependable, conscientious, wanted by Minnesota station. Good salary. Send details to Box 462K, BROADCASTING.

Announcer, \$200.00 monthly, forty hour week, time and a half overtime. Send disc, photo. Box 471K, BROADCASTING.

Immediate opening announcer with good voice, versatile and stable, good pay, midwest. Send disc and details Box 474K, BROADCASTING.

Announcer-salesman: Experienced man capable managing remote studios midwest town 12,000. Opportunity for announcer strong on sales. Earnings \$100.00 plus. Box 476K, BROADCASTING.

Experienced announcer-salesman wanted by Minnesota station. Must be good on DJ shows. Must like to sell. Good salary. Write to Box 477K, BROADCASTING.

Pacific northwest, Mutual AM-FM in small market. Excellent opportunity for good voice with license. Must be able to handle disc and special shows effectively. Sports experience helpful. Send full information and expected salary. Box 487K, BROADCASTING.

Help Wanted (Cont'd)

Announcer-engineer! Progressive western town. Good climate. Friendly staff. Salary commensurate with living standard. Apartments available. Box 492K, BROADCASTING.

Wanted—announcer, colored. Must be family man and well educated. Previous experience and references necessary. Opportunity for advancement. Box 484K, BROADCASTING.

Wanted. Two announcers for northern Michigan station. At least one year experience. Send letter, disc and starting salary requirement. Box 503K, BROADCASTING.

Sportscaster-announcer. Must be tops play-by-play and competent special events, general staff. Above average earnings right man. Midwest. Write all Box 512K, BROADCASTING.

September opening Texas station announcer with deep voice, experienced board work. Good starting salary, raises dependent upon individual. Full details first letter include salary expected and send disc or tape to Box 515K, BROADCASTING.

Announcer with ticket, 250 watt, near N. Y. Box 524K, BROADCASTING.

Major NE market net regional wants "zany" morning personality. Must submit "proof of performance" and ability to out-Hooper and outsell past competition. Send disc, photo, background and salary requirement first letter. Box 527K, BROADCASTING.

Immediate opening established Mutual affiliate combination announcer and engineer, first phone, car helpful. Good top pay, permanent position, 40 hour week. Experience preferred. Contact Dave Button, KSVP, Artesia, N. Mexico.

Wanted: Announcer or combination man. Excellent opportunity. Send photo, disc, references. WABG, Greenwood, Miss.

Experienced staff announcer, Florida 250 Liberty. Chance for play-by-play football if qualified. Engineering license an asset but not required. WCNH, Quincy, Florida.

Mature in voice with good common sense. That's the announcer we want for network station. Please do not apply unless you are better than average announcer. Excellent base, plus talent. Rush audition disc and background to Dave Rodman, WEIM, Fitchburg, Mass.

Combination announcer-engineer, emphasis on announcing. First class ticket necessary. State salary. Send disc or tape and past record. WKJF, Pittsburgh, Penna.

Wanted: Capable, experienced staff announcer. \$62.40 for 48-hour, 6-day week. If first class licensed, \$72.80 week. WLET, Toccoa, Georgia.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 250-watt network station. Send disc, qualifications and salary requirements. WMLT, Dublin, Georgia.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Will pay sixty-five for good combination man who can read a commercial and do DJ work. Send disc or call at WMPM, Smithfield, N. C.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Announcer and announcer - engineer wanted. South Georgia network affiliate needs a straight announcer a also combo man. Good salary. Press help adequate, but looking ahead. Telephone 327, WVOP, Vidalia, Georgia.

Technical

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

Ohio station needs experienced engineer. Good living and working conditions. Position permanent. Send resume past experience, salary requirements, etc. to Box 410K, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 497K, BROADCASTING.

Control operator, first class license \$55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

Wanted engineer, experience unnecessary, \$55 for 40 hours time and ½ vacation. Car essential; paid vacation. Contact KGAR, Box 878, Garden City, Kansas.

First class engineer. Experience essential. Wire information and expected salary per 44 hour week. KVAL, Brownsville, Texas.

Transmitter operator needed immediately at new 1000 watt near beautiful Wolf Creek Lake. No experience necessary. Contact Chief Engineer, WABC, Columbia, Kentucky.

Immediate opening for a combination first class engineer-announcer, or engineer with a first class license. Telephone J. Eric Williams, WGA, Utica, N. Y.

Wanted—engineer 1st phone, \$200 month, contact Tim Marsh, WHA, Shelbyville, Tenn.

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Wanted immediately first class license operator with some experience at controls. Pay scale 1.15 per hour. Minimum 59.80 per week. Contact F. Lackey, WHOP, Hopkinsville, Ky.

Engineer AM and FM NBC affiliate. \$1.40 per hour time and one-half over 40 hours. Graduated sick leave pay to six months at full pay plus 8 months at half pay after five years service. See story in September 1951 RCA Broadcast News. Thomas Phillips, WKPT, Kingsport, Tennessee.

Immediate opening for transmitter engineer, 1 kw ABC. Car necessary. Contact Harold White, WKTY, Crosses, Wisconsin.

Production-Programming, Other

Radio and TV writer, script and commercial, by medium-sized Pittsburgh agency as addition to 4-man department. Moderate salary, good opportunity for advancement in production. Send photo, experience outline, availability date and desired salary to Star. Reply Box 339K, BROADCASTING.

Experienced copywriter, to produce original, results-getting copy. Give full details, samples and salary requirements. Box 402K, BROADCASTING.

Radio writer-female. Continuity and copy. Also experienced broadcast. Two years announcing and program planning. Experienced interviewing celebrities, delving in local history and local personalities. Broad college education. Want southwest only. Box 457, BROADCASTING.

Newsman. To gather, write, news local news and handle wire. H. Winsor, WBYS, Canton, Illinois.

Copywriter, male or female, experience necessary. No air work. Write Manager, WNAM, Neenah, Wisconsin.

Help Wanted (Cont'd)

Television

Announcers

ed, an experienced midwest announcer able to handle ad lib and commercial assignments for TV station. 5½ week, pay \$60. Real opportunity for man who can sell copy. Send background, references, photo, to 453K, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

ger-program director-sales director. 11 years radio experience. 3 years managerial experience in small station operation. Very active in civic work. Married. Veteran. Steady, reliable. Excellent references. Box 403K, BROADCASTING.

on manager who has 12 years background radio and accounting has good knowledge of all station operations. Background includes college education, management, advertising and motion plus practical experience. Married, family, draft exempt, good references. Available reasonable notice present employer. Box 428K, BROADCASTING.

manager desires change, larger or TV station. 17 years experience, engineering, management, sales, established 2 stations, experienced, production, copy, traffic, personnel. Knowledge TV operation. Family, middle class. Desire permanent position with desire AM management or position in TV where experience will be used. Box 452K, BROADCASTING.

wants a reliable, sober, topnotch manager who can sell? Not afraid of work. Open for job soon. Cheap man. Knows sales, continuity, announcing. Box 466K, BROADCASTING.

on or sales manager available! Thoroughly capable, long experience in phases radio. Efficient management, good sales and public relations. A team maker. Mature, fine personality good showmanship. Everything makes successful station. Prefer south or southwest. Plenty northern experience. Reasonable salary and percentage. Box 478K, BROADCASTING.

roughly versatile manager-program director with 15 years successful radio experience. Currently employed manager-program director (6 years) which includes writing, delivering two sports commentaries daily. Know boxing, tennis, football. Excellent speaker, events and ad lib. Outstanding managerial and program administration. Developed ratings top in market. Reached limit here in responsibility and salary. Married, references. Box 522K, BROADCASTING.

eral-sales manager plus first class experience. Box 525K, BROADCASTING.

Salesman

perienced salesman, desires position southwest. Brochure on request. Box 434K, BROADCASTING.

tral states only!! Thoroughly experienced. Age 36. Available immediately. Box 473K, BROADCASTING.

es-news: Sixteen years experience in phases. Will do newscasting to introduce your market. Box 481K, BROADCASTING.

Announcers

York stater; announcer 9 years, ½ year, family. Box 207K, BROADCASTING.

announcer, colored, good voice, mass appeal, promotional ideas. Box 296K, BROADCASTING.

ee years experience. Announcer, newscaster, disc jockey. Professional coloring, Hollywood. Wisconsin area preferred. Box 312K, BROADCASTING.

iana, Ohio, Kentucky. 5 year man phases. Top announcer, now PD. Former announcing. \$80 minimum. Box 481K, BROADCASTING.

Situations Wanted (Cont'd)

Seeking job staff announcer. Trained Radio City, New York. College background, pleasing voice. Strong on news, commentary. Can write commercial copy. Disc available. Box 385K, BROADCASTING.

Sportscaster; news, special events. 4 years experience, college background, employed, draft exempt, capable and reliable. Want station with year round sports coverage. Available September 1; will go anywhere for right offer, \$50 plus talent. Box 414K, BROADCASTING.

Sportscaster, network references, 6 years experience doing play-by-play of college and professional football, basketball, boxing and baseball. Married and draft exempt. Box 431K, BROADCASTING.

Rated A-1 commercial announcer and newscaster. Excellent voice and technique. TV experience. 8 years radio. Held first phone. Dependable family man, thirty, draft exempt. All inquiries promptly answered, good work, for good income. Box 443K, BROADCASTING.

I'm not reaching for the moon, just a better job! Announcer, deejay. Two years experience, good on news, commercials. Tape and photo available. Box 456K, BROADCASTING.

Live wire announcer, control board operator. Single, 26, AFRS experience, local station background. Box 458K, BROADCASTING.

Announcer. Single, 26, college. Newscasting, disc jockey, control board operator. Available August 15. Box 459K, BROADCASTING.

Experienced combo man available short notice. Familiar RCA, Western Electric and Gates boards. Resume, etc., on request. Vet, single, car, will travel. Box 461K, BROADCASTING.

Radio, has been my profession for past 11 years. All phases air work, 8 years play-by-play, 3 years on 50 kw news, staff, disc trick. Searching for broader horizons, no whistle stops. Let's swap detailed data. What's your story? Box 464K, BROADCASTING.

Conscientious announcer with eight years experience in production and announcing. Comprehensive knowledge of music and its programming, intelligent rendition of news. Qualified in news gathering and special events. Married, twenty-six years old, university graduate, draft deferred. If you offer permanent employment at an equitable salary with opportunities for advancing in radio/television, I'll travel at my expense for audition and interview. Box 465K, BROADCASTING.

Announcer, native of Iowa. Married, veteran, employed. Nine years in eastern radio. Desires permanent position in "God's County." — Iowa. Box 467K, BROADCASTING.

Well trained, thoroughly experienced, all-round announcer looking for alert station in good sized city. Specialty news, plus easy-going audience building morning show; plenty capability all phases. Excellent references. Box 470K, BROADCASTING.

Is a man with 8 solid years radio experience, 1st class ticket, outstanding selling voice, witty, exuberant friendly, dependable, remarkable ad libber, never late in 8 years, A-1 DJ, excellent references, man or many firsts, age-28, married, veteran, exempt, worth \$85 a week? Box 472K, BROADCASTING.

Announcer, available immediately. Strong on DJ, news, commercials, some console. Will travel. Young, sober, veteran. Box 479K, BROADCASTING.

Experienced deejay, children's programs, announcer. Managerial and programming experience. In California now. Go anywhere. Box 480K, BROADCASTING.

I wanna go south. Announcer-DJ. Thoroughly experienced. Strong commercials, newscasting. Can operate board. Box 482K, BROADCASTING.

Experienced announcer, Boston area, cooperative, employed, knowledge of board. Box 483K, BROADCASTING.

Top disc man and announcer. Straight and rural. 12 years experience. Age 35. Two children. Available immediately. Box 486K, BROADCASTING.

Thoroughly experienced, family, draft exempt. \$100 minimum. Now employed. Box 488K, BROADCASTING.

Sports man, currently and for past seven years broadcasting major baseball and other sports in one of nation's largest cities. Wants job as sports director for good AM or TV station. Thorough knowledge all sports. 20 years experience. Excellent references. A revenue producer. All offers considered. Box 489K, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-six months experience, now employed. Doing staff work. Night turn desired. Would like to work with network affiliate station. Go anywhere, excellent references. Box 490K, BROADCASTING.

Experienced announcer, all-round staff man. College. Vet. Exempt. Permanent. Family man. Available September First. Box 494K, BROADCASTING.

Experienced topnotch combo. 1st phone. Married, vet, age 31, prefer west. \$95.00 weekly. Excellent references. Available 2 weeks after making deal. Box 495K, BROADCASTING.

Announcer, three years experience wants eastern station. Specialize DJ. Good on news, commercial, quiz. 27, family, veteran. References. Box 500K, BROADCASTING.

Experienced major market sportscaster with excellent character and ability references desires station heavy on sports. Box 501K, BROADCASTING.

News editor, reliable and accurate, good voice, seeks responsible position with leading outlet. 18 years radio and TV experience, including commentary and on-the-spot coverage. Married, college graduate, references and audition available. Box 504K, BROADCASTING.

Announcer, control board operator. 26, married, draft exempt. Capable reliable staff worker, light experience. Desires permanent opportunity. Anxious settle smaller community, travel short notice. References, resume, disc available on request. Box 513K, BROADCASTING.

Qualified, conscientious announcer, superior voice and commercial style, thoroughly experienced all phases programming and production, desires permanent affiliation established station. Box 517K, BROADCASTING.

New blood. Young man, draft exempt, three years college radio experience including announce, DJ, sportscast, newsroom. Desires permanent position with future in small indie station. Anywhere. Particulars on request. Offers? Box 518K, BROADCASTING.

Sports announcer, 15 years play-by-play experience including major college football, major league baseball and all minor sports. Available now to progressive AM or TV station. Married, dependable, highest references. For further information or personal interview write or wire Box 521K, BROADCASTING.

Combination newscaster and time salesman, 25 years experience newspapers and radio. Veteran both wars, good mixer, former pro athlete, hard worker, record evidences ability to produce. Hard worker, aggressive, active. Karl Bradley, Phone 204, Box 779, Portales, New Mexico.

Want permanent connection with progressive station (Alabama, Georgia) acquainted with listener psychology and value of "steady buck" over "fast buck." First phone, second telegraph, ham. Engineering, controls, announcing, some production. Will send Magnetic tapes, resume of experience. Sparks Ridenour, 116 S. Moore St., Sanford, N. C.

Technical

Announcer, deep resonant voice, 33, veteran. Experienced, can handle board, 3rd class ticket. Will travel. John Gary, 635 Hemlock St., Scranton, Penna., Phone 2-1180.

Chief engineer. Twenty years experience construction and maintenance, excellent past record as chief. Available immediately. Family. Box 253K, BROADCASTING.

Combo chief engineer-announcer, 2½ years experience desires change. Married, family, veteran, 30 years of age, have car. Will consider straight combo job. Complete offer first letter please. Will go anywhere. Write Box 437K, BROADCASTING.

Kentucky stations: Needing an experienced, dependable addition to your engineering staff? I have good reasons for wanting to work in central or eastern Kentucky. Interested in chief's job at small station, or operator's job, if sufficiently attractive. Have possibilities as hillbilly DJ; if given some direction. Write for full details. Box 468K, BROADCASTING.

Experienced engineer desires position in south. Box 469K, BROADCASTING.

Engineer, vet, three years experience on five kilowatt AM. Wants position with 250 watt as chief engineer or operator on one kilowatt and up, \$75.00. Box 491K, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer, 12 years, experienced in construction, design, economic management of AM & FM station operation, best of references, prefer midwest. Box 493K, BROADCASTING.

Chief engineer of 250 watt prefers midcentral states as chief of small station or engineer in larger station. Family man. Available September 1. Box 496K, BROADCASTING.

Engineer or combo, three years experience as engineer, some combo, northeast, now employed. Personal interview, married, child. Available on two weeks notice. Box 499K, BROADCASTING.

1st phone operator, location California or west. Years of technical experience, construction-operations. Ham radio. Draft exempt veteran. Some announcing. Single, car, available immediately. All inquiries answered. Box 514K, BROADCASTING.

First class ticket holder wants good paying job. Owner female. Box 516K, BROADCASTING.

Chief engineer, 3 years experience all phases broadcasting including construction from ground up. Advanced TV training. Permanent, no combo. Married, 26, draft exempt, location immaterial. References. State salary. Apt. 13, 2267 Newport Blvd., Costa Mesa, Calif.

Licensed, veteran, 27, six years experience, available to progressive AM planning TV. Contact: Engineer, 637 W. Onondaga St., Syracuse 4, N. Y., 4-0245.

Production-Programming, others

Woman, 7½ years in continuity, women's and children's shows, looking for new position, good salary. Available September. Box 454K, BROADCASTING.

Male creative writer with ideas, imagination and showmanship desires agency or station position. Four years experience in station, agency and free-lance writing. Can turn out commercial copy that sells and good dramatic stuff. Northwestern graduate. No \$35.00 a week continuity writer. Box 463K, BROADCASTING.

Network radio and TV production experience. Headed creative staff for N. Y. package producer. Copywriting, research, casting. Liaison between network staffs and producer. Phi Beta Kappa, B. A. Seeks production position with station or agency. Box 481K, BROADCASTING.

Copywriter, two years experience, vet, deferred. Prefer east or Florida. Include job outline and salary in reply. Box 505K, BROADCASTING.

Copywriter, presently employed, 4½ years experience writing "punchy," "selling" commercial copy, also music, quiz shows, some fashion commentary. Graduate leading eastern women's college. Go anywhere. Will consider agency, but prefer women's commentary or copywriting. West or southwest radio station! Box 507K, BROADCASTING.

Experienced musician (organ-piano, program direction). Several years radio all phases including announcing. Can specialize. Available September 1st. Have own Hammond if necessary. Box 509K, BROADCASTING.

Newsman: Eleven years experience. Editor, newscaster, writer, legman. Solid sponsorship. Draft exempt. Permanent. Box 519K, BROADCASTING.

Attention San Francisco area stations: Young woman experienced in traffic, bookkeeping and reception work desires position approximately August 20. Employed at same mid-western 1000 watt station for past five years. References. Write Betty Benn, 2085 C Mountain Boulevard, Oakland 11, California.

Television

Production-Programming, Others

TV executive available November 1st. Consultant, producer, visualizer, publicity, talent procurement, film procurement, film commercial construction, news editing, commentary, traffic, operations, ex-TV network announcer. References from the men who built television to its present status in the advertising and entertainment fields. Five years with the same successful NBC-TV eastern outlet. Fully schooled and proven in the "why" and "how" of profitable programming. Box 506K, BROADCASTING • TELECASTING.

(Continued on next page)

For Sale

Confidential—All or 1/2 interest in nation wide business closely allied with radio broadcasting. Offices in principal cities. Headquarters Pacific coast. Long established. Requires sales and public relations experience. Owner can make \$20,000 year or more. References required. A. W. Stypes, 625 Market Street, San Francisco, California.

Stations

Established (1000 watt) daytime station in rapidly developing area in central Massachusetts. Owner has other interests which demand his attention. Priced right to sell. Box 483K, BROADCASTING.

Equipment, etc.

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

Gates CB8R recorder, RA 10 recording amplifier and Gates 60 A Preamp. Make reasonable offer for all or any piece. WBYS, Canton, Illinois.

For Sale: G. E. BC-1-A console, 3 FS-1-A speakers with base, 4-FA-20A on air light relay panels, 1-FA-8-A rack, 2-RCA 70-C-2 turntables, BM-1-A FM monitor, RCA ET-4250-250W-AM transmitter, 1-DuMont 274 scope with spare 5" C. R. tube misc. on air lites and relays. Any part or all. Best offer Ch. Eng. WFTL, Ft. Lauderdale, Fla.

Tower—immediately available—Lehigh, 259 ft., tapered, self-supporting complete with insulators, flashing beacon and side lights, dismantled and ready for shipment. Write A. H. Chismark, WTRY, Troy, New York.

RCA 1 kw FM transmitter, 2 section Pylon, Hewlett Packard FM monitor, 106-ft. Truscon tower. Combination price, \$3,000.00. Address Charles W. Hoefler, Aurora (Ill.) Beacon-News.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystal holders, 1400 kc. Crated. \$2000. Cash. Box 526K, BROADCASTING.

Wanted to Buy

Stations

Want to buy west Texas station. Will keep your reply confidential. State price, terms, gross. Box 411K, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER

TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Situations Wanted

Production-Programming, Others

EXPERIENCED

WOMAN'S COMMENTATOR AND DIR. OF EDUCATIONAL & WOMAN'S DEPARTMENT

Twelve years with outstanding station properties, all sizes including 50 kw. Recommendations available from former associations including important national representatives.

Works from microphone and platform to further community and station relations. Develop woman's and man's audience. Complete understanding sales and merchandising requirements.

Offer proven experience and congenial personality for opportunity to demonstrate sales ability local and national accounts. Box 523K, BROADCASTING.

Wanted To Buy

Equipment etc.

WANTED FM Monitors

Hewlett-Packard Model 335B

Crystal and oven not required

STATE CONDITION AND PRICE

ADDRESS REPLIES TO G. GOCHIS

HOFFMAN RADIO CORPORATION

3761 S. Hill St.
Los Angeles 7, Calif.

For Sale (Cont'd.)

Stations

WANTED... your headache!

I want a "dog" . . . preferably a 250 or 1000 watt, day or fulltime, independent or network. MUST be in a competitive market and MUST be losing money! Will buy all, part . . . or I'll build it up . . . FAST . . . for a working share. Contact:

GEORGE R. TURPIN P. O. Box 802
Ft. Worth, Texas

book reviews

RADIO AMATEUR'S LICENSE MANUAL, 1951 edition. By The American Radio Relay League, West Hartford, Conn. 96 pp. 50¢.

COMPLETELY rewritten and revised, the current edition follows a new pattern in its 10 chapters. Discussed in detail are the six classes of amateur license plus general information on amateur licensing, portable and mobile operation, overseas licensing, international and U. S. regulations. Other features: FCC regulations and an editorial discussion of same; scope of FCC examinations and sample questions; a full-page map of U. S. amateur call areas; table of various classes of licenses with operating privileges and requirements for each; a two-page topical index for the amateur aspirant to quickly locate any licensing subject.

FUNDAMENTALS OF SPEECH. By David Guy Powers. McGraw-Hill Book Co., 330 West 42d St., New York 18, N. Y. 380 pp. \$3.50.

THIS text book discusses in detail the components of speech-making—phonetics, semantics and personal attributes. It deals with, as the title states, the fundamentals of speech.

It is written as guide for general speech-making, rather than strictly for radio and/or television. The book should be of value to anyone whose livelihood depends on public speaking or to those whose social or business standing could be bettered by improved speech-making. There is a brief chapter on radio and television speaking.

RACING PROBE

Requested by Rep. Anfuso

INVESTIGATION of horse racing by a select committee has been requested in the House by Rep. Victor L. Anfuso (D-N. Y.). It would include a probe and study of "all wagering, legal or illegal, utilizing instrumentalities of interstate or foreign commerce."

Rep. Anfuso's request was in the form of a resolution (H Res 343) introduced in the House and referred to the House Rules Committee. The committee would be made up of five members and have subpoena power. The Congressman indicated that federal regulation of horse races "may be the only effective method" of preventing illegal activities and ensuring operation of tracks "in the public interest."

Strictly Business

(Continued from page 16)

cheaper insurance for the firm because the risk of spoilage en route was cut sharply.

From railroad shipping, Stebbins went to another transportation medium and joined United Air Lines in New York as a trainee. He studied equipment of passenger service and sales structure before selling the firm's service, the forerunner to travel cards. Sold on his own pitch, Mr. Stebbins jaunted off almost every weekend on long hops.

From transportation he went into communications work and radio as an announcer in Jamestown when he was called back because of illness. After acquiring announcing, production and radio sales experience at KRMC, he branched out to KOB Albuquerque, WDET Detroit and WGN Chicago before going into the representative firm with George Hollingbery Co., Chicago.

As Bolling's midwest manager, Mr. Stebbins covers major markets in midwest areas north of Memphis. He is married to the former Elizabeth Buck of Lake Forest, Ill., and they have an apartment on the city's North Side. Their son, John Buck, is six years old.

Mr. Stebbins hunts all year around—for business on Bolling 60 stations—but his favorite of the sport involves ducks and pheasant. Radio is still the buy in any media, he says. "Managers should stick to the guns and not undersell radio getting panicky and reducing ratings. They should improve their programming and think of new ideas for their present advertisers and potential buyers."

OPS Names Smith

EARL R. SMITH has been named chief of the Electronic and Musical Instrument Section, newly created in the Office of Price Stabilization Consumer Goods Division, according to Harold B. Wess, the division's director. Mr. Smith is leaving from Connecticut Cabinet

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N. Y. Alert Plan

Continued from page 27)

to civil defense, these authorities asserted. Thus, the possibility disclaimed that any station be silenced at the whim of a governor, say, under martial law. At the most, governors or defense officials would be authorized to "commandeer" station facilities for particular roles.

Engineering authorities seriously questioned at least one phase of the New York state plan—that of reducing power of stations to 250 w.

Questions were posed as to the difficulty some stations (those 1 kw and above) would confront in modifying their facilities to accommodate that provision, and whether reduction of power would mitigate the feasibility of enemy craft navigating on transmitter signals. Additionally, the issue of power reduction is not the only factor in home defense, it was pointed out.

The New York order prescribes procedures to be followed by AM, FM and TV stations and the amateurs of the state from the time a confidential "yellow" alert signal is given, indicating enemy attack is likely, to the issuance of the "white" or all-clear signal. The rules also apply during official CD periods.

The regulation—identified as "Section 8"—is designed, according to the New York State Civil Defense Commission, to "deprive the enemy of the assistance of high-powered transmitters on which to rely," to spread the alarm when attack is imminent, to provide command and information channels for use in event of attack, and to provide for periodic tests of the CD network.

When the confidential "yellow" alert signal is given, which means enemy attack is likely (but which may also be used in CD tests), commercial radio and television stations are required immediately to monitor the AM or FM station from which they ordinarily broadcast state CD programs.

If they are not on the air when the "yellow" alert comes, AM and FM stations shall make ready to begin broadcasting if they are instructed to do so via the monitored

stations. TV stations which are off the air may disregard the alarm until the danger is declared passed.

If no official CD instructions are received via the monitored stations during the 30-minute period immediately following the "yellow" alert, monitoring may be discontinued. If instructions are received during that period, stations are required to interrupt whatever program they are carrying at the moment and repeat the instructions verbatim. They will then continue monitoring, complying with official CD instructions, until official word comes that the alert is over. If instructed to join the CD network and carry only the CD program, they must do so.

The regulation stipulates:

"Since the 'yellow' alert may be ordered for either communications tests or in anticipation of actual enemy attack, it is forbidden for any station to make announcements in connection with the alert other than those received from the station being monitored. Any breach of this prohibition constitutes a felony as provided in . . . the Defense Emergency Act of 1951."

Reports to be Filed

Within 12 hours after a "yellow" alert is terminated, the regulation provides, all commercial radio and TV stations must send to the Civilian Defense Commission a report on their activities during the alert, including:

(A) The frequency and call letters of the station, the program of which was monitored;

(B) The time period during which monitoring was maintained;

(C) The content of the program received during such monitoring;

(D) A copy of each official civil defense instruction or message which was received during such monitoring, together with information concerning the time of its receipt, the action taken with respect thereto, and the time such action was taken.

Upon receipt of a "red" alert—meaning attack is imminent, and sounded by "sirens, whistles, horns or other official means"—AM stations are required to do as follows:

"(1) Announce that a 'red' civil defense alert has been sounded;

"(2) Sound the 'red' siren warn-

ing signal over its facilities for three minutes;

"(3) Where its licensed power output is more than 250 w, reduce its power to as near 250 power output as possible, and

"(4) Broadcast a sustaining recorded musical program, or recorded civil defense instructions approved by this commission, for the duration of such alert. At five-minute intervals after its first announcement of the sounding of the 'red' alert and during the period of such alert, it shall announce that a 'red' alert has been sounded. No other announcements shall be made during the period of such alert. The call letters and location of the station shall not be given."

Upon the sounding of the "white" or all-clear alert, AM stations shall go back to their normal powers, tie into the state civil defense radio network—to be programmed via WCBS-AM-FM and WOR-AM-FM New York—and rebroadcast the CD network program, making no announcements of their own. Stations which cannot pick up a signal from one of the WCBS or WOR stations shall pick up the CD program from another New York station.

Television stations, upon hearing the "red" alert, must "immediately" announce that a "red" warning has been sounded, then broadcast the "red" siren warning signal for one minute and then go off the air without further announcement. When the "white" signal comes, TV stations may either remain off the air or hook their audio facilities into the state CD network program until it is completed, at which time regular programming may be resumed.

FM Stations' Procedure

In the case of FM stations, receipt of the "red" alert shall be followed immediately by an announcement that the "red" alarm has been given, then by the sounding of the "red" siren warning for one minute and then by discontinuance of operations. When the all-clear comes, FM stations shall tie into the CD network and rebroadcast its program until it has been completed.

Amateur stations must go off the air upon receipt of the "red" alarm, with those designated to do so monitoring the interim state control station.

The regulation also provides:

Within 12 hours after the termination of the program of the New York State civil defense radio network following the "white" alert, each AM and FM radio station, each television station, and each amateur radio station designated to monitor the interim state control station and to link itself into the state-wide network of amateur operators, shall complete and mail to the New York State Civil Defense Commission . . . a full report concerning its activities from the time of its receipt of the "yellow" alert (if it was received) or of the "red" alert (if the yellow alert was not received) to the termination of the program of the New York State

civil defense radio network following the "white" alert.

With the exception of those commercial radio stations which have been specifically designated by this commission as state-wide stations, and of those amateur radio stations designated by this commission to link themselves into the state-wide network of amateur operators. . . . All radio and television stations located within the area of an office of civil defense which has sustained enemy attack will, after the "white" alert, conform their functions to the orders and programming issued by the director of Civil Defense of their area.

The rules were effective Aug. 1. Within 30 days each commercial radio and TV station in the state must file with CD headquarters "a detailed plan of the individuals to be notified and the actions to be taken by its staff upon receipt of the 'yellow' alert." Notification of the "yellow" alert is to be limited to the individuals so listed.

Stanley P. Irvin

STANLEY PIEFFER IRVIN, 58, vice president in charge of the Buffalo office for BBDO, died of a heart ailment July 31. He joined BBDO in 1927 as copy writer and account executive and became a vice president in 1935. He had charge of the Buffalo office since 1939 and was named a director of the company in 1940. He is survived by his widow, the former Mary McClurg Mix, and a son, John Elliott.

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50,000 Watts on 105.1 Meg.

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Another BMI "Pin Up" Hit—Published by Piccadilly

THE WONDROUS WORD (Of The Lord)

On Records: Percy Faith—Col. 39426; Billy Williams Quartette—MGM 10998; Sons of the Pioneers—Vic. 21-0486; Tony Fontane—Mer. 5659; The King's Men—Dec. 14579; Ken Carson—Bible-tone 770.

**BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.**

BROADCASTING • Telecasting

FCC Actions

(Continued from page 87)

Applications Cont.:

ant. and move studio from Constitution Bldg. to 1601 W. Peachtree St.

Mod. CP Amended

KTSL (TV) Hollywood, Calif.—Mod. CP AMENDED by affidavit dated 7-27-51 requesting grant in part with such adjustment in power as may be necessary to conform to terms of Freeze Order of 9-30-48. Also requested STA to operate in accordance with such grant upon completion of construction.

APPLICATIONS RETURNED

KWKW Pasadena, Calif.—RETURNED application for assignment of license.

KPOW Powell, Wyo.—RETURNED application for license renewal.

August 2 Decisions . . .

BY THE COMMISSION EN BANC

Transmitter Move

WINX Washington, D. C.—Granted in part application to change main trans. location from Arlington, Va., to former location at 8th and Eye Sts., N. W., Washington, D. C.; engineering cond. Further ordered that application insofar as it requests CP for new synch. amp. in Rock Creek Park is retained in hearing status, and Order of May 3, 1951 in re Dockets 9968-69-70, is amended to delete all issues therein specified and substitute new issues in lieu thereof; further ordered hearing in this proceeding to commence Sept. 17.

Petition Denied

KREI Farmington, Mo.—By order, denied petition requesting reconsideration and grant without hearing of application to change from 1350 to 800 kc 1 kw D; and ordered that hearing in this proceeding commence Sept. 14.

To Remain Silent

WLOU Louisville, Ky.—Granted authority to remain silent for 60 days from July 15, pending reorganization.

Order Amended

WEDR Fairfield, Ala.—Upon petition

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY THROUGH AUGUST 2

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,286	2,252	136		290	125
FM Stations	652	540	121	1*	10	3
TV Stations	107	82	28		422	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

WKRK Mobile, Ala.—Announced decision and order severing WKRK application from proceeding in which it was heard with KURV Edinburg, Tex. application, and granted modification of license for WKRK to increase nighttime power from 250 w to 500 w, employing directional antenna, on 710 kc with 1 kw, day. Decision and order Aug. 2.

INITIAL DECISION

Los Angeles, Calif.—Hearing Examiner Basil P. Cooper issued initial decision favoring grant of Telanserphone Inc. application for new station in the domestic public land mobile radio service to be used in furnishing one-way radio-paging signalling service, using 43.58 mc with conditions, and

requesting enlargement of issues in proceeding re WEDR application for CP Commission amended its order of May 16 to include Issue No. 5, regarding program service proposed.

Designated for Hearing

KFBB Great Falls, Mont.—Designated for hearing in Great Falls on Sept. 24, application to transfer control from Fred Birch to The Fairmont Corp.

Request Granted

General Electric Co., Syracuse, N. Y.—Granted request to modify the program of research and experimentation of experimental television station KE2XHX to include transmission of color TV signals using field sequential system and other systems currently being studied by NTSC, without prejudice to any action Commission may take with respect to outstanding authorizations or pending applications of General Electric Co. in view of decision of the U. S. District Court, District of New Jersey, filed Jan. 19, 1949, in the case of *United States v. General Electric Company*.

August 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCSB San Bernardino, Calif.—Mod. license to change name of licensee from Essie Binkley West to Essie Binkley West tr/as San Bernardino Valley Bcstrs.

CP Amended

Vero Beach, Fla.—CP new AM station on 1450 kc 250 w unl. AMENDED to change name of applicant from Claude C. Tillman Jr. and Robert E. Wasdon d/b as Hurricane Bcstg. Service to Claude C. Tillman Jr. and Murray C. Tillman d/b as Hurricane Bcstg. Service.

License for CP

WSCR Scranton, Pa.—License for CP to change frequency, power, hours etc.

WDXE Lawrenceburg, Tenn.—License for CP new AM station.

License Renewal

Following stations request renewal of license: KFFA Helena, Ark.; KITO San Bernardino, Calif.; KGIL San Fernando, Calif.; KFV Wichita, Kan.; WHI Dayton, Ohio; WORK York, Pa.

CHNC New Carlisle, Que., is building new studio at cost of about \$35,000. Two story structure will be 40 by 60 feet, concrete foundation, wood frame and brick walls, and will have adequate facilities for studios and business offices of CHNC as well as ground floor retail stores and some professional offices on second floor.

favoring denial of mutually exclusive application of Robert C. Crabb. Decision July 30.

WDZ Decatur, Ill.—Hearing Examiner Hugh B. Hutchison issued initial decision favoring denial of WDZ request to switch facilities from 1050 kc, 1 kw, daytime to 610 kc, 1 kw, fulltime, night-directional. Also favored denial for default of Afro-American Bcstg. System Inc. application for new station at Hopkins Park, Ill. on 610 kc, 1 kw, fulltime, night-directional. Decision Aug. 1.

MEMORANDUM OPINION AND ORDER

Commission issued memorandum opinion and order denying a joint petition filed by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas requesting amendment of FM broadcast rules so as to make all recognized tax-exempt, non-profit organizations eligible for privileges and exemptions now accorded noncommercial educational FM licensees, and to allot them frequencies in the FM band for the purpose of establishing a system of low-power noncommercial nonprofit broadcast stations analogous to the present class of low-power noncommercial FM stations. Order July 25.

Commission postponed until Nov. 26 start of hearing on allocation of frequencies and promulgation of rules and regulations for proposed theatre TV service. Time for filing in latter proceeding has been correspondingly extended from Aug. 15 to Oct. 26. Order Aug. 1.

Non-Docket Actions . . .

AM GRANTS

Taylorville, Ill.—Moyer Bcstg. Co. Granted 1410 kc, 1 kw, day. Estimated cost \$20,000. Equal partners are Russell Armentrout, 50% owner Clark Theatres Inc., and Roger L. Moyer, manager Clark Theatres Inc. Granted Aug. 1.

Elkin, N. C.—Yadkin Valley Bcstg. Co. Granted 1540 kc, 250 w, day. Estimated cost \$6,440. Applicant is licensee of WIFM (FM) Elkin. Granted Aug. 1.

Monroeville, Ala.—Monroe Bcstg. Co. Granted 1230 kc, 250 w, fulltime. Estimated cost \$17,275. Applicant is co-partnership of William M. Stewart and James H. Faulkner, each 50% owner Monroe Journal. Granted Aug. 1.

KNBR North Platte, Neb.—Granted switch in facilities from 1280 kc to 970 kc, 1 kw, daytime, directional; engineering conditions. Granted Aug. 1.

FM GRANTS

WCUM-FM Cumberland, Md.—Granted switch in facilities from ERP of 2.5 kw to 1.3 kw, antenna from 1485 feet to minus 40 feet. Granted Aug. 1.

KUTE (FM) Glendale, Calif.—Granted increase in ERP from 9.9 kw to 11.6 kw; antenna obstruction marking not required. Granted Aug. 1.

WIBA-FM Madison, Wis.—Granted decrease in ERP from 207 kw to 45 kw. Granted Aug. 1.

WCOS-FM Columbia, S. C.—Granted increase in ERP from 1.5 kw to 5.3 kw, subject to conditions. Granted Aug. 1.

KWNO-FM (Near) Winona, Minn.—Granted decrease in ERP from 55 kw to 18.5 kw. Granted Aug. 1.

KONO-FM San Antonio, Tex.—Granted decrease in ERP from 48 kw to 4.4 kw, antenna from 410 feet to 90 feet. Granted Aug. 1.

KRFM (FM) Portland, Ore.—Granted increase in ERP from 1.53 kw to 3.3 kw, antenna from 839 feet to 900 feet; condition. Granted Aug. 1.

WFMZ (FM) Allentown, Pa.—Granted increase in ERP from 6.9 kw to 20 kw,

antenna from 745 feet to 290 feet; condition. Granted Aug. 1.

TRANSFER GRANTS

WJIV Savannah, Ga.—Granted assignment of license from E. D. Rivers Jr. to WJIV Inc. for \$125,000. Rivers owns 99.98% of the new company. Granted July 26.

KLMO Longmont, Col.—Granted assignment of license from partners to corporation owned by same individuals, Longmont Bcstg. Co. Inc. Granted July 25.

WSID Essex, Me. and WARK Hagerstown, Md.—Granted assignment of licenses from United Bcstg. Co. Inc. United Bcstg. Co. of Eastern Maryland Inc. and United Bcstg. Co. of Western Maryland Inc., respectively. Granted July 25.

WORZ-AM-FM Orlando, Fla.—Granted acquisition of control Central Florida Bcstg. Co., licensee, by William and Naomi Murrell, present half-owners, through transfer of 6% interest from James Dandelake in order to equalize indebtedness. Stock transferred has total book value of about \$9,500. Granted July 25.

WTRF-AM-FM Bellaire, Ohio—Granted involuntary transfer of negative control Tri-City Bcstg. Co., licensee, from Jesse A. Bloch, deceased, Thomas M. Bloch and Betty H. Bloch, co-executors of the estate. Mr. Bloch was 50% owner. Granted July 25.

WSIV Pekin, Ill.—Granted acquisition of control Pekin Bcstg. Co., licensee, by W. Kenneth Patterson and George C. Udry through purchase of 50 shares of stock for \$9,500 from Emil L. Prandoni. The corporation also buys shares from Mr. Prandoni for \$9,500 to be held as treasury stock. Granted July 25.

WGEM Quincy, Ill.—Granted acquisition of control Quincy Bcstg. Co., licensee, by Quincy Newspapers Inc. through purchase of 237 shares from Parker S. and Mildred I. Gates for \$25,000. Quincy Bcstg. Co. now owns 70.2%. Granted July 23.

KJJV Huron, S. D.—Granted acquisition of control James Valley Bcstg. Co., licensee, by Maxwell F. Staley through purchase by the corporation of 71 shares from George W. Staley and Kathryn Chitty for \$14,000 and retirement of same to treasury stock. Mr. Staley now owns 65.79% interest. Granted July 23.

WEKZ Monroe, Wis.—Granted assignment of permit from Green Coun Bcstg. Co., a partnership, to Gre County Bcstg. Co. Inc., owned by the same individuals. Granted July 23.

WEAS Decatur, Ga.—Granted assignment of license from E. D. Rivers Jr. to WEAS Inc., owned 99.98% by Rivers, for \$250,000. Granted July 23.

WRGA-AM-FM Rome, Ga.—Granted involuntary transfer of control Ror Bcstg. Corp., licensee, from J. Quarles, deceased, administrator estate of John W. Quarles, deceased to Annie C. Quarles, administratrix estate of John W. Quarles, deceased. Granted July 23.

WGOV - A - M - FM Valdosta, Ga.—Granted assignment of license and permit from E. D. Rivers Jr. to WGOV Inc., owned 99.98% by E. D. Rivers Jr. for \$125,000. Granted Aug. 2.

WWGQ-AM-FM Sanford, N. C.—Granted transfer of control Sandhi Bcstg. Co., licensee, from F. L. at Ola D. Barber to W. E. Horner for \$20,000. Mr. Horner now owns 89.15% formerly owned 1/2 interest. Granted Aug. 2.

KGRI Henderson, Tex.—Granted transfer of 110 shares in Henderson Bcstg. Co., licensee, from T. P. Lott

KSWM

JOPLIN, MO.

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

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

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CBS in JOPLIN, MO.

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In Altoona, Pa., it's

ROY F. THOMPSON

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WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

T. P. Cannon for \$22,000. His son, Roy Cannon, owns 40 shares, giving them 60% interest and control. Cannon owns 1/2 Beacon Oil & Gas Co., 3/4 of State Insurance Co. Granted Aug. 2.

ON San Diego, Calif.—Granted for control Studebaker Bestg. license, from John Ward Studebaker. John Gordon Studebaker to C. Erick Rabell and Dorothy Johnson in purchase of 86.3% interest for \$88. Mr. Rabell and Miss Johnson own 2/3 and 1/3 respectively. Granted Aug. 2.

AAA-AM-FM Cedartown, Ga.—Assigned assignment of license from West Georgia Bestg. Co. to Timm for \$36,250. Principals in transferee B. F. J. Timm (50.08%), E. D. Brs Jr., J. S. Rivers, and Mrs. J. J. Gham. Granted Aug. 2.

Applications . . .

AM APPLICATIONS

iffin, Ga.—Robert H. Thompson and b as Griffin Bestg. System, 1320 kw, day; estimated construction \$17,085; first year operating cost \$1,000; first year revenue \$42,000. Applicant is general manager and 1/2 owner WWNS Statesboro, Ga. Filed Aug. 27.

Mayton, N. C.—R. L. Cooper tr/as for Cotton Bestg. Co., 910 kc, 1 kw, estimated cost \$16,275; operating cost \$24,000; revenue \$36,000. Applicant is president and 98% owner R. L. Cooper & Co., farm product buyers and processors, and owner of Page Insurance Co. Filed Aug. 2.

Ray Beach, Fla.—Sunshine Network Inc., 1420 kc, 500 w, day; estimated cost \$14,275; operating cost \$24,000; revenue \$36,000. Principals are President H. T. Morris (25%), partner Chatham Bestg. Co.; F. L. Baker (25%), part-owner WWP Sanford, N. C.; Secretary-Treasurer Jeanette E. Ray (32 1/2%), owner McKay's Dress Shoppe, Sanford. Filed Aug. 2.

Armstrong, N. C.—Carolinas Bestg. Co., 860 kc, 1 kw, day; estimated cost \$275; operating cost \$24,000; revenue \$36,000. Principals are President W. V. Morgan (50%), owner Morgan Motor Co.; Secretary-Treasurer W. D. Harris (25%), former territory manager for General Tire & Rubber Co.; Anne P. Harris (2 1/2%), wife of W. D. Harris. Filed Aug. 2.

Newton, Kan.—George Basil Anderson, 950 kc, 500 w, day; estimated cost \$13,500; operating cost \$34,500; revenue \$51,000. Applicant is owner of KAM-AM-FM Columbus, Neb., and KAN Atlantic, Iowa. Filed Aug. 2.

Paducah, Tex.—Paducah Bestg. Co., 1,250 kc, 250 w, day; estimated cost \$275; operating cost \$24,000; revenue \$36,000. Partners owning 1/6 each are L. Hutchison, 1/4 owner Reid Farm Supply; T. C. Stinson, owner men's store; Dawson Reid Jr., farmer; R. Jackson, 1/2 owner Jackson Tire & Rubber Co.; G. R. Tippen, farmer; C. L. Robinson, owner of insurance agency. Filed Aug. 2.

FM APPLICATIONS

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, Ch. 262 (98.3), 964 kw, antenna 111 feet; estimated cost \$1,000 (transmitter, tubes, antenna already on hand). Applicant is licensee of WJAT Swainsboro. Filed Aug. 27.

TRANSFER REQUESTS

HHM Memphis, Tenn.—Acquisition of control Mid-South Bestg. Corp., licensee, by P. E. Furlow, present 40%

WINX CHANGE

Transmitter Move Granted

WINX Washington, which has been sold to owners of WOOK there subject to FCC approval [BROADCASTING • TELECASTING, June 18], was granted consent by the Commission last week to move its transmitter site from Arlington, Va., to the present WINX studios in downtown Washington and to discontinue its two synchronous transmitters.

The Commission, however, ordered hearing Sept. 17 on the request of WINX to establish a new synchronous amplifier in Rock Creek Park. Comr. Robert F. Jones dissented from the order.

WINX is assigned 250 w full-time on 1340 kc. Renewal of the station's present synchronous amplifiers had been set for hearing in May on policy issues similar to those specified for the Sept. 17 hearing on the new bid.

The station's present owners,

William and Dolly Banks, also operators of WHAT Philadelphia, propose to sell WINX for \$120,000 to United Broadcasting Co., licensee of WOOK and headed by Richard Eaton. With approval of the transfer, United Broadcasting proposes to switch WOOK from Washington, where it now operates on 1590 kc with 1 kw day, to nearby Rockville, Md., with new assignment of 1 kw day on 1600 kc.

United Broadcasting also operates KSID Essex, Md.; WANT Richmond, Va.; WARK Hagerstown, Md., and WFAN (FM) Washington.

Contempt Citations

(Continued from page 59)

TELECASTING about this allegation, Sen. Cain said the charge was "unworthy of comment." He said "at no time or under any circumstances has any representative of any TV company talked to me about this question." Sen. Cain emphasized; "I have no axe to grind."

Sen. Cain told the Senate:

"The question to which I originally took exception has . . . already been cleared away. The Senate Crime Investigating Committee no longer requires a witness to testify in front of a television camera against his will. We do not have to be concerned with that question in the future . . . at least from my point of view."

It is understood that Senate Majority Leader Ernest W. McFarland (D-Ariz.) and Sen. Cain later agreed that the motion to reconsider should be brought before the Senate for a vote as soon as the schedule of business permits, possibly this week.

If Sen. Cain's motion is defeated the citations then will go to the courts where the Justice Dept. will prosecute. Observers concede an even chance that the courts will decide the TV issue, i.e., whether forcing witnesses to testify before cameras constitutes an invasion of the Constitutional right of privacy.

It is pointed out, however, that the courts may confine decision to the refusal to testify when the chairman offered to "shut off" TV, stating they are deciding that issue but not the legality of whether telecasting witnesses is an invasion of privacy. This would place the issue back in Congress.

There is also the presence of cameras. The courts may get into the question of all media, particularly newsreels.

Sarnoff in 'Record'

REP. EMANUEL CELLER (D-N. Y.) had inserted into last Wednesday's *Congressional Record* the July 23 *Time* magazine article on the life of Brig. Gen. David Sarnoff, RCA board chairman. Rep. Celler, in the *Record*, prefaces the article by commenting: ". . . The amazing scope of the mind of Gen. Sarnoff together with his vitality have enriched our country and added materially to its progress."

IBA MEETING

Sports Top Agenda

SEVENTY Illinois radio men met for the first mid-summer session of the Illinois Broadcasters Assn. at Pere Marquette Park Thursday and Friday. President Ray Livesay, of WLBH Mattoon, called the business meeting to order after a board luncheon.

Most discussion during the business session concerned sports and fees charged by high schools and colleges for athletic event broadcasts. Oliver Keller, of WTAX Springfield, reported on legislative matters.

Friday morning agenda included:

A sales session headed by Walter Rothschild, WTAD Quincy, a report by Lee Hart on activities of the Broadcast Advertising Bureau, and an illustrated lecture by Oliver Gramling of Associated Press on "Your News and Its Revenue Potential." Merrill Lindsay of WSOY Decatur outlined "How To Ring the Cash Register With Sports," while Lloyd Loers, WTAD, explained how to ring it with special ideas. The sales panel discussion which followed was directed by Mr. Rothschild, appearing with IBA sales committee.

Charles Shuman, president of the Illinois Agriculture Assn., gave the luncheon address, after which Merrill Lindsay spoke on NARTB. Other subjects discussed included Broadcast Music Inc.'s composers' contest, the Illinois State Fair, problems in broadcast of baseball, and TV in general.

Special guest speaker was Charles Warren, WCMI Ashland.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City

KFRM
for Rural Kansas

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In RETAIL SALES

GREENVILLE \$151,050,000
Columbia 136,965,000
Charleston 125,097,000

Sales Management, 1951

MAKE IT YOURS WITH
WFBC 5000 WATTS

News-Piedmont Station, Greenville, S. C.

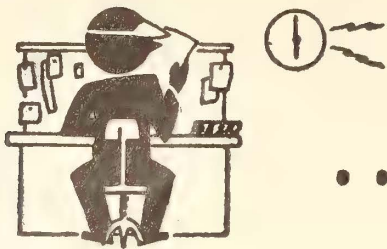
For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 21, FM 51, TV 0. New deletions, effective dates, and reasons follow.

WHKY-FM Hickory, N. C.—Catawba Valley Bestg. Co., license, July 23. Economic.



...at deadline

SENATE 'SPOKESMEN' BILL GIVEN SUPPORT OF FCC

FCC SUPPORTS Senate bill (S 1379) that would place broadcasts of authorized spokesmen of legally qualified candidates for public office in same category as those of candidates themselves, Commission's acting chairman, Paul A. Walker, told Senate Interstate Commerce Committee in letter released Friday.

Bill, introduced last spring by Sen. Ed C. Johnson (D-Col.), would clarify Sec. 315 of Communications Act that deals with use of broadcast facilities by candidates for public office [BROADCASTING • TELECASTING, April 30].

Comr. Walker said FCC recognizes purpose of section "can be effectively circumvented" if licensees permit candidates' spokesmen to use facilities without obligation to afford equal time to other legally qualified candidates.

FCC also suggested equal opportunities be given to: (1) candidate or someone designated by him to answer broadcasts by a spokesman for another candidate; (2) persons advocating opposing side of public opinion to be voted upon in election if proponent is permitted facility by licensee. FCC would clear up its famous Port Huron opinion by "specific language in statute making clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts [libelous or slanderous statements made over station]."

DuMONT PROFIT DROPS

NET profit of Allen B. DuMont Labs dropped from \$2,797,000 for first 24 weeks of 1950 to \$109,000 for same period this year, company report showed Friday. Sales for 24-week period this year totaled \$25,612,000 as against \$26,786,000 for first 24 weeks of 1950, and earnings per share (after preferred dividends) were placed at \$0.02 for this year's period compared to \$1.16 for last year's. Decline in net profits attributed by spokesmen to slack-off in TV set business and fact that much of selling was out of accumulated inventories. Report said regular quarterly dividend of 25 cents per share has been declared on outstanding preferred stock, payable Oct. 1.

SEVEN MORE POWER BOOSTS

TRANSMITTER power boosts to full 5 kw rated output were granted 7 more stations late last Friday by FCC. Stations were WSAZ-TV Huntington, WAGA-TV Atlanta, WBKB (TV) Chicago, WJAC-TV Johnstown, WICU (TV) Erie (to 500 w), WGAL-TV Lancaster (aural transmitter to 500 w), WPIX (TV) New York for Empire State Bldg. (see page 59).

WJAX BIDS FOR CHANNEL 12

REAPPLYING for TV last Friday was WJAX Jacksonville, which asked for Channel 12 with 62.44 kw ERP. WJAX plans to spend \$372,746 on construction, got CP in August 1948, deleted by FCC for construction delay in July 1950. FCC's action was upheld in U.S. Court of Appeals in Washington June 28, 1951 [BROADCASTING • TELECASTING, July 9].

TIGHTENING OF BASEBALL RESTRICTIONS POSSIBILITY

POSSIBILITY that major and minor leagues are actively seeking to tighten restrictions on baseball broadcasts seen Friday following testimony by George Trautman, minor league president, before House Judiciary Monopoly subcommittee. He told group, headed by Rep. Emanuel Celler (D-N.Y.), that leagues are "trying to work out an agreement" with Justice Dept. and that limitations were necessary to save minors. "Saturation" of minor league territories by big-league broadcasts is hurting attendance and is baseball's biggest problem, Mr. Trautman stated. He cited survey of 64 minor league cities reportedly showing 188 radio stations carrying major games. Rep. William M. McCulloch (R-Ohio) said broadcast phase is "crux" of subcommittee's study into baseball's interstate commerce aspect.

'PAPER' PROCEEDINGS CLARIFICATION ISSUED

CLARIFICATION of TV allocation "paper" procedures was issued by FCC last Friday, following meeting between Paul Dobin, chief of Rules and Standards Div., Broadcast Bureau, and FCC Bar Assn. representatives William A. Porter, Leonard H. Marks, Percy H. Russell Jr., Robert M. Booth Jr., Ralph L. Walker. Meeting followed week of heavy inquiries from Washington attorneys unsure of exact procedures.

Basically, clarification states that direct case, including evidence for both counter-proposals and oppositions, can be filed at same time; that rebuttals can only be filed after all direct cases are completed; that where an opposition comes up before a counter-proposal is scheduled, it is permissible to file only that part of case dealing with opposition, holding direct case until counter-proposal is scheduled.

KEYL CONTRACT READY

CONTRACT for sale of KEYL (TV) San Antonio to Fort Industry Co. [BROADCASTING • TELECASTING, July 23] due to be filed with FCC this week, shows KEYL as of May 31, 1951, with current assets of \$51,929, liabilities \$137,545, station's net worth approximately \$362,455. This means that George Storer interests, already owning WAGA-TV Atlanta, WJBK-TV Detroit and WSPD-TV Toledo, are paying \$687,545 for fourth TV station—\$1,050,000 for all 5,000 shares of common stock minus \$362,455 net worth. KEYL financial statement shows it spent \$369,378 on equipment and housing since it began operating February 1950. Application for transfer of station control is due to be filed in week or so.

EMPIRE STATE TV

WPIX (TV) New York, which got power boost last week for its Daily News Bldg. transmitter (see story page 59) hopes to move transmitter to Empire State Bldg. this Friday, after getting another FCC approval to boost power at that location. Meanwhile, WJZ-TV New York plans to begin using regular antenna atop Empire State Bldg. with newly granted power increases.

Closed Circuit

(Continued from page 4)

relationship to FCC, thus avoiding implication that board would conflict or overlap statutory authority of FCC, and (2) toning down of provision in resolution that would have extended freeze. Sen. Benton thinks FCC will support this one, with perhaps "minor exceptions."

HUBINGERS QUICK ELASTIC, New York, through Compton Advertising, New York, adding several cities to its spot announcement schedule, already running in 35 markets.

OPTIMISM OVER prospects for House consideration of McFarland Bill (S. 658) to tighten up FCC procedures seen following conference last week of broadcast executives with Chairman Cresser of House Interstate and Foreign Commerce Committee in which radio legislation originates. Chairman Cresser indicated committee would begin consideration of McFarland Bill, thrice-passed by Senate, before middle of August. Measure has languished in House since last session.

COUNCIL OF MOTION PICTURE organizations planning sponsorship of hour-long radio network program featuring top Hollywood talent, sometime during week of October 1, to help launch promotion campaign "It's Movietime U. S. A.; Go To A Theatre Today." Local film exhibitors also scheduled to buy radio spots in all major markets during campaign in October and November.

EXPECTED to be appointed shortly will be joint committee representing broadcast telecasters and both major leagues, to work out play-by-play procedures for years ahead. New policy, it is presumed, wouldn't become effective until after 1951 World Series. NAB President Harold Fellows will make radio appointments, with Ford Frick and William B. Harridge to designate representatives of National and American leagues.

NBC-TV reportedly planning to release 11 p.m. to 12 midnight to affiliates Monday through Friday, when Anchor Hocking drops Tuesday-Thursday sponsorship of *Broadway Open House* that period in mid-August. At least one major advertiser has been pitching for sponsorship of part of period.

MIGUEL PEREYRA, director general of Telecommunications of Mexico, arrived in Washington over week-end to discuss informally with FCC and State Department officials matters pertaining to TV allocations. Comr. Robert H. Hyde and Broadcast Bureau Chief Curly Plummer visited Mexico City July 19-25 on same subject.

RENEWED ACTIVITY in Mexican TV allocations, notably along Mexican Border, indicated in inquiries to FCC respecting authority to transmit programs across border to Mexican TV outlets. It's presumed that if Mexican stations are licensed to Mexican nationals rather than to so-called "renegade" U. S. broadcasters of erstwhile Brinckley-Baker school, FCC will grant authority. Otherwise it probably will move slowly.

L-W, AFRA DISPUTE SETTLED

MONTHS-OLD dispute between Lang-Worth Feature Programs and American Federation of Radio Artists reported Friday settled. Terms of agreement not disclosed, but it was reported Lang-Worth will withdraw its suit and AFRA will withdraw its NLRB complaint, take off its "unfair" list, and call off picketing. Disputes flared up in February over new transcription code.

WMBG AM
5000 WATTS

WCOD FM
47,000 WATTS

First Stations of Virginia

AFFILIATES OF N.B.C.

HAVENS & MARTIN, INC.

3301 WEST BROAD STREET

P.O. BOX 5229

RICHMOND 20, VIRGINIA

TO: All Radio Timebuyers

FROM: Radio Station WMBG

SUBJECT: RATE REVISION AND IMPROVED FACILITIES

It is the purpose of this to advise you of a number of changes which have occurred at WMBG in recent months, all of which are to the greater advantage of national and regional advertisers who are now employing our facilities or might do so in the future.

Recently our transmitting equipment was re-engineered, and we began to use our FM tower as the radiator of our AM signal. The FM tower which stands 642 feet above sea level is three times taller than the tower we have employed previously. In fact, it is a full 5/8 wave length long, if you are interested in the technical side—so that the result has been a very substantial increase in coverage. As a matter of fact, **THIS CHANGE HAS ADDED 84,968 FAMILIES** to those who can receive our signal clearly.

More than this, however, is the fact that our new transmission method has substantially increased the strength of our signal within the area previously covered. As a matter of fact, at one mile from our antenna, our signal strength has increased from 405 mv/m to 605 mv/m, an increase in signal strength usually associated with an increase in power up to 10,000 watts. This means that WMBG, with its top grade NBC and local programs has by far the clearest voice in its service area.

At the same time, we have completed an analysis of the rate structures of a great many radio stations throughout the United States, and we have come to the conclusion that **WE MUST PRICE OUR PROGRAMS AND MEDIUM REALISTICALLY AND IN KEEPING WITH THE TIMES.** Consequently, we have issued a new rate card number N51 which streamlines our rates to conform with current industry thinking. **THIS DOWNWARD ADJUSTMENT IN OUR RATE IS EFFECTIVE AUGUST 1.** If one or more of your clients are presently using WMBG, you will have already been notified by your Blair man of this adjustment. If your clients are about to become new advertisers, the new rate will apply.

It has always been our effort at WMBG to deliver the greatest possible service to the advertiser at the lowest possible cost. The moves we have made to increase our circulation and hold our rates at an attractive and desirable level are simply another reflection of this attitude. Your Blair man will be delighted to supply you with any additional information relating to our coverage, rates, programming, merchandising, and promotion or any other facts about our operation.

Very truly yours,

Wilbur M. Havens.

Wilbur M. Havens
Radio Station WMBG

Established 1926



RCA-NBC research scientists and engineers are blazing new paths in the use of ultra-high frequencies—to increase the nation's enjoyment of television.

World's first custom-built UHF station —points the way to more TV for more people

Although television now reaches 45 million people in more than 12 million homes, thousands of communities are still too far from existing stations to be reached by *any* programs. Moreover, under present conditions, many cities with limited program service want, but can't have, additional stations.

In preparation for the establishment of a country-wide television service, RCA has pioneered for many years in ultra-high-frequency (UHF) research to gather basic facts.

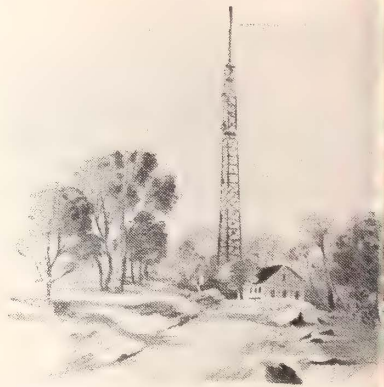
Today—an experimental station built by RCA at Bridgeport, Conn., is supplying the practical expe-

rience and engineering facts needed to design the best UHF equipment—including transmitters, receivers, and converters. NBC programs on the air during the full broadcast day are used by RCA—and other manufacturers, too—for large-scale field tests.

From results of this pioneering, RCA engineers have determined that practical UHF television equipment can be built to serve the public, and that present RCA Victor television sets can be readily adapted to give equally fine performance on both UHF and VHF.

* * *

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.



Built by RCA at Bridgeport, Conn.—first UHF transmitter to operate on regular schedule.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television