

# TELECASTING

A Service of BROADCASTING Newsweekly

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## ***"TWENTY QUESTIONS" IS THE ANSWER...***

*... to how to attract  
and build large  
television audiences*

Florence Rinard  
Fred Van Deventer  
Johnny McPhee  
Herb Polesie  
A Guest Panelist  
(on this particular  
occasion, cartoonist  
Ham Fisher)  
with Bill Slater, emcee



America's favorite  
parlor game is  
played regularly  
and presented by

THE MENNEN COMPANY—  
each Friday at 8:00 P.M.  
(EST)—on the

## **DU MONT**

TELEVISION NETWORK  
62 affiliated stations

A Division of Allen B. Du Mont Laboratories, Inc.  
515 Madison Avenue, New York 22 • MU 8-2600





Yes, you can see *sales* results when you show Official. From our Jerry Fairbanks studios in Hollywood, Television's leading film producers present the nation's top talent in sure-fire productions... *specially created for TV*. Without bulging your budget, Official puts high quality television within the reach of any sponsor. For enthusiastic audiences, get the complete Official story today.

*Direct all communications to our New York Office*

### **OFFICIAL FILMS, INC.**

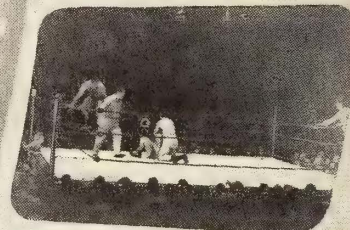
25 WEST 45TH STREET  
NEW YORK 19, NEW YORK  
PLaza 7-0100

#### **RIGHT OFF THE REEL!**



##### **FRONT PAGE DETECTIVE**

Open end 30 minute mystery film series, starring Edmund Lowe as the master detective. 26 separate stories full of action, drama and suspense. Tested and proven in sponsored markets.



##### **RINGSIDE WITH THE RASSLERS**

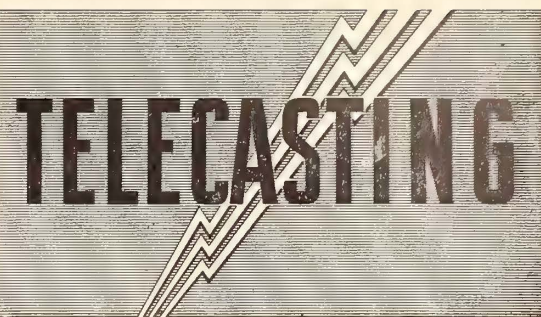
One hour film, not Kinescope, of wrestling from American Legion Arena in Hollywood. Fastest paced, biggest name wrestling. Legion tie-in assures large audiences. Baron Leone, Don Eagle, Gorgeous George provide exciting thrills.



##### **HOLLYWOOD HALF-HOUR**

Adventure, drama, romance featuring such headliners as Ward Bond, Diana Lynn, Don DeFore, Nancy Kelly and Chico Marx. Series of 13 available immediately. Great family entertainment.





# HOLLYWOOD TALENT

## Will Move Into TV With Pacific Link

By DAVE GLICKMAN

WITH "big money" in the offing, steady trek of Hollywood "names" into television is anticipated when coast-to-coast network video, now set for Sept. 30, gets underway.

Income from motion pictures tapering off, talent sees a bonanza shaping up in the new entertainment medium. There is scarcely a film star or name player in the Hollywood constellation that has not explored potentialities of video.

Sizable number of established film stars, and those of lesser caliber no longer under studio contract, will start a gradual move over to TV this fall and/or winter.

Several, such as Gene Autry and Roy Rogers, already have set up their own TV film production units tarring themselves in pictures be-

from Goodrich a year ago to produce a series of TV dramatic shows. Other factors intervened to prevent acceptance, but his interest in video hasn't evaporated. Walter Wanger, another top movie producer, has video plans that are rapidly approaching the "announcement" stage.

Daniel T. O'Shea, CBS Inc. vice president, came to radio-TV from the movie industry. He formerly was president of Vanguard Films. Prior to that he was executive producer of David O. Selznick Studio.

Henry Ginsberg, identified with the film industry for 30 years, was recently appointed NBC general consultant, working closely with John West, the network's Western Division vice president. Mr. Ginsberg was vice president in charge of studio production and operations at Paramount Pictures for 11 years prior to joining NBC.

Sid Rogell was executive producer in charge of RKO Radio Pictures studio before he joined the recently merged Official Films-Jerry Fairbanks Productions as vice president.

Louis B. Mayer, who recently

withdrew from MGM to set up his own theatrical film production firm, reportedly also will make TV pictures.

James Mason is considering the making of TV films when his 20th Century-Fox commitment to play the top role in the upcoming *Five Fingers* is completed. He has a one per year non-exclusive contract for seven years with that film studio.

With his wife, Pamela Kellino, and Bill Spier, Mr. Mason owns Portland Pictures, a company formed sometime ago to produce theatrical and TV pictures. Besides producing and directing, Mr. Mason may star in one of the TV film series now under consideration.

### Snader Series

Preston Foster is being starred in a series of 39 half-hour filmed television programs titled *Walter Fortune Story* now being produced by Ted Robinson for release through Snader Productions in October. Some 10 well known film actresses have been lined up to play opposite him in the series.

Lyle Talbot plays the "heavy"

and Ralph Byrd the lead in the *Dick Tracy* video series being produced and released by Snader. Allen Jenkins is being considered for lead in *Moon Mullins*, comedy TV film series based on the cartoon strip which P. K. Palmer will produce for Snader.

Vincent Price, stage, screen and radio actor, recently was signed to star in a TV film series titled *Talisman*. It is based on scripts by Eleanor Beeson.

Guy Madison and Andy Devine co-star in *Wild Bill Hickok* video series produced by William F. Broidy Productions and sponsored by Kellogg Corn Pops on some 24 TV stations. Alan Mowbray will be co-starred in the William F. Broidy Production *Heavens to Betsy*, slated for fall filming.

William Morris Agency has packaged the *Pat O'Brien Story*, a 15-minute TV show in color. Ade-Reid Productions shot the pilot film.

Edmund Lowe has the lead in *Front Page Detective*, weekly 30-minute show filmed by Jerry Fairbanks Productions. Helmut

(Continued on page 77)

See AT&T Story,  
Page 66

ing made for the new medium. Others are quietly investing their money in such production enterprises, or buying into video one way or another.

Many "names" in negotiating new contracts with major film studios are not only asking, but are insisting on video rights. A few have already managed this, including Bob Hope, Bing Crosby and Red Skelton.

Free from contracted commitments and already expressing intentions of working themselves into the new media are such stars as Joan Crawford, Loretta Young, James Mason, Joan Bennett, Irene Dunne, Preston Foster, to name but a few. Charles Laughton and George Raft are also winking at video. Some plan to do live programming from Hollywood. Others will be seen on film produced especially for video.

Like many others, they got their feet wet in radio but a few years ago. Realizing potentialities of the new medium, they are now exploring video.

And picture folks who looked askance at TV dramatic shows, are now changing their tune.

Many producers and directors, as well as film industry executives of varied stature, also have made en-voies or are shaping plans to eventually become identified with television.

Cecil B. DeMille had an offer

# SAG-TVA AGREE

## On Future NLRB Elections

PAVING the way for a peaceful settlement of their long-standing dispute over jurisdiction of performers used in making films for television, Screen Actors Guild and Television Authority have agreed not to oppose each other in upcoming NLRB elections.

Screen Actors Guild has notified the AFL parent entertainment union organization, Associated Actors and Artists of America, that if NLRB, in Case No. 2-RC-2334, decides that all performers employed by the networks should belong to one union, SAG will not appear on the ballot, leaving TVA unopposed. TVA has notified the 4-A's that it has withdrawn from NLRB Case No. 2-RC-2795 covering performers employed by 10 New York motion picture companies which may make films for television as well as theatre, commercial and educational pictures, leaving a clear field to SAG.

International board of the 4-A's, at a Tuesday meeting at which Actors Equity Assn., AFRA, AGVA, Chorus Equity, SAG, Screen Extras Guild, and TVA

★ were all represented, unanimously adopted a resolution of approval and gratification at these pacific moves which requested "further meetings between TVA, SAG and SEG take place to promote the collective bargaining interests of all performers in the 4-A's."

### Settlement Possible

Noting that "this is the first sign of a desire to get together" on the part of TVA and SAG over video film employment jurisdiction, a 4-A's spokesman said last week that "a peaceful settlement is now possible."

The agreement came almost simultaneously with the opening of a third round of hearings held in Washington by the National Labor Relations Board on TVA's

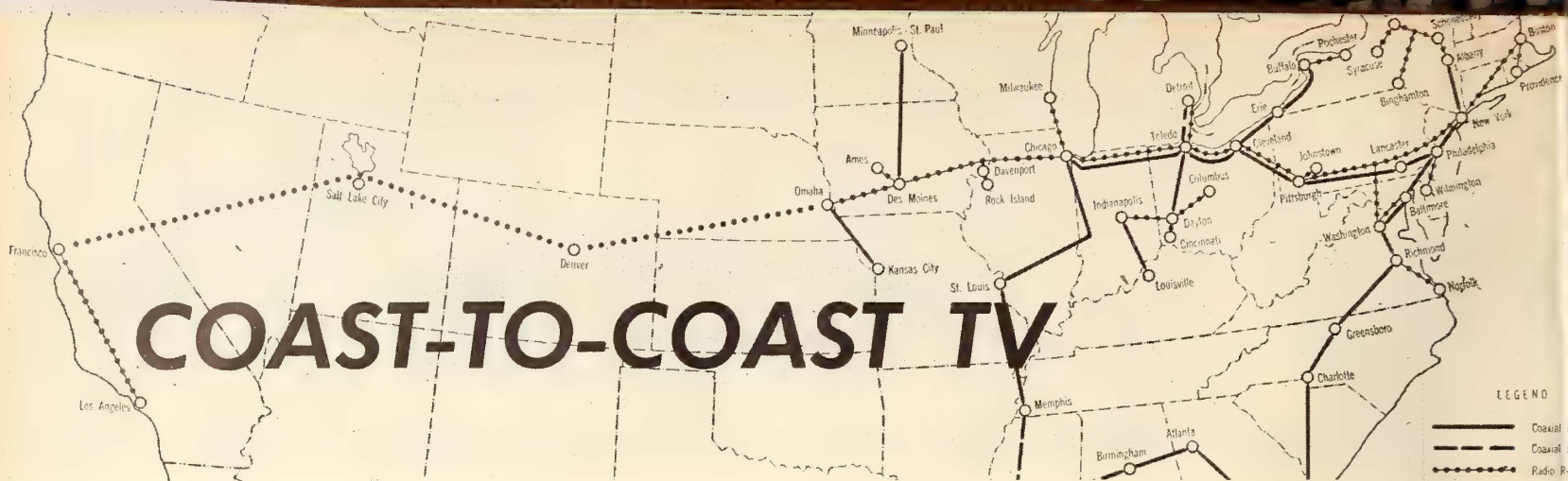
petition for certification as bargaining representative for all talent on "live" and kinescoped network programs. Nub of the controversy was CBS-TV's *Amos 'n' Andy*, filmed at Hal Roach studios on the West Coast. NLRB authorities said late Thursday that the agreement probably would have little bearing on a board decision expected shortly.

Only CBS-TV is momentarily involved in the present case. NBC-TV took no stand on the petition, while DuMont TV Network expressed no intention of getting into film production for TV. ABC-TV has indicated that it plans to enter the field.

The actual petition involves the four major TV networks—ABC-TV, CBS-TV, NBC-TV and DuMont Network, as well as General Teleradio Inc. (WOR-TV New York) and WGN-TV Chicago with respect to wage contracts. SAG

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AMERICAN Telephone & Telegraph Co. plans to inaugurate the opening of the coast-to-coast microwave radio relay circuit for TV program transmission Sept. 30 with a special hour-long program to be telecast simultaneously on all four TV networks with the telephone company as sponsor.

N. W. Ayer & Son, Bell System agency, last week was attempting to clear the 9 to 10 p.m. time on Sept. 30 and by Friday had obtained the go ahead from ABC-TV, which at this time has no sponsor for that Sunday evening hour, and from NBC-TV and Philco Corp., whose *Philco TV Playhouse* occupies that time each Sunday on NBC-TV. CBS-TV was trying to arrange clearance with the Lincoln-Mercury dealers who sponsor *Toast of the Town* on its hookup during that 60 minutes. Du Mont TV Network was also making an attempt to get its clients, Emerson Drug Co., sponsor of *Rocky King*, *Detective Sunday* at 9-9:30 p.m., for Bromo-Seltzer, and Larus & Brother Co., sponsor of *The Plain Clothesman* Sunday 9:30-10 p.m., for its pipe tobaccos, to turn their time on Sept. 30 over to AT&T.

#### Cites Difficulty

Major reason why transferring the hour from its regular video network sponsors to AT&T for that one night is difficult in that with the present limited intercity TV transmission facilities these programs are presented by kinescope on a delayed basis in many cities. That means that in relinquishing his network time, each advertiser must either make arrangements with the stations which normally receive the programs by kinescope to cancel the time for that week or he must go through with that program for kinescope only so that he can send it to these stations. Extra costs involved in such procedure presumably would be borne by AT&T, but in any event to work out all the details is a painstaking process.

Plans for the inaugural program are still indefinite but call for appearances by top performers. An AT&T spokesman said that he could not confirm a report that President Truman would participate in the telecast, adding that he considered this extremely unlikely.

Since on Sept. 30 only one west-bound channel will be available for TV use, reported plans for a gala

movie colony show on that date are obviously untrue. Hollywood's first coast-to-coast telecast origination will have to wait until late October or early November, when an east-bound channel is expected to be ready for use by the TV networks.

Addition of the western link to the Bell System intercity TV network facilities which now end at Omaha may add another headache for the network representatives who are now trying to work out a time division of the various network links for the final quarter of

this year [BROADCASTING • TELECASTING, Aug. 6]. If previous experience is any guide, it seems probable that the same sort of allocation formula that was developed for eastern and midwestern connective circuits will have to be applied to this far western link as well.

Indications that AT&T engineers are not resting on their laurels with the completion of the coast-to-coast microwave relay system, but are looking forward to filling blank spaces in the TV network map,

came last week when the company filed applications with the FCC for the construction of a coaxial cable link between Oklahoma City and Amarillo, which AT&T hopes have completed and ready for use in expanding telephone service between those cities by late 1952.

There are no immediate plans for using this link for TV program transmission, but a company spokesman said that there is no reason it could not be equipped for television and that it would be anyone orders such use.

## FILM COMMERCIALS

*Surveyed by AT*

NEED for standardized procedures in the ordering and production of filmed commercials for use on television is urged by agency film buyers and TV film producers. This is revealed in their response to questionnaires circulated among both groups in a nationwide survey conducted by American Television Society.

More than half of the film producers, in answer to one question, stated that they consider the information provided them by the agencies is on the average inadequate as a basis for the competitive bidding procedures which has become standard practice in the placement of this business. And both producers and agency buyers, by overwhelming majorities, agreed that a standard specification form prepared by ATS or some similar all-industry group for the use of all agencies and producers would be helpful.

Accordingly, the ATS film commercials committee which prepared the questionnaire will shortly begin work on a standard specification form, Gene Reichert, G. M. Basford Co., committee chairman, said last week. When complete, he said, the proposed form will be submitted to leading buyers and sellers of TV commercial films and after their approval has been obtained it will be presented to the entire industry for general use.

#### Opinion Divided

Tabulation of responses to the questionnaires, prepared by Committee Member C. E. Hooper for ATS, shows wide areas of disagreement as to the duties and responsibilities of agencies and film producers. A list of 30 items appended to the question "who do you think should provide these production items?" found the majority

of both agency and producer respondents agreeing on only about two-thirds, and there was frequently a divided opinion among the members of each group.

On the item of preparation of the client's products for photographing, for example, 44 of the agencies felt this to be an agency function, 33 felt it the producers' responsibility and eight that it should be a joint activity. The producers, on the other hand, voted 23 that it is their job to prepare the products for the camera to 14 who thought the agencies should do and six who voted to make it a joint venture.

Most agencies (35) felt that camera selection is their function, but a sizable minority (21) said the producer should select the cast and an even larger group (29) felt that it should be handled on a joint

(Continued on page 75)



Mr. Gudebrod

Mr. Reichert

Mr. Hooper

Mr. Dunford

Mr. Freese

Mr. Roush



# POWER BOOSTS

## FCC Clears 45 Applications

HEARER TV pictures for viewers of 41 TV stations became a reality last week when the FCC cleared up the 45 applications for higher transmitter output powers under its "Fifth Notice" ruling.

First move in cracking the three-year-old freeze on TV applications, the ruling permitted TV stations to increase their transmitter power to 5 kw output [BROADCASTING • TELECASTING, Aug. 6, July 31].

It means, also, that these stations enlarged their service areas to a marked degree.

Of the 41 stations now putting out higher-powered signals, *Louisville Courier-Journal's* WHAS-TV the only TV station in the country hitting the permitted peak under present regulations—50 kw effective radiated power. Among the others getting permission during the past two weeks, WFBM-TV Indianapolis went up to 30.8 kw. WCBC-TV New York City and WENR-TV Chicago and *Philadelphia Bulletin's* WCAU-TV Philadelphia went to 28.3 kw.

### High-Power Outlets

Nine TV stations among the 107 now operating have been radiating for some time in the higher-powered class: In Los Angeles, KECA-TV puts out 29.4 kw, KFI-TV 30.2 kw, KLAC-TV 28.1 kw, KTLA-TV 30 kw, KTTV (TV) 30.9 kw. Others which have been transmitting substantial signals are KPIX-TV San Francisco, 29.9 kw; KDSU-TV New Orleans, 30.8 kw; KJAR-TV Providence, 30 kw; KATV (TV) New York, 30.5 kw. Although radiated power is important in TV, it is not as significant as it is in AM broadcasting. Coverage is a factor of antenna height and transmitter power. Thus, many stations may be putting out strong signals from high antenna sites, even though their radiated powers may be low.

The four still pending applicants for authority to boost transmitter powers are KTSL (TV) Los Angeles, whose application involves a move to Mt. Wilson; WTTV (TV) Bloomington, Ind., also involving a move of antenna site; KRON-TV San Francisco, already putting out 5 kw transmitter output, but which desires to change its antenna operation; WABD (TV) New York, held up due to conflict with WNBC-TV New Haven.

### WNHC-TV Request

WNHC-TV asked FCC last week to permit it to boost transmitter power to 5 kw—even though it is a community station and thus limited to 500 w output. New Haven station wants to radiate 18.9 kw

instead of 1.82 kw it is putting out now.

In its petition, the Channel 6 station says that the FCC proposes to make it a metropolitan station on Channel 8 and that present 1.82

kw ERP is not strong enough to properly serve New Haven itself. It also calls attention to probable increase in adjacent channel interference if WABD is permitted higher power.

## Grants for Power Increases

FOLLOWING TV stations have received FCC permission to increase their transmitter powers to maximum 5 kw rated output, as result of the Commission's "Fifth Notice," issued July 26 [BROADCASTING • TELECASTING, July 30]. These include all 41 granted such authority.

Effective Radiated Power		
Station & City	From	To
WTMJ Miami	1.45	16.5
WAVE-TV Louisville	7.0	24.0
WOR-TV New York	9.0	22.0
WPIX New York	3.6	21.7
WNBT New York	5.2	18.3
WJZ-TV New York	3.0	16.3
WCBS-TV New York	13.7	20.1
WHEN Syracuse	15.0	27.0
KRLD-TV Dallas	15.1	27.0
KMTV Omaha	11.7	16.5
WGN-TV Chicago	11.2	29.0
WNBC-TV Chicago	21.8	23.2
WBKB Chicago	11.0	25.2
WENR-TV Chicago	25.0	28.3
WSM-TV Nashville	14.4	23.8
WHAM-TV Rochester	16.7	22.0
WXEL Cleveland	21.0	25.6
WKTV Ulica	13.0	25.0
WTVN Columbus	6.0	19.7

### Effective Radiated Power

Station & City	From	To
WICU Erie**	2.0	3.0
WDEL-TV Wilmington**	0.476	0.680
WGAL-TV Lancaster***	0.880	0.9
WJAC-TV Johnstown	6.5	9.3
WKZO-TV Kalamazoo	8.0	15.7
WKY-TV Oklahoma City	12.0	16.9
WSAZ-TV Huntington	12.0	16.7
KFMB-TV San Diego	20.0	27.4
WAGA-TV Atlanta	18.0	26.5
WHAS-TV Louisville****	9.6	50.0
WNBK Cleveland	15.0	17.9
KNBH Los Angeles	15.0	25.2
WNBF-TV Binghamton	12.0	23.5
WHBF-TV Rock Island	11.0	23.3
WTVR Richmond	12.16	17.2
WSYR-TV Syracuse	23.0	26.0
WWJ-TV Detroit	13.7	20.5
WBRC-TV Birmingham	12.2	15.0
WFBM-TV Indianapolis	28.2	30.8
WCPO-TV Cincinnati	21.0	24.0
WCAU-TV Philadelphia	25.0	28.3
WOI-TV Ames, Iowa	13.0	15.7

\*WKTV transmitter power increased to 4.3 kw.

\*\*WICU and WDEL-TV are community stations, limited to 500-w transmitter output.

\*\*\*WGAL-TV is increasing its aural transmitter output only. It already is radiating 1 kw visual power.

\*\*\*\*WHAS-TV transmitter power increased to 4.6 kw.



J. R. POPPEL (standing), vice president and chief engineer, WOR-AM-TV New York, watches meters as Charles H. Singer, assistant chief engineer, turns up the power in WOR-TV's transmitter at North Bergen, N. J., to 22 kw ERP at a height of 1,050 feet above sea level.

## U. S. Shoe Buys

RED CROSS SHOES (U. S. Shoe Corp.) will sponsor hour-long musical revue *Irving Berlin's Salute to America*, 8-9 p.m., Sept. 12, over NBC-TV. Mr. Berlin, who is contributing his fee to the Girl Scouts' "God Bless America" fund, will debut as TV producer, director, and master of ceremonies on the program which will feature his own favorite compositions. Agency is Stockton, West and Burkhart, Cincinnati.

# EDUCATORS OPPOSED

FIRST industry action has been taken to oppose use of tax funds for school TV stations.

Organized effort of educator groups to obtain blocks of frequencies has aroused opposition of the Illinois Broadcasters Assn., which last week notified high state officials that IBA was opposed to construction of a TV station at the U. of Illinois.

In notifying these officials of the action, taken at the Aug. 3 IBA meeting, the association sent copies of a resolution adopted unanimously except for votes of U. of Illinois representatives.

While IBA was taking its action, NARTB on its own behalf was considering legislative proposals of Sen. William Benton (D-Conn.), covering educational TV and proposing a federal agency to act as proctor of commercial broadcasting.

NARTB headquarters officials met recently with John Howe, assistant to Sen. Benton. In its latest TV newsletter to members, NARTB described the Benton plan to set up a citizens radio-TV advisory board as "one of the most critical problems facing radio and television today."

The NARTB letter quoted Mr. Howe as saying he had sent a revised version of the Benton proposal to network executives, FCC Commissioners and others for comment. An early conference between Sen. Benton and NARTB President Harold E. Fellows is

planned, Mr. Howe told the NARTB representatives.

The legislation raises these other questions, according to the NARTB letter:

(1) Would this become a super-censorship board—accomplishing its ends by the "lifted eyebrow" technique implicit in the Blue Book issuance five years ago?

(2) Would it become a government-sponsored pressure group forcing broadcasters to set aside time for so-called "public service" programs?

(3) Would it expand its powers gradually (thus do bureaucracies begin) and become a sprawling program-review board, federally sponsored, within a few years?

On Capitol Hill, Sen. Benton readied a new bill and resolution for introduction in the Senate [CLOSED CIRCUIT, Aug. 6].

While differing from the legislation he introduced last June [BROADCASTING • TELECASTING, June 11, 4] it would have the same effect: Create a National Citizens Advisory Board for Radio and Television to act as a non-commercial watchdog over commercial broadcasting, and force a review of radio-TV in the light of educators' demands.

Text of the resolution adopted

## In TV Funds Move

by the Illinois Association follows:

Whereas the IBA is opposed to the Joint Committee for Educational Television's proposals for reservation for channels, and

Whereas the U. of Illinois is taking a leading part in promoting these programs and spending tax funds for that purpose, and

Whereas any announcement of donations for initial construction costs for TV transmitters may be most misleading to the public since it is conservatively estimated that further investment in equipment and personnel and daily operating costs will total hundreds of thousands of dollars annually, and

Whereas a university station in Urbana will serve a radius of 60 miles or less and cannot ever serve the major centers of Illinois or the entire population thereof, and

Whereas the state university could, to much greater advantage, use the taxpayers money to produce television programs for use on commercial stations which will provide time without charge for worthwhile educational programs of general interest and which will assure statewide television coverage for the state university,

Therefore, be it resolved that the IBA oppose the expenditure of tax funds to build and operate a university television station and deplore such proposals and hereby instruct its officers to forward a copy of this resolution to Gov. Adlai Stevenson, the members of the Illinois General Assembly and to the president of the U. of Illinois.



# Station KRLD-TV DALLAS

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

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

*NOW there are*

**125,720**

*Television Homes*

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

*The CBS Station for DALLAS and FORT WORTH*

*this is why*

# KRLD

**AM-FM-TV**

**Channel 4**

*is your best buy*

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

## telestatus



## RCA, CBS Ready Berlin Demonstration

(Report 176)

EUROPEANS from both sides of the Iron Curtain will get a chance to see U. S. television in action—both black-and-white and color—in a two-week series of demonstrations slated to start in West Berlin today (Monday) under sponsorship of the Economic Cooperation Administration in collaboration with the U. S. High Command in Germany.

Coinciding in part with the second World Communist Youth Festival now in progress in East Berlin, the color TV demonstrations will be staged by CBS and the black-and-white by RCA. Russian guards reportedly have attempted to close off the border between East and West Berlin but news reports indicate that thousands are eluding the guards to visit the Western Sector. These visitors are expected to be among the audiences for the TV showings, which for most Berliners will be their first.

An estimated 2 million youths are attending the Communist festival, which opened Aug. 5 for 14 days. The number of these who will have visited the Western Sector by the time the festival is over is expected to reach the tens of thousands.

Elaborate arrangements have been made for both RCA and CBS showings.

RCA's will be held in Schowen-edergerstadt Park, described as con-

taining the largest outdoor theatre in Europe, and spokesmen said about 25,000 persons are expected to witness the RCA shows daily. CBS's will be held in the Funksturm Exhibit Grounds, with "many thousands" expected to see each demonstration.

In addition, RCA has installed its transmitter control console in a corner window of the city's largest department store, and is setting up 40 home receivers in other windows of the store. Sixty other sets have been installed by RCA in other public places in West Berlin's 14 wards. Three large-screen projection receivers also have been installed by RCA, which estimated the value of its equipment at \$335,000.

### Russians Planning Show

There have been reports that Russians are planning a television show of their own in East Berlin in connection with the youth festival. In that event youths who slip into the Western Sector will be able to compare their own brand with the U. S.-type product.

Announcing its plans, RCA said it is prepared to present the most comprehensive and ambitious television demonstration ever staged in Europe. It sent a crew of 29 TV engineers, technicians and producers, headed by Richard H. Hooper, manager of the RCA Victor Promo-

tion Div., to install the equipment and conduct its demonstrations.

For the color demonstration CBS is supplying equipment and experts, and has built a special stage on the Funksturm Exhibit Grounds for the production. D. Peter C. Goldmark, vice president in charge of engineering research and development for the CBS Lab Division, who developed the CBS color system, heads a group of seven CBS experts on hand for the showings. John Martin is producing the color programs, which will include dramatizations of the Marshall Plan's productivity drive, sports events, and entertainers from a number of countries.

In addition to the TV equipment RCA has sent along a large educational exhibit including radio receivers and 45-rpm phonographs.

\* \* \*

## Advertest Takes Survey On 'Amos 'n' Andy'

MOST Negroes interviewed by Advertest Research in regard to the *Amos 'n' Andy* show do not believe that the program reflects unfavorably on the Negro.

The Advertest survey, released last week, was undertaken because of the controversy concerning the program [BROADCASTING • TELECASTING, Aug. 6]. National Assn. for the Advancement of Colored

(Continued on page 77)

## Weekly Television Summary—August 13, 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	91,98
Ames	WOI-TV	60,331	Memphis	WMCT	89,00
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	75,00
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418	Milwaukee	WTMJ-TV	247,36
Binghamton	WNBF-TV	41,300	Minn.-St. Paul	KSTP-TV, WTCN-TV	269,10
Birmingham	WAFM-TV, WBRC-TV	57,400	Nashville	WSM-TV	35,07
Bloomington	WTTV	16,800	New Haven	WNHC-TV	153,80
Boston	WBZ-TV, WNAC-TV	747,000	New Orleans	WDSU-TV	62,15
Buffalo	WBBN-TV	207,322	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,425,00
Charlotte	WBTV	84,413		WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	937,965	Newark	WATV	72,84
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000	Norfolk	WTAR-TV	87,63
Cleveland	WEWS, WBNK, WXEL	486,491	Oklahoma City	WKY-TV	81,15
Columbus	WBNS-TV, WLWC, WTVN	176,541	Omaha	KMTV, WOW-TV	863,34
Dallas			Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,90
Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	125,720	Phoenix	KPHO-TV	300,00
Davenport	WOC-TV	56,385	Pittsburgh	WDTV	156,00
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	205,000	Providence	WJAR-TV	85,07
Dayton	WHIO-TV, WLWD	604,293	Richmond	WTVR	86,08
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	60,050	Rochester	WHAM-TV	56,38
Erie	WICU		Rock Island	WHBF-TV	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	125,720	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	48,12
Grand Rapids	WLAV-TV	146,181	Salt Lake City	KDYL-TV, KSL-TV	48,75
Kalamazoo	WFMV-TV	71,721	San Antonio	KEYL, WOAI-TV	97,50
Greensboro	KPRC-TV	80,110	San Diego	KFMB-TV	203,52
Houston			San Francisco	KGO-TV, KPIX, KRON-TV	
Huntington	WSAZ-TV	48,000	Schenectady	WRGB	159,20
Charleston	WFBM-TV	168,250	Albany-Troy	KING-TV	87,50
Indianapolis	WMBR-TV	35,000	Seattle	KSD-TV	300,00
Jacksonville	WJAC-TV	87,275	St. Louis	WHEN, WSYR-TV	124,45
Johnstown			Syracuse	WSPD-TV	125,00
Kalamazoo	WKZO-TV	146,181	Toledo	KOTV	83,52
Grand Rapids	WDAF-TV	125,047	Tulsa	WKTV	47,00
Kansas City	WGAL-TV	106,352	Utica-Rome	WMAL-TV, WNBW, WTOP-TV, WTTG	278,15
Lancaster	WJIM-TV	55,000	Washington	WDEL-TV	74,81
Lansing	KECA-TV, KFI-TV, KLAC-TV, KNBH		Wilmington		
Los Angeles	KTLA, KTSL, KTTV	1,002,000			

Total Markets on Air 63

Total Stations on Air 107

Estimated Sets in Use 13,098,00

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.





## "He profits most who serves best"

For 29 years here at WSB — and now 3 at WSB-TV — our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this philosophy is now well established. For, throughout all these years, in every audience survey ever made in Atlanta by any recognized authority, WSB and WSB-TV have been a dominant first.

The policy that has paid rich audience dividends for WSB and WSB-TV pays-off handsomely for advertisers, too. Let our Petry representative tell you how these stations can profit you.

### Worthy organizations currently being supported by WSB and WSB-TV

National Safety Council  
Atlanta League of Women Voters  
Red Cross  
Atlanta Christian Council  
Warm Springs Foundation  
Atlanta Municipal Government  
Community Chest  
Georgia Medical Association  
N.A.A.C.P.  
U.S. Naval Reserve  
Eight Georgia Colleges and Universities  
Atlanta Public Schools  
Cerebral Palsy Campaign  
American Cancer Society  
YMCA and YWCA  
Boys Club of Atlanta  
Fulton County Plan of Improvement  
U.S. Employment Service  
Treasury Department  
National Council Christians and Jews  
Boy Scouts, Girl Scouts, Campfire Girls  
Chamber of Commerce  
Junior Chamber of Commerce  
American Legion  
Atlanta Civic Clubs  
... and others

**wsb**

THE VOICE OF THE SOUTH

**wsb-tv**

ON PEACHTREE STREET

*Affiliated with The Atlanta Journal and The Atlanta Constitution*



# AFRA CONVENTION

DELEGATES to the 12th annual national convention of the American Federation of Radio Artists, who met in Minneapolis Thursday for a four-day session, were expected to adopt a resolution calling for a merger with the all-video union, Television Authority. One top-level AFRA spokesman anticipates a "complete" merger within a year.

Pros and cons of the merger, which has been proposed by AFRA locals in New York and Los Angeles, were slated for Friday and Saturday portions of the agenda.

The hottest convention topic—treatment of AFRA card-holders labeled as subversive—was scheduled for a battle on the convention floor late Saturday.

AFRA members were balloted a month ago on a proposed constitutional amendment approved by the union's executive board, to ban subversives.

In New York, AFRA spokesmen announced that the anti-Communist referendum had carried by a vote of 2,118 to 457, with 401 ballots declared void. It was not disclosed whether any members would be automatically expelled.

The constitutional amendment approved in the referendum would bar from AFRA membership any performer who had been proven, in a state of federal court action, to have been a Communist since Dec. 31, 1945. It also would disqualify any AFRA member identified as a Communist by the State Dept., Justice Dept., or FBI, and any member who affiliates with organizations which the U. S. Attorney General terms "subversive."

The American Civil Liberties Union asked AFRA, before the mail referendum was completed, to reconsider the matter. The subject was expected to come up at the AFRA convention.

## Subversive Question

Convention delegates, about 200 in all, were expected to adopt some kind of resolution on the question rather than withdraw the proposal completely, with debate centering on the specific provisions of the alternate amendments. Members met to consider limitations which could be incorporated to rule out Communist influences but which would also refute critics who say the amendment, as submitted, is "restrictive, vindictive and all-inclusive to the point of depriving people of their livelihood."

The Television Authority merger, in the opinion of most AFRA members, would save them time and money and make their work routing more efficient and the union stronger. Members shifting between the different fields represented by TVA could work on one card and pay one scale of dues, rather than several. TVA is now comprised of members of AFRA, Actor's Equity, American Guild of Variety Artists, American Guild of Musical Artists and Chorus Equity.

If the AFRA convention approves the move, Television Authority members can study the same proposal in November when they meet in annual convention, probab-

## TVA Merger Expected

ly in New York. The original articles of agreement which founded TVA provided for a convention within two years, at which time the group could continue with a status quo existence, form another union group or merge with member unions. One name suggested for the all-embracing radio-TV talent union was the American Federation of Radio & Television artists.

Each AFRA delegation met Thursday afternoon for its own caucus, while New York, Chicago and Los Angeles convened in a single group because of the mut-

## MOVIE GRID TV

Opposed by FTPC

NAVY scheduling of some of its football games this fall on the Theatre Network Television drew fire last week from the Fair Television Practices Committee, an organization devoted to fighting box-office TV [BROADCASTING • TELECASTING, Aug. 6, July 30].

Protest was sent Vice Admiral Harry W. Hill, U. S. Naval Academy superintendent, by Jerome W. Marks, FTPC chairman. "Theatre television is a commercial operation . . . it offers no public service features. The Academy, on the other hand, is entirely supported by public funds and presumably should be operated solely in the public interest," Mr. Marks said.

Calling the exclusive telecast rights with theatre TV "an example of bad policy" by the Academy, Mr. Marks said the committee believes Navy football games should be made available for telecasts "for the general public benefit." Mr. Marks said his group had learned three of Navy's games have been assigned to theatre TV.

FTPC, he said, "wishes to point out to you that among those who will be deprived of the opportunity to witness telecasts of Navy football games will be thousands of hospitalized veterans, soldiers and sailors, who obtain a sense of active participation in life through the medium of television."

The complaint came shortly after announcement of the full schedule of major Eastern college grid games for theatre telecasting last week by Nathan L. Halpern, president of Theatre Network Television.

Reportedly already signed by TNT for the upcoming season are the U. S. Naval Academy, Dartmouth, Princeton, Pittsburgh, Yale, Columbia and Fordham. Other signings are expected to be announced shortly. TNT's schedule will cover games from Sept. 22 to Dec. 1.

uality of their problems. The executive board, representing all three regions, met informally Thursday evening. Friday night the entire delegation was to attend a party at the estate of General Mills President Leslie N. Perrin.

## NCAA EXPERIMENT

NBC-TV to Carry Games

WESTINGHOUSE Electric Corp., sponsor of the NCAA experimental TV football schedule, last week announced that NBC-TV had been selected to carry the games during the 10 week (Sept. 22-Nov. 24) experiment.

In making the announcement, J. M. McKibbin, vice president in charge of consumer products for Westinghouse, said that more than 50 stations of the NBC-TV network would be used to televise some 40 college teams selected by the Westinghouse agency, Ketchum, McLeod & Grove, Pittsburgh.

An agency representative said that no schedule could be announced until Sept. 1 because the colleges fear notice of games to be televised would hurt advance gate sales.

Referring to the notice that the AT&T transcontinental cable will be in effect by Sept. 30, the agency representative said that they might find it highly desirable to feed games cross-country.

It was understood that Westinghouse is paying regular rates to NBC-TV for the telecasts.

Announcement was also made of the appointment of Edwin S. (Red) Reynolds, former promotion manager, WOR New York, as director of the NCAA experimental program. Mr. Reynolds is slated to act as liaison between the colleges, Westinghouse and the agency, and will also supervise developments in such operations as theatre television, Skiatron, Phonvision, etc.

## FIGHT COVERAGE

CBS Radio-TV Slate Bought by Pabst

PABST Brewing Co. last week returned major boxing to the "home TV" fold, by signing for Wednesday night sponsorship of 41 telecasts and 37 broadcasts of International Boxing Club bouts over CBS Radio and Television networks.

The competitive theatre-TV interests, however, won exclusive rights to the Joe Louis - Jimmy Bivins fight from Baltimore this Wednesday night.

Pabst will launch its fight coverage via radio and TV six weeks earlier than usual, with two championship matches from Madison Square Garden: Aug. 22, Lightweight Champion Joey Maxim vs. Bob Murphy, and Aug. 29, Welterweight Champion Kid Gavilan vs. Billy Graham. It is also negotiating for rights to the Randolph Turpin - Ray Robinson middleweight championship fight, Sept. 12.

The CBS Radio Network is not



HIGHEST TV transmitting antenna in the country will be claimed by KOAT Albuquerque once construction is complete. KOAT plans to begin construction of television studios, installation of equipment and erection of the antenna as soon as FCC authorization is granted. The antenna will be located at Sandria Crest, 10,678 feet above surrounding terrain. Inspecting the site are A. Cadwell (l), KOAT manager, and Lev Pett, of DuMont. Equipment has been ordered from DuMont Labs Inc. Clifton, N. J.

## ATLANTIC PACTS

Releases Colleges on TV

ATLANTIC Refining Co. announced last week that it is voluntarily releasing "a number of colleges on the Eastern seaboard" from contracts covering Atlantic sponsorship of TV coverage of their football games this fall.

The move was made, the announcement said, to "give the National Collegiate Athletic Assn. a free hand in carrying out its experimental plan for the televising of college football next season." The contracts being released gave Atlantic options for first-refusal rights on TV coverage.

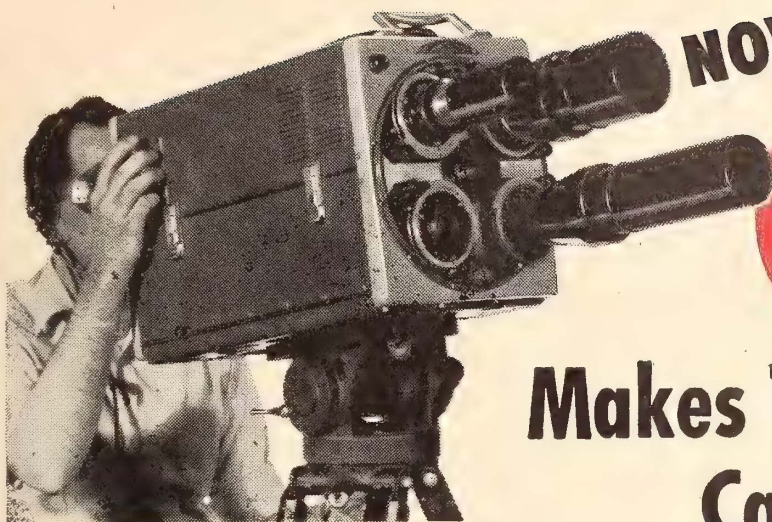
Atlantic had bid unsuccessfully with Westinghouse for sponsorship under the NCAA plan (see adjacent story).

\* scheduled to carry the fights during September, but will resume Oct. 3, for the season.

Agency for Pabst is Warwick & Legler Co., New York.

Meanwhile, NBC was querying major TV manufacturers in a plan for joint broadcast TV sponsorship of major sports events as a means of combatting possible inroads by theatre-TV interests. The joint-sponsorship plan of covering top-flight bouts was inaugurated by eight manufacturers in coverage of the Joe Walcott-Ezzard Charles championship match via DuMont-TV a few weeks ago. That deal was negotiated by DuMont officials.



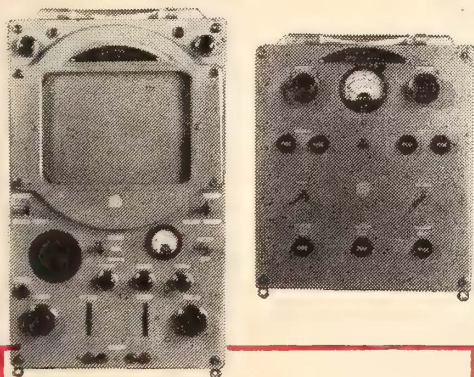


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**GPL**

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### THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
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- Right or Left Hand Focus Knobs
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**WRITE, WIRE OR PHONE  
FOR DETAILS**

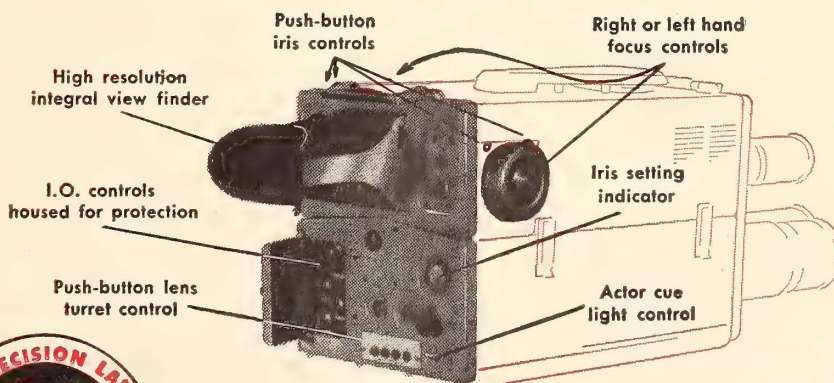
GPL's 1951 Image Orthicon Chain is delivering even more features — better performance — than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements . . . control it remotely if desired . . . select any of four lenses at the press of a button . . . adjust focus from right or left side of camera, with the same 300° arc of focus adjustment for all lenses . . . choose color filters, masks, at the flick of a

thumb . . . control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9" diagonal at close-up, for all lenses except telephoto. Overtravel switch provides *extended* focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do *your* specific job *best!* Arrange to see this great new model at the earliest opportunity.

### FINGER-TIP OPERATION from CAMERA or REMOTE LOCATION



**GENERAL PRECISION LABORATORY**  
INCORPORATED

TV Camera Chains • TV Film Chains  
TV Field and Studio Equipment  
Theatre TV Equipment

Pleasantville

New York



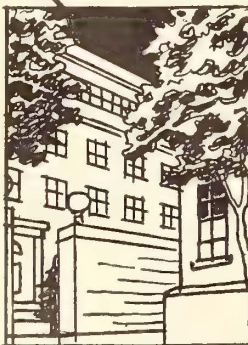
# CHARLOTTE

JEFFERSON  
STANDARD  
BROADCASTING  
COMPANY

CABLE  
TELEVISION  
FOR  
3  
MILLION  
CAROLINIANS

## ANDERSON, SOUTH CAROLINA

Sensation-city of the South Carolina Piedmont, Anderson's industrial payroll has grown from 7 million to 44 million annually since 1940. The 250,000 people in Anderson's trading area receive television service from three stations but 89% "tune most" to WBTV Charlotte.



# WBTV

REPRESENTED NATIONALLY  
BY RADIO SALES

# JUNE GROSS LAGS

Networks in Summer Drop

JUNE marked the first sign of a summer decline in TV network billings comparable to the traditional summer slump of radio broadcasting, according to figures released to BROADCASTING • TELECASTING last week by Publishers Information Bureau. They showed that the combined gross time sales of the four TV networks in June totaled \$8,996,940, more than \$1 million under the combined May gross of \$10,011,144.

The June total of just under \$9 million is more than three times the PIB figure of \$2,884,273 for the same month of 1950 and although there is no direct comparison, as DuMont TV Network figures are included in this year's PIB reports whereas they were not during 1950, there is ample evidence that TV billings have practically tripled in the past year.

The same conclusion is indicated by the figures for the first half of each year, 1951's January-June four-network total being \$55,098,126, compared to 1950's first-half three-network total of \$14,031,385.

Procter & Gamble Co. continues to head the list of TV network time users, although its June gross time purchases of \$563,650 lagged nearly \$80,000 behind its May gross of \$642,432. Only change in the top ten TV network sponsors (Table I) is American Tobacco Co., whose June gross time purchases topped its May total by some \$30,000 when *Your Hit Parade* and *Big Story* had five broadcasts each in June against four in May. It replaced Anchor-Hocking Glass Corp., whose *Broadway Open House* dropped from a five-a-week basis in May to three-a-week in June. Table II lists the top TV network advertiser in each product group.

Product group total TV network time purchases, itemized in Table III for June and January-June for 1950 and 1951, shows foods the most heavily TV network advertised class, followed by smoking materials, toiletries, soaps and cleansers, automotive, household equipment, beer, radio and TV sets, drugs and remedies, and household furnishings advertising, in that order.

List is almost the same as for May, except that drugs and remedies moved into ninth place by practically doubling its gross time expenditures over May, pushing household furnishings from ninth to tenth position.

Increase in gross time purchases in the drugs and remedies category resulted largely from the inauguration in June of three new programs sponsored by advertisers in this class: Kendall Co., sponsoring *Super Circus* for Curity bandages and first aid supplies; Noxzema Chemical Co. starting *Cameo Theatre* for its medicated cream; Lehn & Fink Products Corp. starting *Doodley Weaver* for Lysol and other products.

TABLE I

## TOP TEN TV NETWORK ADVERTISERS IN JUNE 1951

1. Procter & Gamble	\$563,650
2. General Foods	482,200
3. Colgate-Palmolive-Peet	384,200
4. R. J. Reynolds Tobacco Co.	364,500
5. Ford Motor Co.	257,700
6. American Tobacco Co.	227,400
7. Liggett & Myers Tobacco Co.	222,200
8. Lever Bros.	212,200
9. P. Lorillard & Co.	200,400
10. Quaker Oats Co.	192,400

TABLE II

## LEADING ADVERTISERS IN EACH GROUP, JUNE 1951

Class	Advertiser	Gross Net Time Cost
Apparel, Footwear & Acces.	International Latex Corp.	\$ 49,600
Automotive, Automotive Acces. & Equip.	Ford Motor Co.	257,700
Beer, Wine & Liquor	Anheuser Busch Co.	107,000
Confectionery & Soft Drinks	Mars Inc.	45,400
Consumer Services	Arthur Murray Dance Studios	28,100
Drugs & Remedies	Kendall Co.	51,600
Food & Food Products	General Foods	482,200
Gasoline, Oil & Other Fuels	Texas Co.	52,900
Household Equip.	Westinghouse Electric	92,900
Household Furnishings	Mohawk Carpet Co.	121,600
Industrial Materials	Anchor-Hocking Glass Corp.	93,000
Insurance	Mutual Benefit Health and Accident Assn.	39,200
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	31,300
Office Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	30,400
Publishing & Media	Time, Inc.	57,700
Radios, TV Sets, Phonographs, Musical Instruments, and Acces.	Philco Corp.	102,200
Retail Stores & Direct Mail	Drugstore Television Prod.	138,200
Smoking Materials	R. J. Reynolds	364,500
Soaps, Cleansers & Polishes	Procter & Gamble	563,650
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	257,900
Miscellaneous	Quaker Oats Co.	49,900

TABLE III

## COMPARATIVE GROSS TV NETWORK\* TIME SALES BY PRODUCT GROUP

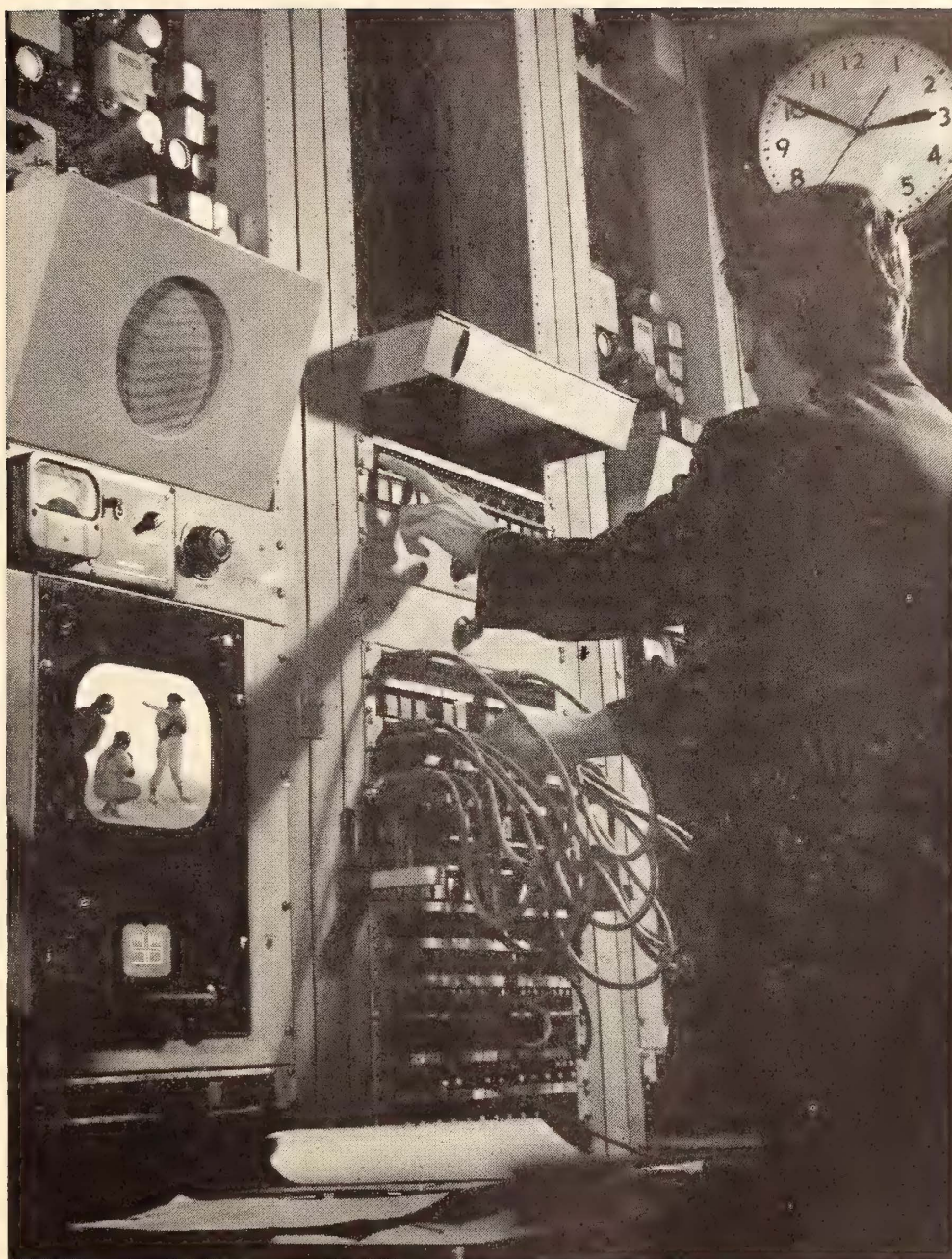
CLASS	JUNE 1951	JAN.-JUNE 1951	JUNE 1950	JAN.-JUNE 1950
Apparel, Footwear & Acces.	\$ 138,980	\$ 1,338,026	\$ 48,270	\$ 346,880
Automotive, Automotive Acces. & Equip.	692,985	4,775,020	428,103	2,157,550
Beer, Wine & Liquor	415,742	2,314,023	73,840	648,500
Building Materials		7,690		
Confectionery & Soft Drinks	204,486	1,286,876	160,019	505,100
Consumer Services	28,112	315,712	22,950	99,760
Drugs & Remedies	304,985	1,178,220	12,330	109,800
Food & Food Products	1,984,434	11,897,230	466,904	1,980,260
Gasoline, Oil & Other Products	188,650	1,274,887	107,470	583,710
Household Equipment & Supplies	495,899	3,463,458	154,000	919,140
Household Furnishings	284,995	1,938,259	210,153	966,010
Industrial Materials	144,103	1,611,353	75,515	85,210
Insurance	39,200	246,990		
Jewelry, Optical Goods & Cameras	116,645	1,112,851	16,725	43,290
Office Stationery & Writing Supplies	39,465	168,555		
Publishing & Media	83,415	398,078	21,765	125,290
Radios, TV Sets, Phonographs, Musical Instruments and Acces.	342,511	2,508,353	293,627	1,475,400
Retail Stores & Direct By Mail	155,565	991,270		1,630
Smoking Materials	1,224,631	7,343,715	517,144	2,551,000
Soaps, Cleansers & Polishes	911,691	4,457,092	31,635	193,510
Toiletries & Toilet Goods	1,111,736	5,778,966	225,313	1,143,030
Miscellaneous	88,710	691,502	18,510	95,090
<b>Total</b>	<b>\$8,996,940</b>	<b>\$55,098,126</b>	<b>\$2,884,273</b>	<b>\$14,031,385</b>

SOURCE: PUBLISHERS INFORMATION BUREAU

\* 1950 figures cover ABC, CBS, NBC TV networks only, with DuMont excluded; 1951 figures include all four networks.



behind the  
scenes of the  
nation's screens



*Bell technician at monitoring and control position, television network center in New York.*

TELEVISION network transmission requires precise and costly equipment. Yet the equipment alone would be of little use without trained personnel to operate it.

So the Bell System trains men, even as it extends its television channel miles. They are provided with the special apparatus needed to handle television's ever-changing requirements.

Control Center technicians monitor Bell circuits to see that programs travel smoothly, that switching takes place with a minimum of interruption. Their skill and equipment help make network television flexible and

smooth in operation, even though the combination of stations and networks may alter every 15 minutes.

In less than six years the Bell System has established over 18,000 miles of television channels to serve the industry. The value of coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes is nearly \$85,000,000.

Yet charges are relatively low. The Telephone Company's total network facility charges—including both video and audio channels—average about 10 cents a mile for a half hour of program time.

**BELL TELEPHONE SYSTEM**



PROVIDING NETWORK TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW



# UNIQUE STATION

## FCC Gets Plan For Viewer Ownership

RESIDENTS of Las Vegas and Southern Nevada would become owners as well as viewers of the local TV outlet proposed there by Desert Television Co., according to a unique plan submitted to FCC last week by the applicant. Under the plan, each purchaser of a TV set would automatically be given stock in the station at no extra cost. Set dealers also would be part owners.

Desert Television, whose principals are identified with the ownership and operation of KRAM Las Vegas, has applied for Channel 13 with effective radiated power of 3 kw visual and 1.5 kw aural. Estimated cost of the TV outlet is about \$153,000, with \$60,000 estimated as the first year's operating cost. Initial annual revenue of \$100,000 is expected.

Desert Television has authorized 299,000 shares of stock at \$1 par and proposes to allot \$125,000 worth of its stock to local citizens under the plan. Several local TV set dealers each propose to purchase 10,000 shares in the applicant and in addition "to include in their sale of television sets to the public at large five shares of the common capital stock . . . for each \$100 television set or installation sale." The set purchaser would receive the stock at no cost, the set dealer

making the payment to Desert Television.

Under the proposed plan, each set dealer in addition to his own purchase of 10,000 shares in the station would "purchase or cause to be purchased" a total of 9,000 shares within one year. If this condition is met, the dealer automatically would receive a bonus of 1,000 shares at no cost.

FCC staff members reportedly have found no legal bar to the stock plan, although it was pointed out there might be some obstacle under local laws or in merchandising policy of the trade.

Boulder City Broadcasting Co., licensee of KRAM, also has an agreement with Desert Television to operate and manage the proposed TV station for five years. As compensation, Boulder City Broadcasting would receive 10,000 shares of Desert Television each year. Economies of operation and sharing of talent and experience between the two outlets is envisioned in the agreement.

KRAM President Edward P. Jansen is also president of Desert Television, holding a 6.6% interest in the latter. Vice president with 20% of the TV applicant is Otto F. Stoehr, San Francisco restaurant owner. Dr. Ray T. Frederick, Tacoma, Wash., physician, is one-third owner. A 6.6% interest presently is each held in Desert Television by Secretary-Treasurer Truman B. Hinkle, also secretary-treasurer of KRAM, and Directors I. J. Larnin, C. Norman Cornwall, Marquita A. Manning, Evelyn A. Mackenzie and Kermit Moe. All are stockholders in KRAM.

## BOXING RIGHTS

### House Asked to Probe

REQUEST was made last week that Congress investigate whether there is "unreasonable restraint" in the purchase of exclusive rights to boxing-match telecasts by theatres for large screen viewing.

A resolution introduced in the House last Monday by Rep. L. Gary Clemente (D-N. Y.) would set up a select committee to investigate all phases of national boxing. In addition to the TV probe, it would include study of whether operators in the narcotic trade have infiltrated the sport, whether there is syndicate control over boxers, managers and matches, and whether the public is being denied national competition for boxing titles.

Section on television reads: "Whether or not the people of the U. S. are being denied the viewing of boxing matches on television by unreasonable restraint."

Rep. Clemente said he had introduced the legislation (H Res 367) because "millions of fans are restricted from seeing matches on their sets" when theatre TV interests outbid broadcast interests.

He said not only were theatres restricting this viewing according to their individual seating capacity but also "one theatre showing" in an individual city further deprived the public from the opportunity of seeing a bout.

The Congressman said he had received over 100 letters from constituents protesting restrictions. Rep. Clemente also said he has received "favorable comments" on his resolution from "20 or 25 Congressmen." The resolution was referred to the House Rules Committee.

## MESTRE STATIONS

### Buy DuMont Units

SALE OF two 500 w TV transmitters to Goar Mestre interests in Cuba were announced last week by Allen B. DuMont Labs.

One transmitter has been delivered, but it could not be learned where the CMQ owner planned to install it. Mr. Mestre already operates CMQ-TV on Channel 6 in Havana, and has made known plans for other stations in Camaguey, Santa Clara, Matanzas and Holquin to establish a Cuban interconnected network.

Same plan is in the works for the other Havana TV interests—CMUR-TV. In a recent statement, Irving Later, New York representative for Union Radio Television, said URT planned to spend \$2 million this year in establishing 5 kw stations at Santa Clara, Camaguey, and Holquin, and 500w stations at Santiago de Cuba, Matanzas and Pinar del Rio [BROADCASTING • TELECASTING, May 28].

No Clowning!

WTVJ

IS YOUR BEST BET IN SOUTH FLORIDA the FASTEST GROWING MARKET EAST OF THE ROCKIES

WTVJ

CHANNEL 4 MIAMI

COVERS THE VAST, RICH, BIG-SPENDING MARKET Like the Sunshine...REACHING A PERMANENT RESIDENCE AUDIENCE OF NEARLY 750,000; plus A VISITOR MARKET OF NEARLY 2,000,000 YEARLY

80,000

TV SETS IN

GREATER MIAMI ALONE (NBC and Dealer Surveys) COMPLETE COVERAGE

INCLUDES:

So. PALM BEACH County FT. LAUDERDALE HOLLYWOOD GREATER MIAMI

WTVJ

CHANNEL 4 MIAMI

a Full Time TV STATION

9 A.M. to 1 A.M.

full DAYTIME PROGRAMMING Hundreds of \$\$\$ and \$\$\$ advertising Success stories in our files.

WTVJ

CHANNEL 4 MIAMI



Represented by FREE & PETERS

No Clowning!

WTVJ

IS YOUR BEST BET IN SOUTH FLORIDA the FASTEST GROWING MARKET EAST OF THE ROCKIES

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CHANNEL 4 MIAMI

COVERS THE VAST, RICH, BIG-SPENDING MARKET Like the Sunshine...REACHING A PERMANENT RESIDENCE AUDIENCE OF NEARLY 750,000; plus A VISITOR MARKET OF NEARLY 2,000,000 YEARLY

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WTVJ

CHANNEL 4 MIAMI

a Full Time TV STATION

9 A.M. to 1 A.M.

full NIGHTTIME PROGRAMMING from all 4 NETWORKS

WTVJ

CHANNEL 4 MIAMI



Represented by FREE & PETER



# ZENITH ANSWERED

On Its Channel 2 Request

ZENITH doesn't have a leg to stand on. That was the essence of the reply of Balaban & Katz, counsel of WBKB (TV) Chicago, to the radio-TV manufacturer's request that FCC define its rights in Chicago's Channel 2 for which it has applied for BROADCASTING • TELECASTING, Aug. 6, July 23].

With Balaban & Katz and CBS on these points in "motions to dismiss," filed with the Commission Aug. 6:

1) If Zenith's request is a comment on the proposed allocation plan, it has been filed too late. Comments, both statements pointed out, were due May 7; oppositions, Aug. 11.

2) If Zenith wants an official ruling from the FCC, it should also be denied. Zenith has no rights in Channel 2, the statements declared, since there is no conflict between Zenith's application for that channel and the proposed reassignment of WBKB from Channel 4 to Channel 2. The reassignment is being ordered by FCC order; therefore, there is no legal ground on which Zenith can get into the case.

There is no prejudice to Zenith's application in changing the frequency of WBKB, the Balaban & Katz statement averred. It concluded:

"If the Commission adopts the other proposals for Chicago . . . there will be no vacant VHF channel for which Zenith can apply. But, exactly the same result would follow if the Commission had not proposed to modify WBKB's license but had simply reduced the number of VHF commercial television channels to four in number."

Next step is up to the FCC.

Neither Balaban & Katz nor CBS pressed themselves to the question of whether the Commission should change its present practice of dumping all applicants for a city into one hearing for available channels.

That question—as well as how the Commission is going to distinguish between VHF and UHF applicants—will be faced after the Commission proposals are made public, it was learned.

## C Names Barker

WIL BARKER, executive producer and program director of KTSN (TV) Los Angeles, last week was named television program and production director of ABC Western Division and the network-owned KECA-TV Los Angeles, effective Aug. 1.

Before joining KTSN two years ago, Mr. Barker was executive production assistant to David L. Nelson for five years.

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## ASCAP FEES

Matter to Judge Goddard

JUDGE Henry W. Goddard of the U. S. District Court in New York will hear the petition of 56 TV broadcasters asking the court to set fair and reasonable fees for the use of ASCAP music on television and also the request of ASCAP for modification of the terms of the government consent decree [BROADCASTING • TELECASTING, Aug. 6, July 23].

No date has been set for the hearing as Judge Goddard is away for the summer but presumably it will take place sometime this fall.

U. S. District Court Judge Gregory Noonan granted the request that the matter be referred to Judge Goddard last Tuesday. Move was made by agreement between Simon H. Rifkind, counsel for the TV station operators, and Robert P. Patterson, counsel for ASCAP, because Judge Goddard conducted the proceedings at the time ASCAP accepted the original consent decree in 1941 and also at the time of the amended final judgment in 1950.

## SCHOOL RADIO

Annual Conference Held

"TELEVISION is no threat to school radio," Franklin Dunham, chief of the Radio Div., U. S. Office of Education, declared at the Fifth Annual Conference on Radio in Education.

Mr. Dunham spoke before 125 teachers, school administrators and directors of 10 WFM educational stations gathered at Indiana U. on Aug. 2-3.

Rather, television has stimulated interest among school people in owning broadcasting facilities, said Mr. Dunham. Low-power FM stations were suggested as being within financial reach of schools. As a means of supplying such stations with program material, Mr. Dunham mentioned the new tape-recording project located at the U. of Illinois. He suggested also that the USOE may in time become a repository for tape-recorded educational programs.

Citing a need for subsidies, the conference looked to national networks to release more programs for rebroadcast on non-commercial educational stations.

One difference of opinion among school officials remained. That is whether radio broadcasts to schools should emphasize direct instruction or should supplement regular school work and stimulate pupil interest through showmanship.

The conference was organized and directed by George C. Johnson, director of radio educational programs at Indiana U.

WDGY Minneapolis is first station in area covered by fifth district of the American Legion to receive a national citation for "outstanding public service" to legion.

## Film Commercials

(Continued from page 66)

basis. The producers were more unanimous in voting that this is part of their assignment, 23 voting that way to six who would leave it up to the agencies and 14 who thought it should be a joint function of both agency and producer.

Majority of both agencies and producers felt that three is the desirable number of producers to be asked to bid on any TV commercial film order. Asked which method of seeking bidding information is preferable agencies voted 28 for scripts, 33 for story board and 27 for individual briefing as their first choices, with only two votes for mass briefing. Producers voted 15 for scripts, 17 for story board, 10 for individual briefing and two for a general briefing session.

Both groups agreed that three days to a week should be allowed for preparing bids, but where the majority of agencies reported that they allow a week on the average, most producers said that they are allowed only one day to prepare their bids.

Questionnaires were sent to 237 agencies—all that were listed as having a TV department or executive—and to 160 film producers felt to be currently or potentially active in the field of producing film commercials for television. Answers tabulated included 86 from agencies and 45 from producers, with a few more coming in each day.

Decision to explore the matter of standard specifications for TV film commercials followed an ATS meeting last fall [BROADCASTING • TELECASTING, Nov. 20] at which a scheduled forum discussion of film production problems erupted into an argument over responsibility for the too-frequent and too-costly mistakes, agency panel members blaming the producers and vice versa. Ensuing discussion revealed a basic lack of understanding between the two groups which pointed to the need for industry standards and ATS agreed to circulate a questionnaire as the first step toward fulfilling this need.

Committee members in addition to Chairman Reichert, are: Thomas J. Dunford, Transfilm Inc.; John Freese, Young & Rubicam; G. David Gudebrod, N. W. Ayer & Son; C. E. Hooper, C. E. Hooper Inc.; and Leslie Roush, Leslie Roush Productions.

## Cincinnati Pool

WLWT (TV) WKRC-TV and WCPO-TV Cincinnati, in a special pool arrangement last week brought Queen City viewers the first public hearings telecast there. Hearings centered around the City Council's investigation of alleged auto wreck-towing racket involving the police. The stations last Monday cancelled all afternoon schedules to carry the entire hearing from 1:45-5 p.m.

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## Movies in Radio-TV

(Continued from page 23)

"from the information now before the Commission, that, despite the applicants' characterization of the above applications as applications for approval of 'involuntary' transfers of control, the actions taken thereunder were voluntary in nature and were taken without approval of the Commission as required by Sections 310(b) and 319(b) of the Communications Act."

Secs. 310(b) and 319(b) of the Communications Act require FCC approval to transfers of licenses and construction permits, respectively.

The initial issue given in the order seeks to obtain full information "with respect to the participation of any of the applicants, their officers, directors, stockholders, employees, or agents, in any violations of either Federal or state anti-trust laws."

The order indicated FCC wished to determine the "extent and character of such participation, and the results of any litigation flowing from such participation."

### FCC Explains Order

"More specifically," the order said, FCC wished "to secure information as to: (a) Whether the violations committed were willful or inadvertent; (b) whether the violations were committed over a long period of time or, in terms of time, were isolated events; (c) whether the violations were recent; (d) whether the violations also constituted violations of Secs. 311 and 313 of the Communications Act."

Sec. 311 authorizes FCC to refuse a license to anyone found guilty by a Federal court "of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication."

Sec. 313 of the Act makes the anti-trust laws applicable to radio broadcasting and allows a court in making an anti-trust decree to also revoke the radio license of a party adjudged guilty. Sec. 311 also directs FCC to refuse a license to any party whose license was previously revoked under Sec. 313.

The Commission stated it also wanted details "concerning the in-

dividual or individuals responsible for the formulation of the applicants' present business policies and to determine whether those policies as formulated, and as executed, are violative of Federal or state anti-trust laws."

As a further general issue, FCC said it wished to determine "in the light of the evidence adduced" under certain other issues, "whether the applicants, their officers, stockholders and directors, are qualified from the standpoint of character and conduct to be licensees, and whether the grant of the above applications would be in the public interest, convenience and necessity."

In connection with the several transfer applications pending, FCC stated it seeks information on the terms of the consent decree entered by Paramount Pictures Inc. as a result of the Supreme Court's ruling in *U. S. v. Paramount Pictures Inc.* (334 U. S. 131), and as to the steps taken by Paramount Pictures Inc. as a result. The Commission indicated it is interested in the steps taken to "properly comply" with Secs. 310(b) and 319(b) of the Communications Act.

The 1948 SCOTUS ruling, which pertained to other major movie firms in addition to Paramount, held certain practices of these firms in controlling the production, distribution and exhibition of movies violated the anti-trust laws. The court did not hold vertical integration *per se* was illegal.

The case was remanded to the District Court to consider whether particular theatre holdings of various producing and distributing companies violated these statutes. Paramount entered into a consent decree in 1949, agreeing to separate its production and distribution activities from those of exhibition.

Two new independent firms were organized for this purpose. Paramount Pictures Corp. succeeded to the production and distribution business while United Paramount Theatres succeeded to the exhibition business, involving operation of several hundred theatres. The original Paramount radio holdings were proposed to be divided between the two new firms and the pending transfer applications cover this phase.

FCC said it desires "full information with respect to all the facts and circumstances surrounding the filing" of the transfer applications. The order indicated FCC seeks further "to determine whether the execution of any contracts, agreements or understandings entered into by Paramount Pictures Inc. relating to said transfer applications . . . or any acts performed pursuant thereto, were in violation" of Secs. 310(b) and 319(b) of the Communications Act or Secs. 1.321, 1.342 and 1.343 of FCC's rules.

Complete details "regarding the properties received by transferees, Paramount Pictures Corp. and United Paramount Theatres Inc., as a result of the dissolution of Paramount Pictures Inc., the consideration paid therefor, and the



**H. PETER LASKER** (r), manager, **WLWD (TV)** Dayton, mixes in a playful tussle with a **Baer**. In this case it's **Max Baer**, the former heavyweight champ, and the pair was only joking after a tennis match. **Dorothy Sanders**, **WLWD** promotion manager, intercedes. **Mr. Baer** was in Dayton to referee **WLWD's** television wrestling tournament, won by **Ruffy Silverstine** and **Mildred Burke**. Some 7,000 persons attended the tournament finals, held last month in the U. of Dayton fieldhouse for the benefit of the cerebral palsy fund.

terms of payment of such consideration was set forth as desired by FCC. "In the event no monetary consideration was paid," FCC said it wished "the full terms of the transactions resulting in the acquisition by the transferees of the properties in question."

The Commission stated it also wished to determine whether, since Jan. 1, 1950, the broadcast facilities licensed to Paramount Pictures Inc. "have been owned, operated or controlled by individuals or corporations without authorization of this commission and in violation of Sec. 301 of the Communications Act." Sec. 301 requires that the operator of a radio station must have a license therefor.

Aside from seeking details about the corporate structure of Paramount Pictures Corp. and United Paramount Theatres and the legal and other qualifications of their officers, directors, and stockholders, FCC said it wished to determine "the policies to be pursued" by the two companies "in the operation and control of the broadcast facilities owned by them or their subsidiaries." FCC said it wants in addition "full information as to the individual or individuals authorized to formulate and execute such policies."

Paramount spokesmen last week officially had "no comment" upon the Commission's order. However, it was understood they felt the issues in the hearing "sound worse than they are" and merely pose questions they normally would be expected to meet during the course of such a hearing.

Paramount through the years has vigorously held that FCC "may not lawfully revoke or fail to renew the license of an otherwise qualified applicant because of allegedly monopolistic practices in a non-communications field . . . and may not even take into account such

violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant licensee for station management and control."

"The Commission has available a direct, reliable guide to Paramount's qualifications for license, namely, its record as a licensee over a period of many years," FCC was previously informed.

The Paramount views were emphasized to FCC in early 1949 a memorandum brief seeking renewal of the licenses of certain subsidiary firms. Paramount claimed that to disqualify anti-trust violators would mean a "sweeping reorganization" of the U. S. radio and TV structure [BROADCASTING TELECASTING, March 21, 1949].

"The business establishments of the U. S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries" and would be contrary to "law, policy and common sense" to preclude them from radio, Paramount argued.

It was noted that when the Justice Dept. began its investigation of movie practices in 1937, Paramount and the other firm "voluntarily cooperated" with the government to remove the cause of the complaint. The proceeding described as "remedial" and not "punitive," culminated in the 1949 SCOTUS ruling and subsequent 1949 consent decree.

FCC's early contention that Paramount's 29% of DuMont constitutes "control" of that firm was reaffirmed in a December 1950 initial decision by ex-Hearing Examiner Jack P. Blume. Both Paramount and DuMont have contested this issue through the years.

DuMont earlier this year complained to the Commission that the question has been a "critical hardship" in the conduct of its business [BROADCASTING • TELECASTING, March 19]. DuMont asked the Commission to dismiss the July 2, 1950, request for "involuntary transfer of control" of DuMont WABD (TV), WTTG (TV) and WDTV (TV) to Paramount Pictures Corp. It was held the transfer application had been filed under "protest" and contended it was unnecessary.

It was not known last week whether the Paramount hearing will be conducted by a hearing examiner, a Commissioner or by the Commission itself.

Several protests are pending with FCC to the proposed merger of ABC and UPT, including complaints by other movie interests (see story page 77).

### 'Mr. & Mrs.' in Color

PLANS for color television's first regularly scheduled husband-and-wife program *Two Sleepy People* were announced last Thursday. Hubbell Robinson Jr., CBS Television Division vice president and director of network programs. The series starts next Monday and will be seen Mon.-Fri. 10:30-11 a.m.

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## Hollywood Talent

(Continued from page 65)

matine is seen in the weekly 30-minute TV film *Shadow of the Oak*. Dane Clark, Alan Mowbray and Ann Rutherford co-starred in *Productions' Unfinished Business*, a half-hour comedy-dra-

Joan Bennett will be seen in a new film series temporarily titled *Joan Bennett Presents* which will feature dramatized original plays. She will be m.c. and occasional star. Producers of the program are Ed Lewis who produced Faye Emerson's first TV series and G. Ralph Branton, formerly general manager of Tri-State Theatres, a west chain. Significant is the fact that Mr. Branton a few weeks ago was nominated for board membership of Monogram Pictures Corp.

Bert Lytell, stage and film actor, now identified with TV as "Fath-Barbour" in the video version of *Man's Family*. In addition he now has a New York television show of his own.

Gary Cooper, one of the top movie stars of today, has been discussing a TV series with William Morris Agency in New York and Hollywood. He would be producer and in control of the TV film package as well as its star, if plans work out. A series of 40 30-minute films yearly would be produced

## Telestatus

(Continued from page 68)

People described the program as "harmful." In the unsponsored survey, Ad-test interviewed 365 Negroes in the New York Metropolitan area. Of these, 244 had seen the show. About the program, 72.5% offered favorable comment.

As for the NAACP statement, most of the 244 disagreed that the show was harmful, saying that it was offered merely as entertainment and accepted as such. Only 31 wanted the program discontinued.

\* \* \*

## Charles-Walcott Fight Tops Nielsen July Report

THE Charles-Walcott heavyweight championship bout championed the national Nielsen Ratings for the top 10 television programs for the 10 weeks ending July 21. Another sports event whose popularity placed it among the select 10 was the All Star baseball game. Ratings follow:

PROGRAM	PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS
Charles-Walcott Fight	51.7
Big Town	35.5
Rocket Squad	31.8
Kraft Television Theatre	31.4
Westinghouse Theatre	31.2
Fireside Theatre	31.1
Amos 'n' Andy	27.6
Original Amateur Hour	27.3
All Star Baseball Game	27.3
Somerset Maugham Theatre	27.1

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at estimated cost of \$20,000 each.

Of particular interest to the star is the fact that the prolonged running time of a TV series in the expanding market will provide him with a large annual income for many years. With single picture commitments, under his freelance status, he is not contractually prohibited from making video deals.

William Holden is asking for TV rights for all new deals when he winds up his Paramount-Columbia contract next year. Teresa Wright is another movie star to turn to video. She plays a woman doctor in the TV series scripted by Niven Busch, her husband.

## Western Star Mulls TV

Johnny Mack Brown is looking into the possibilities of television. The Monogram western star is giving the field a careful once-over, for a possible later video program. For more than a year his old theatrical pictures have been steadily shown on video nationally.

Gene Autry has been making his own TV films for almost a year now. Roy Rogers, free from his Republic Pictures contract, has set up his own production unit and is shooting a series of half-hour TV western films starring himself, Dale Evans and horse, Trigger.

Alan Ladd, with a commitment to Paramount, has established his own independent production unit, Ladd Enterprises, and will produce film for both TV and theatrical release.

Billie Burke is another from stage and screen to enter TV. She has her own five weekly half-hour program on KTTV Hollywood. There is possibility that it will be filmed later for national distribution to other stations.

## ABC-UPT ANSWER

### Franchon & Marco Petition

UNITED PARAMOUNT Theatres Inc. and ABC told the FCC last week that the Franchon & Marco petition to intervene in their merger applications [BROADCASTING • TELECASTING, Aug. 6] should be denied because "no rights or interests which would be affected by a grant of the instant applications," has been shown.

In their answer, UPT and ABC assert that Franchon & Marco is alleging a grievance against UPT in connection with the theatre business "over which the Commission has no jurisdiction." They claim that Franchon & Marco "should not be permitted to take advantage of the Commission's procedures by prosecuting private law suits at Commission hearings or to use Commission proceedings as a means of influencing the outcome of such private actions." Reference is to pending litigation in the U. S. District Court in New York where Franchon & Marco is suing UPT and Paramount Pictures Corp. for treble damages under the anti-trust laws.

## SAG-TVA

(Continued from page 65)

and SEG filed as intervenors. TVA seeks to represent talent employed by networks or stations telecasting on a multiple-station basis in New York, Chicago and Los Angeles.

Initial hearings on the TVA petition were held earlier this year in New York and Hollywood under NLRB auspices [BROADCASTING • TELECASTING, March 26, 12].

Neither the actors' nor extras' guild challenges TVA jurisdiction over talent on "live" or kinescoped shows but held that a separate unit should be designated by the board for performers involved in film sequences. In this connection, a distinction is noted in the case of the *Groucho Marx Show*, which is telecast before a live audience and which, though subject to retakes and inserts in kinescope versions is produced primarily for television. Different working conditions and production techniques—those of motion picture facilities—arise, however, in filming of the *Amos 'n' Andy* program at movie studios, it was explained. NLRB Members Abe Murdock, James Reynolds Jr. and Paul Styles sat in at the hearing.

## SAG Movie Contract

SAG spokesmen noted that it already holds contracts with motion picture producers relating to film performers, and questioned the wisdom of including those performers in the same unit with "live" talent under TVA jurisdiction "that is 3,000 miles away" (in New York). In the *Amos 'n' Andy* case, CBS is the actual employer, they held.

TVA authorities said, however, they know of no pictures made for television which also are shown in theatres throughout the country, though they conceded this was "mechanically possible." They held that actors appearing on *Amos 'n' Andy* (about 30 performers are involved in production) should be bracketed with TVA live units.

RCA Victor has announced that sixth bound volume of *RCA Victor Service Data* is now available. Book contains all technical data on 1950 models of RCA Victor TV sets.

## Film Report . . .

VETERAN quarter-hour show, *Dr. Fixum's Household Hospital*, went into film production last week at Vogue-Wright Studios, Chicago. Show has been on ABC-TV and Producer - Director - Creator Ed Skotch handles a live production of it for WENR-TV Chicago. Screening prints will be available Sept. 1.

A new mystery drama series, *Intrigue*, goes into production at JERRY FAIRBANKS Productions, Hollywood, next month. Each program will consist of an original play and a different cast, running a half-hour. OFFICIAL FILMS will handle release of first 13 this winter. Another Fairbanks film, *Front Page Detective*, was renewed for another 13 weeks by Guild Wine on seven TV stations—WABD (TV) New York, KTTV (TV) Los Angeles, KGO-TV San Francisco, WENR-TV Chicago, WXEL (TV) Cleveland, WDAF-TV Kansas City and WCAU-TV Philadelphia. Guild, Eascom & Bonfigli Inc., San Francisco, is agency.

## UNION RADIO

### Cuban Network Sold

ACQUISITION of Union Radio, one of Cuba's principal networks, and Union Radio Television, operator of a TV station in Havana, by Manuel Alonso and Jose Pelleya was reported last week.

Mr. Alonso, owner of motion picture interests in Cuba, holds a controlling interest in the new radio-TV ownership. Mr. Pelleya, a lawyer, owns a minority portion and said he is Mr. Alonso's only partner in the business.

Mr. Pelleya said the price was \$500,000 cash but that the new owners assumed the radio-TV company's obligations along with assets. Purchase was from Gaspar Pumarejo & Associates.

Construction of an additional TV station—in Santa Clara—is under consideration but no definite plans have been made, Mr. Pelleya reported. Union Radio operates nine radio stations.

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## NARTB Meets

(Continued from page 27)

manpower shortage. Workshop discussions will be featured.

The resolutions committee is to report at the close of the morning meeting.

In the afternoon of the second day William B. Ryan, president of BAB, will conduct a practical program on sales and related broadcast advertising problems.

Associated Press plans to hold separate sessions in each district, showing how news can be utilized for revenue purposes.

The Roanoke agenda will set a general pattern for the entire 17-district circuit though individual district directors will adjust programs to suit their special situations.

While TV will have a place at the meetings, principal autumn forum for TV stations will be the Oct. 19 Chicago meeting for video members of the association. Under board policy, this meeting will be open only to NARTB TV members whereas the June 22 TV station meeting was open to both members and non-members of the association [BROADCASTING • TELECASTING, June 25].

At its Sept. 6-7 meeting the TV Board will go over a long series of key issues facing the young video industry. Topics slated for review center around the legislative situation, including proposals

of Sen. William Benton (D-Conn.) (see story page 67); FCC allocation progress; excess profits tax; theatre television, committee reports and the Ford Foundation workshop proposal (see story page 27).

The TV Board will take a careful look at the work of its Television Program Standards Committee, headed by Robert D. Swezey, WDSU-TV New Orleans. Three subcommittees met last week to start actual drafting of language for portions of the code.

Committee 1, covering education, culture, child programs and acceptability, met last Monday in New York with Davidson Taylor, NBC, as chairman. Committee 2, on news and public events, religion, local responsibility and controversial issues, was slated to meet Friday in New Orleans under chairmanship of Harold Hough, WBAP-TV Fort Worth. Committee 3, on advertising practices, met Wednesday in Milwaukee with Walter J. Damm, WTMJ-TV Milwaukee, as chairman.

Mr. Brown attended all three meetings. A fourth committee on observance, headed by Paul Raibourn, KTLA (TV) Los Angeles, will get down to serious work when the other three groups have drawn up basic material. The full committee will meet next Oct. 2-3 to go over work of the subcommittees.

### New Members

The TV membership of NARTB reached a total of 69 last week, including two networks (NBC and DuMont). Among recent additions to the TV rolls are KFMB-TV San Diego; WEWS (TV) Cleveland; WCPO-TV Cincinnati; KING-TV Seattle and WOR-TV New York.

AM membership of NARTB has been staying around the 950-point for about a year but the headquarters staff is looking for an upward trend as the membership drive gets into action. Board members will join the stations relations staff in bringing in new members. Flanking Mr. Hardesty in the station relations work is William K. Treynor, assistant director.

Mr. Fellows has been looking into every phase of the headquarters operation and is making a lot of changes. Already the operating tempo has been stepped up in Washington and a number of steps will be taken as the result of comments by both members and non-members.

A sharp crack at the association was taken last week by Trueman T. Rembusch, secretary-treasurer of Syndicate Theatres Inc., operating WCSI-AM-FM Columbus, Ind.

Mr. Rembusch cited five reasons explaining why WCSI had cancelled its NARTB membership. First, he charged, NARTB serves "only the large clear channels and is the tool of the networks." Second, he said, NARTB "does not justify its existence for the first rule of any association is that it must serve all of its members, both large and small."

NARTB was mainly responsible for wrecking the old FM Assn., in Mr. Rembusch's opinion. He added a claim that discussion of the ASCAP problem was deliberately

sidetracked at an NAB district meeting two or three years ago at French Lick, Ind., claiming the association handled ASCAP affairs for the benefit of transcription companies rather than stations.

Finally Mr. Rembusch blamed NARTB for the TV allocations mess. He contended the association served only large-station operators in 1945 when it endorsed the VHF allocation. He predicted small stations will form their own association.

## Atlanta

(Continued from page 25)

its founding 11 years ago, has been elected vice president and general manager of the new TV station. He has sold his WAGE interest (see separate story).

Mr. Lane has purchased RCA studio and camera equipment which is now being shipped. The station's studios will be located in the old Constitution Bldg., where the discontinued WCON-AM-FM headquarters. Eventually, Broadcasting Inc. hopes to have its own building but is presently concerned with getting on the air as soon as possible.

Arch Rogan, formerly of WAGA-TV Atlanta, has been named sales manager by Mr. Lane. Harvey Aderhold, now chief engineer of WIBC Indianapolis and formerly

## WSCR FULLTIME

### Five-Hour Show Marks Switch

FIVE-HOUR inaugural programming Aug. 5 greeted fulltime operation of WSCR

Scranton, Pa., which has operated as a daytime independent since 1947. The station, owned by David M. Baltimore, son of Louis G. Baltimore, owner-operator of WBRE Wilkes-Barre, Pa., is on 1320 kc with 1 kw day and 500 w night.

David Baltimore purchased WSCR last month from Mrs. James Doherty of Scranton and other stockholders for \$150,000. FCC approved the change to fulltime last December but installation and adjustment of new equipment forced a delay in starting the new schedule, the station reported.

Salutations on the station's fulltime programming came from Scranton's Mayor James T. Hanlon and other civic and business executives. Also aired were segments of current programs with a review of past shows and a history of the station. Mr. Baltimore had been manager of WBRE since 1945 before buying the Scranton outlet. Barry Sherman is WSCR operations manager and sports director; Willard Shimski is chief engineer. Station is licensed to Lackawanna Valley Broadcasting Co.

chief engineer of WCON, has been named chief engineer. A. E. Cullum Jr. is consulting engineer. Paul D. P. Spearman is attorney.

Mr. Sturdivant told BROADCASTING • TELECASTING "We are very pleased that the FCC has given its consent to transfer of the Channel 8 license to our company. It will soon be possible for the people of the Atlanta area to enjoy many more fine television programs, including locally originated programs of special interest. . . .

"Since all of the stockholders of Broadcasting Inc. are residents of Atlanta, we feel a special obligation to provide and broadcast the finest possible service to the community. We shall do everything possible to meet and fulfill our obligation and will endeavor to prove that we are worthy of the confidence the Commission has shown in us."

In its memorandum opinion on order granting assignment of the WSB-TV license to Broadcasting Inc. the FCC (Chairman Coy and Comr. Hennock not participating) said the transfer satisfied FCC rules covering multiple ownership. The Commission rejected contention of WGST, applicant for Channel 11 in Atlanta, that WSB-TV application should not be granted.

WGST had argued that Broadcasting Inc. should not be allowed to "come in the back-door" of Atlanta on the only channel available by the assignment route and thus preclude comparative consideration with other applicants for the remaining channel. The FCC held the Ashbacker case did not apply. Taking a stand with WGST has been E. D. Rivers Jr., licensee of WEAS Decatur, Ga., and also an Atlanta TV applicant.

The FCC ruling stated that it line with precedent, applicants for a new CP are not entitled to comparative consideration with an applicant for license assignment.

Last Aug. 1 the FCC granted extension of the completion date of WCON-TV's CP to Feb. 15.

Counsel for WSB-TV are Paul A. O'Bryan and William Sims, of Dow, Lohnes & Albertson.

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HENRY GREENFIELD, Mg. Director N.Y. 19



## BC INSTITUTE

### N.U. Sessions Conclude

11th annual NBC-Northwest-U. Summer Radio and Television Institute was concluded last week in Chicago with Charles J. Coleman Jr., WTAR Norfolk, Va., named winner of a full scholarship for the six-week session because of "outstanding contribution" to the institute.

Although there was only one scholarship presented at the annual banquet, 71 certificates were given out by Judith Waller, director of public affairs and education at NBC Chicago, and Donley Peddersen, chairman of the department of radio at N.U., co-directors of the institute. Edward Wiley, director of public affairs and education for the network, was the speaker at the banquet.

The following persons were named as "outstanding" students:

Catherine Hawes, head of high school radio department in Marquette, Mich.; Alvo Martin Jr., news editor, WLW, Waterville, Me.; Constantino Ardez, DYSR in the Philippines; Art Chenoweth, assistant professor of speech, Michigan State College; Ed Kushler, student, Michigan State; Art Everett, student, Harper College, New York; Benny Cummings, JU Greenville, S. C.; Charlotte Abt, Tulsa; Kathleen D. Gindick, student, U. of Illinois; James Reese, student, U. of Texas Radio House; Harry Jr., student, N. U.; Donald Richardson, KAUS Austin, Minn.; Richard MBS Chicago.

Banquet guests included Harry C. NBC vice president and general manager of WNBQ (TV) and WMAQ; Jules Herbueaux, manager of TV operations at NBC Chicago; and Hunter, television director, Michigan State College; James McCarty, dean of the school of speech, N.U., and A. C. VanDusen, director of the N.U. summer session.

### Randau On Tour

WILLIAM RANDAU, executive director of the Federal Civil Defense Administration, is currently on a business-vacation tour of Scandinavian countries, checking civil defense operations in Sweden, Sweden and other countries. Mr. Randau, stockholder in NEW New York and top executive assistant to FCDA Administrator Millard Caldwell, is expected to return early in September following a visit to London. He is being accompanied by Mrs. Randau.

## WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

3R's = 1st

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

BROADCASTING • Telecasting

## air-casters



**HUGH A. SMITH**, program director KPOJ Portland, Ore., to KPIX San Francisco, as assistant program director.

**MILTON R. FLACK** appointed program director KWHN Ft. Smith, Ark. He was with WSAZ Huntington, W. Va.

**CHARLES KINCAID**, copy chief J. T. Howard Adv., Raleigh, N. C., appointed continuity director WPTF Raleigh. He replaces **JOHN DILLON**, resigned to become public relations director Davidson College.

**JACK ORANCH**, program director WVOB Liberty, N. Y., to WKRT Cortland, N. Y., as disc jockey on special personality show.

**GORDON ALDERMAN**, program manager WYAC Syracuse, to WHEN (TV) Syracuse, as production director. **EUGENE A. RAGUS**, WHEN studio crew, called to active duty with Air National Guard.

**PAUL B. MARION**, production manager WSOC Charlotte, N. C., called to duty as navigator with Air Force. **ARMAND BODIE**, announcing staff, replaces Mr. Marion.

**BILL SEAMAN**, WGCH Greenwich, Conn., to announcing staff KVOC Casper, Wyo.

**APRIL WALTERS**, graduate Boston U.

School of Radio, named women's editor and continuity writer WTNW St. Johnsbury, Vt. **KENTON MUDGETT**, continuity writer, appointed acting program director, replacing **ROBERT S. WEBSTER**, resigned.

**TED STAMM** named director of hillbilly programs and chief hillbilly disc jockey WCBC Anderson, Ind. Mr. Stamm is also organizing live hillbilly unit to be used by station in personal appearance promotion.

**ELIZABETH FORSLING**, radio-television director *Newsweek*, appointed assistant to **CHARLES UNDERHILL**, national director of programs ABC-TV.

**CHARLES P. PLUMP**, noted cartoonist and writer, appointed radio script editor WOAI San Antonio. **ANGELA RICH** named to handle radio traffic. She was with WBZ Boston.

**GLENN L. SPRAGUE**, station manager WWHG Hornell, N. Y., appointed area coordinator WHAM Rochester, N. Y. He will handle promotion and publicity for primary area of station.

**HERSCHELL GORDON LEWIS**, manager WRAC Racine, Wis., appointed producer-director WKY-TV Oklahoma City.

**ROBERT ROBB**, continuity acceptance editor KECA-TV Hollywood, named program assistant on daytime operations. **PATRICIA STINSON**, film operations supervisor, transfers to continuity acceptance. **IDA KAY**, secretary to **RUSSELL FURSE**, assistant TV production manager, ABC Western Div. and KECA-TV, replaces Miss Stinson as film operations supervisor.

**BILL DANIELS**, chief announcer and newscaster KULA Honolulu, to KFWB Los Angeles, on announcing staff.

**CEDRIC ADAMS**, noted radio personality WCCO Minneapolis, signed agreement extending his contract with station through 1955.

**JEAN SLADDEN**, traffic manager WDTV (TV) Pittsburgh, appointed director of women's programs. **MARY MCKAY**, executive secretary, succeeds Miss Sladden as

traffic manager.

**JOHN CLAYTON** to WMJM Cordele, Ga., as disc jockey and newscaster.

**MIKE WYNN**, WLOG Logan, W. Va., to staff WKNA Charleston, W. Va.

**BILL HYDEN**, announcer KOCY Oklahoma City, appointed special announcer KRMG Tulsa.

**TED BROWN**, disc jockey WMGM New York, father of boy, Aug. 4.

**MILTON SCHATZ**, musical director WIP Philadelphia, named to faculty of Midway School of Music. He will direct saxophone instruction.

**S. ERNEST ROLL**, district attorney of Los Angeles, starts 15 minute weekly program featuring discussion of local programs on KLAC-TV Los Angeles. **ED LYON**, KLAC-TV news head, and **FREEMAN LUSK**, moderator of station's *Freedom Forum*, will assist.

**CHRISTY WALSH Jr.**, press representative NBC Hollywood, and Peggy Wright Cobb, married Aug. 4.

**SHERRIL TAYLOR**, sales promotion manager KNX Hollywood and Columbia Pacific Network, named chairman of attendance committee, Los Angeles Advertising Club.

**GEORGE VIEIRA**, floor manager and director KECA (TV) Hollywood, named permanent director of three weekly *Mary McAdoo at Home* program.

**WILLIAM STRAUSS**, announcer WQXR New York, father of girl, Pamela John, July 30.

**ARTHUR PIERSON**, TV director, and **MARJORIE HUNT**, formerly traffic manager, KTTV (TV) Los Angeles, parents of boy, Timothy Arthur, Aug. 1.

**MAGGIE FOSS**, script secretary on *CBS Club 15*, and Robert Wallace, are to be married Aug. 15.

**MURRAY ARNOLD**, program director WIP Philadelphia, named one of sponsors of special 10th Anniversary program and dinner of Philadelphia Fellowship Commission, Oct. 11.

**TOM HAVEMAN**, announcer KVOS Bellingham, Wash., father of boy. **JIM GOODRICH**, announcer, father of girl.

### News . . .

**DAN KAVANAUGH**, staff announcer WNBZ Saranac Lake, N. Y., named farm editor and disc jockey WKRT Cortland, N. Y.

**BOB PARKER** appointed farm service director KSIB Creston, Iowa. Mr. Parker has been with WMT Cedar Rapids, WOI Ames, Iowa.



Mr. Parker

**BRUCE EAGON**, KVOO Tulsa, appointed news director and chief announcer KOTV (TV) Tulsa.

**CHARLES HAMMOND**, newscaster WHEN (TV) Syracuse, father of girl, July 28.

**ROBERT G. (Rob) DIEHL** appointed special events director and news editor WORZ Orlando, Fla. He was with MBS.

**BEN OMAN** appointed news director and director of special events WJOY Burlington, Vt. He has just returned from active duty with Marine Corps.

**BARRY BARENTS** appointed news director WARL-AM-FM Arlington, Va. He was with WTAG Worcester, Mass., and WLEE Richmond, Va.

**JULIAN GOODMAN**, network news director NBC Washington, father of boy, Aug. 3.

**JOE PIERCE Jr.** to news staff WFAA Dallas.

**CAMPBELL SOUP's Double or Nothing Troup** left Aug. 10 for three-week entertainment tour of military installations in Europe, under auspices of USO Camp Shows Inc. Program regularly scheduled over NBC, Monday-Friday, 10:30-11 p.m. and 2-2:30 p.m., will be taped overseas and flown back for broadcast to New York.

# WMRY

## SELLS

### NEW ORLEANS'

## GREAT

## NEGRO

## MARKET

WMRY programs to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

600KC - "THE SEPIA STATION"

# WMRY

NEW ORLEANS, LA.  
JOHN E. PEARSON CO.  
Nat'l Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET



## COTTON PICKER

### Texans Test DJ's Boast

IN an unguarded moment, Ed Keane, disc jockey for KGBS Harlingen, Tex., said he could pick a bale of cotton—1,500 pounds—in a week. Doubting Texans put up prizes totaling \$1,600 and dared him to make good.

Mr. Keane last week found himself busy as a bollweevil trying to gather that baleful bale. First day he managed 321 pounds which even Texans admitted was a pretty good start. Every possible convenience has been provided for Mr. Keane. He was furnished ambulance service to and from the field with a police escort. A bulletin board was erected at the site to keep spectators informed of his progress.

The local newspaper, the *Valley Morning Star*, has been playing up the story as a feature in the manner of a prize fight, with seconds, handlers, etc. Mr. Keane's efforts have attracted visitors from a 60-mile radius.

At 7:45 p.m. last Wednesday, the sixth day of actual picking, he finished with 1,540 lbs.

## Admiral Expansion

ADMIRAL Corp., Chicago, major manufacturer of television, radios and appliances, has launched another portion of its long-range expansion plans with allocation of \$7 million for construction in four areas. Announcement was made last week by Executive Vice President John B. Huarisa. Factory and distribution facilities will be implemented in Chicago, Galesburg, Ill., New York and Boston, with the Chicago and Galesburg factories getting more than 500,000 additional square feet of floor space and distribution centers in Chicago, New York and Boston increasing by 240,000 square feet.

RADIO - TELEVISION - RECORDING and Advertising Charities, Los Angeles, will launch its 1952 drive Sept. 18. Jack Benny is campaign chairman.



Disc Jockey Keane learns that it's true what they say about cotton picking.

## FTC 'WEAPON'

### Cite Cease-And-Desist Orders

CEASE-AND-DESIST orders imposed by the Federal Trade Commission are its "most effective weapon" against the resumption of false advertising and other unlawful acts, FTC Chairman James Mead declared last Wednesday.

Chairman Mead issued a policy statement on commission procedure because of confusion concerning the agency's authority and reasons for entering such orders even though unlawful practices may have been discontinued.

"Discontinuance of an unlawful act . . . gives no definite assurance that it will not be resumed," Chairman Mead explained, noting that the question has been posed often by respondents in appeals from commission decisions. U. S. courts repeatedly have held that it is within FTC discretion to issue such orders, he added.

No penalty is attached to such orders unless violated, wherein the courts determine the penalty within the limits of the law.

NET SALES of General Foods for quarter ended June 30 amounted to \$137,232,591 as against \$124,637,967 for same period of 1950, but net earnings dropped from \$5,854,279 for the period last year to \$4,131,530 this year, company has reported. Decline in earnings was attributed to increased provision for income taxes, higher cost of promotion and marketing expenses.

## SCBA SESSION

### Radio-TV Talks Arranged

RADIO and television broadcasting methods will be studied the eighth day of the scheduled ten-day advertising indoctrination course being offered 200 teachers in the Southern California area by the Los Angeles and Hollywood Advertising Club and Los Angeles Advertising Women in cooperation with the Los Angeles Board of Education Aug. 20-31.

Sponsoring the radio-TV session Aug. 28 at NBC Hollywood studios will be the Southern California Broadcasters Assn. Chairmaned by Alan Courtney, NBC station relations and public service director, the session will offer a series of talks by speakers from various phases of the industry in addition to conducted tours to observe NBC AM and TV operations.

Already scheduled to speak are A. E. Joscelyn, director of CBS Hollywood operations, and president, SCBA, who will act as host for the day; Robert J. McAndrews, managing director, SCBA, who will offer the SCBA promotional presentation on Southern California radio statistics. Mr. Courtney also will speak on public service programming. Other speakers will be named later.

Advertisers and advertising agencies will participate in other sessions of the 10-day workshop with representative speakers and

## TEST OFFERS

### WJR Cites Listener Pull

IMPRESSIVE figures denoting widespread listener response to test offers made on WJR Detroit were cited last week by Worth Kramer, vice president and general manager of the Goodwill station, as continuing evidence of radio's pull as a mass sales medium.

Responses numbering well over the aggregate 20,000 mark were reported by Mr. Worth for offers aired on three different WJR programs during the summer and spring months. Monthly mail counts also were singled out as proof of regular long-range listener reaction.

Most recent case was that of Van Patrick's *Sports Final*, which last month drew 3,714 requests from 31 states for copies of baseball data mentioned in two announcements. Two early morning programs—the *Pete and Joe Show* and *Music Hall*—accounted for responses totaling 10,827 and 6,000, respectively. On the latter program, six participating announcements for Chap-Ans were used over a two-week period. The advertising agency, Lawrence W. Gumbinner, termed the returns "excellent." Mail response to of *John Denman and the News* also was noted, with nearly 8,000 requests for health booklets by Metropolitan Life Insurance during May and July.

tours through agencies planned.

Speaking at the Aug. 20 session "Evaluation of Advertising Our Economic System" will be N. Reagan, manager, Hollywood office of McCann-Erickson, and president of Advertising Assn. of the West, and Don Belding, Foote, Cone & Belding president.

Speakers at other sessions:

Aug 21 on "How Advertising Sells Ideas, Services and Products," Robert Coleson, of the Advertising Council; Jim Bishop, Bishop & Assoc.; F. Wilcox, assistant general manager, Sunkist; Edward Baumer, director of public relations, Prudential Life Insurance Co., Los Angeles. Aug. 22 "Organization of the Advertising Business," Charles Collier, vice president, AAW; Carl Tester, manager, Philip J. Meany Co., Los Angeles; advertising agency; Paul Russell, account executive, BBDO, Los Angeles; Jack O'Mara, head of research and promotion, John I. Edwards & Associates, Los Angeles. Aug 23, "How Advertising Uses Its Tools," Ray Gage, of C. Juneau Inc. advertising agency; Stromberger, vice president, W. Marquis Inc.; Frances Corey, director of publicity and sales promotion, M. Co.; Don McNamara, Dudley Picture Inc.

Advertising sessions will be held at Holmes Hall.

## 'BOX 13' STATUS

### In Mayfair Bankruptcy Case

PRELIMINARY investigation into the status of the transcribed Al Ladd *Box 13* series has been made at a meeting of creditors of Mayfair Transcription Co., Hollywood. The firm is undergoing bankruptcy [BROADCASTING • TELECASTING June 25]. Decision as to ownership of the package probably will await legal action by the creditors.

Chief creditor of Mayfair is the American Federation of Radio Artists. The union is owed \$11,000 in back pay for 94 members for release and foreign distribution of *Box 13*. It originally sued the bankrupt firm for \$13,000 and was granted judgment of \$11,000 by the court last April. Mayfair filed for bankruptcy in Los Angeles Federal Court July 13.



CHNS

HALIFAX

NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

DO YOU WANT TO COVER THE SOUTH  
AT LOWEST COST?

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

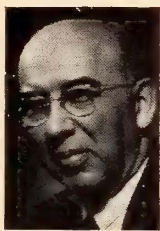


## CBC CHANGES

Powell Succeeds Weir



Mr. Powell



Mr. Weir

RST change in 15 years since commercial department of Canadian Broadcasting Corp. was formed has been announced at Toronto, with the retirement of E. A. Weir and the appointment of Walter E. Powell as commercial manager of CBC. Ronald Johnson has been appointed assistant commercial manager.

Mr. Powell was with the Canadian National Railways, which operated broadcasting stations throughout Canada in the early 1930s. In 1932 when the Canadian Radio Broadcasting Commission took over the government-owned CRBC stations, Mr. Powell went to the CRBC and four years later when the CBC was formed he became the first assistant commercial manager.

Mr. Weir was press and advertising representative for the Canadian National Railways in Europe and became director of the CNR radio system in 1929. Prior to joining the CNR he had been in publishing and agricultural work. He joined the CRBC as commercial manager of the system, and in 1935 went into business for himself handling transcriptions imported from the United States for a number of Canadian stations. In 1937 he became commercial manager and supervisor of press and information for CBC. He has been commercial manager since then to his present retirement. Mr. Weir remains with CBC in an advisory capacity and to develop audience surveys and listener reaction studies for CBC.

Ronald Johnson joined the CBC commercial department in 1940 after experience in the agency field, principally with James Fisher Co. Ltd., Toronto where he was radio director from 1932-1940.

## Oil Report

THE Oil Industry Information Committee of the American Petroleum Institute has prepared "A Report on the Supply and Demand for Oil Products in 1951" which is being presented during August in a series of personal conferences with radio station managers and editors throughout the country. Presentations are made by local oil men. One of the first conferences was held with Frank Procter, station manager, WTJS Jackson, Tenn., and president of the Tennessee Broadcasters Assn.

## GENEVA MEET

Allocations Conference Set

INTERNATIONAL conference to fix service allocations of frequencies below 27.5 mc will be held in Geneva beginning Aug. 16.

Scheduled for 90 days, conference was planned originally for September 1950, but was postponed. Its purpose is to consider methods by which the 1947 Atlantic City allocations can be made effective throughout the world. Among the services to which these frequency bands were allocated at Atlantic City are broadcasting, fixed and mobile, amateur, radio navigation (air and maritime). Assignments of frequencies above 27.5 mc were put into effect Jan. 1, 1949.

U. S. delegation is headed by Ambassador to Sweden W. Walton Butterworth. Vice chairmen are H. B. Otterman and C. W. Loeber of the State Dept. Other delegates are:

Air Force—Maj. Richard G. Hall, Maj. Seymour Stearns. Army—Lt. Col. W. M. Lauterbach, Nathaniel White. CAA—Lloyd Simson, Edmund V. Shores. FCC—A. L. McIntosh, John Russ, Richard Solomon, Donald M. Mitchell. Navy—Lt. Comdr. L. R. Raish, William J. Millsap. State—M. G. Jones, W. T. Stone, A. L. Lebel, Mucio Delgado. Industry—W. E. Weaver, Aeronautical Radio Inc.; J. R. Rae, AT&T; Haraden Pratt, American Cable & Radio Corp., newly named telecommunications adviser to President Truman [BROADCASTING • TELECASTING, Aug. 6]; Philip F. Siling and Christian E. Pfautz, RCA. State Dept.'s David Jones is secretary to the delegation. Also participating as a member of the U. S. delegation will be U. S. Telecommunications Attache for Europe Wayne Mason, on leave from RCA.

## TRANSMITTERS

New RCA AM Units

FACTORY production of two new AM transmitters, a 5-kw model BTA-5G and a 10-kw model BTA-10G, has been announced by the RCA Engineering Products Dept. Both will be available for fall delivery.

RCA claims both transmitters, displayed at the NARTB convention last spring, "introduce superior standards in design and performance, resulting in a considerable saving in floor space and reduced operating expense." Fewer tubes and tube types, lower power consumption, higher fidelity and lower distortion also are claimed for the new models.

The 5 kw transmitter is priced at \$25,750 and the 10 kw transmitter at \$27,500, each including one set of tubes but without operating console. RCA indicated transmitter prices today are less than in 1939 because units have been made more efficient and smaller in size as well as competition in the field.



The "welcome mat" is out to new employees, as shown on the cover of the C&W booklet.

## 'WELCOME'

C&W Bids New Employees

CUNNINGHAM & WALSH is extending to all employees a welcoming hand in the form of a 41-page booklet which begins: "We're mighty glad to have you with us—hope you'll stay with us for a long, long time."

Ever realistic, the first item C&W explains to its new employees is "How you get paid." Other tidbits of valuable information are imparted concerning the employee and his job, then the booklet explains how the newcomer can find his way around the building at 40 E. 34th St., New York.

The booklet is amusingly illustrated by Eric Gurney, former Walt Disney artist. Layout is by Howard Wilcox; typography by Ed George.

## BASEBALL CONTEST

WHB Hits 'Home Run'

WHB Kansas City, Mo., is combating the mid-summer business lull by promoting a baseball contest.

The contest is centered around Larry Ray, popular WHB sportscaster, and the New York Yankees farm team, the Kansas City Blues. The Blues, with reportedly their best nine since 1947, have a chance of bringing the "Little World Series" to Kansas City.

Launched July 23, after a week of preliminary build-up, the WHB "Know Your Baseball Contest" offers \$100 weekly to winners.

Sponsors are sold on a participating basis and enter into the promotion play by displaying correct answers to contest questions.

## KIEV Ballot Ordered

UPHOLDING National Assn. of Broadcast Engineers and Technicians in its petition for a representative election among engineers and technicians at KIEV Glendale, Calif., to choose a bargaining agent, the National Labor Relations Board Aug. 2 ordered an election at the station. Election will be held within 30 days. Decision followed an NLRB hearing on the jurisdictional squabble at KIEV between NABET and IBEW (International Brotherhood of Electrical Workers) which had representation at the station.

## BAN BACKFIRES

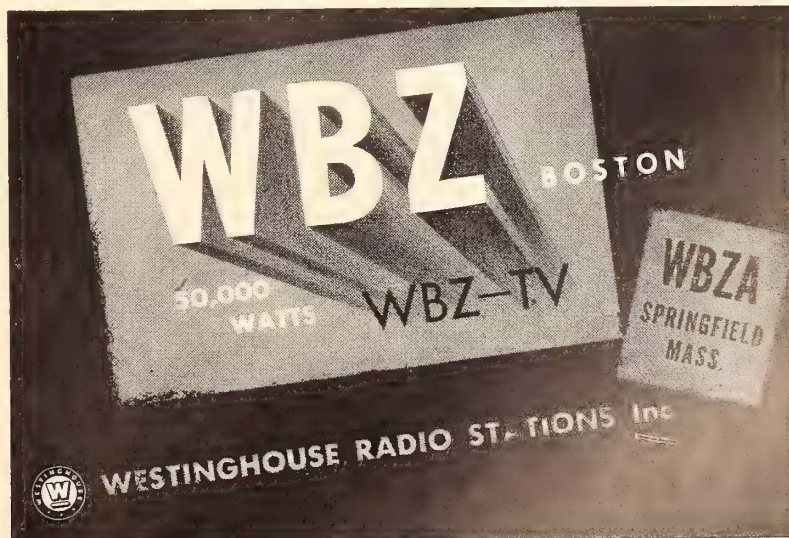
Ball Club Alters Policy

A BAN against radio broadcasts of home games of the Spartanburg (S. C.) Peaches has been lifted by the baseball club which became alarmed at falling attendance.

During three previous seasons WORD Spartanburg and its affiliate, WDXY (FM), aired both home and road games of the Peaches. This season, the ball club management decided to permit broadcasting of only road games.

Despite a successful season afield, the team found fewer spectators in the stands. In a newspaper ad, the club management asked why. Letters from fans indicated that the lack of interest centered around the lapse in continuity of the broadcasts.

On July 27, the baseball management requested WDXY to resume home-game broadcasting. Arrangements completed, Walter J. Brown, WORD president and general manager, commented: "By working as a team, radio stations and baseball clubs can provide a fine service to the public and at the same time be mutually beneficial to each other."





## Sealy Mattress

(Continued from page 30)

many trails in western radio. The most effective and most aped device originated by this agency has been copy featuring history and local color of communities where Sealy dealers are located. A local dealer name and special services are prominently featured in every commercial.

In addition to its consumer sales value, this treatment has been invaluable in aiding the mattress company to maintain cordial relations with hundreds of dealers. It is the source of much "plus" advertising to both the manufacturer and retailer, according to Mr. Ostrow.

Murray Wagner, announcer, handles the commercials. The pinpointing of copy requires considerable research on the part of the Wilder agency.

Dealers themselves in many cases contribute information, a further "plus" in Sealy's relationship with these outlets. Each broadcast of *The World Today* salutes two Sealy dealers—one in Northern California and the other in Southern California.

These dealers also actively promote and merchandise the broadcast date upon which their respective firms will be mentioned. So precise in fact and so well presented are the community sketches aired during the commercials, that

in many cases local Chambers of Commerce add their weight in promotion of the broadcast.

Sealy copy meticulously avoids any "pitch" or "high pressure" selling, because as Mr. Wilder explains: "Our audience is not receptive to that type of copy. Shows we sponsor are chosen because of that very audience. People who seek intelligent, informed analysis of current affairs from their radios appreciate treatment of commercial copy with equal emphasis and respect for their intelligence."

"We concentrate on this type of audience because we believe it is the group most likely to shop for quality rather than price," he continued. "Since nearly all name brand mattresses sell within the Sealy price range, the firm does not attempt to compete with off-brand products."

California mattress dealers have reported to Mr. Wilder that more than 70% of the customers enter their store pre-disposed toward buying a Sealy mattress. Most of them mention the Sealy broadcast as their introduction to the product, he said.

### 'Don't Be Switched' Sealy Warns

Because Sealy is a standard brand item, dealers sometimes are tempted to "switch" customers to some other "just-as-good" brand on which they can get a much higher mark-up price. When this fact was reported to him, Mr. Wilder began to insert "don't be switched" warnings in Sealy commercial copy. Results have been so spectacular that in many cases retail outlets have decided to handle the Sealy product exclusively, Mr. Ostrow reports.

Realizing the public service nature of its programming, Sealy of California has been most careful to preserve its impact by closely guarding quality of the copy, Mr. Wilder stressed. Since most of its listeners are rather seriously disposed during the broadcast, Sealy keeps a reserved, friendly and sincere copy approach so that no false note will be sounded to the person wrapped up on world news developments, Mr. Wilder declared.

Aside from its radio advertising, Sealy this spring bought a series of billboards in the Los Angeles area to give an added impetus to its spring selling drive.

For an eight months period the firm also sponsored a musical series on KNBH (TV) Hollywood. Still interested in TV, Sealy of California is continuing the study of video as a supplementary medium in the near future.

"Sealy depends upon both frequency and low-pressure copy as its selling tools," Mr. Wilder said in the way of explanation. "While TV's impact is great, so far cost of attaining a frequency similar to the radio campaign is very much higher."

Enthusiastic response by retailers to the news analyst programs

## Miss Wulff Scores 'Hit'

MAGGIE WULFF, women's director of WERE Cleveland, was hit on the head by a baseball just prior to going on the air with her women's baseball chatter program, *Fan Fair*. The errant ball was thrown by Boston Red Sox pitcher Maurice McDermott and intended for his team mate, Ray Scarborough. When Miss Wulff regained consciousness, Pitchers McDermott, and Scarborough were hovering nervously by. As a consolation prize, Miss Wulff was awarded the baseball. Pitcher McDermott autographed the ball and added the comment, "I'm sorry." Team Mate Scarborough signed his name and wrote, "I'm sorry, too." Miss Wulff went on the air as scheduled.

and dealer name mention is illustrated by two from among hundreds of complimentary letters received.

"You can be sure the Ramona (Calif.) Furniture Co. will be adequately stocked with Sealy products to back up your excellent program," said one letter. "Incidentally we received some very good comments on the program from our customers."

An Alhambra furniture store owner thanked the manufacturer accordingly: "It is good merchandising ideas like these 'salutes' that have helped us make Sealy the largest selling mattress we carry."

## UN Delegation

A MEMBER of the State Dept.'s International Broadcasting Division (Voice of America) has been appointed to the U. S. delegation on the Economic and Social Council of United Nations, which opened in Geneva July 30. Chester D. Harvey was named one of two press and information officers in the Secretariat group which accompanied the delegation. Corwin D. Edwards, director of Industrial Economics Bureau, Federal Trade Commission, was appointed an advisor.

## VEECK SHOW

**Browns' Owner Begins Series**

BILL VEECK, new owner of the St. Louis Browns baseball club, will be heard in his own weekly 15-minute show, aired Sundays at 8 p.m. over KWK St. Louis.

His wife, Mary Frances, will assist him. Johnny O'Hara, sports caster, will serve as announcer. Mr. Veeck, when in Cleveland, had his own TV series along with two weekly radio broadcasts.

In *The Bill Veeck Show*, baseball will be the number one topic, but Mr. Veeck's wide knowledge and acquaintanceship in the sports world will give added spice to other subjects on the year-round program.

With his share of remuneration from his new program, Mr. Veeck will start a fund for the Missouri Boys' Town and various St. Louis orphanages.

## KRNT CONTEST

**Winner Names Manhole Cover**

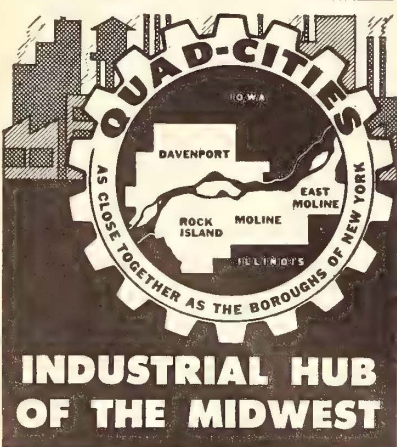
DON BELL, disc jockey for KRNT Des Moines, has just finished a highly successful, if somewhat zany, audience-building promotion contest.

Listeners were asked to name what Mr. Bell was thinking. He not only was musing over a manhole cover, but a specific one. Listeners also were asked to write in 10 words or fewer: "Why I think Don Bell is crazy."

A local housewife named the specific manhole cover. An entry thought Mr. Bell was crazy because "everyone knows the famous Bell is cracked."

From the contest Mr. Bell enhanced his personal popularity, KRNT gained listeners, and entrants won substantial prizes. Who's crazy?

SIXTH "transcribed sales meeting" of Associated Program Service, dealing with "Next Week's Cancellation," is currently being circulated to APS member stations for their use in boosting sales.



Quad-Cities' is now designated as a *Critical Defense Area*. 233,012 people live in this great industrial market. Over 300 manufacturing firms, plus the Rock Island Arsenal, provide the payrolls which add up to a tremendous volume of buying power for your product.

WHBF is the influential hometown station with the coverage and the impact to deliver sales at a profit in this big, unified market.



# the KOKOMO market is rich!

**Distribution of Listening Homes among stations . . .**  
**WIOU . . . 67.0%**  
**Latest Conlan Figures . . .**

POPULATION 224,200	
BMB RADIO FAMILIES	EFF. BUYING INCOME
74,210	\$302,329,000
RETAIL SALE SALES	FOOD SALES
\$181,967,000	\$46,980,000
NO. FOOD STORES	DRUG SALES
591	\$6,539,000
NO. DRUG STORES	FARM \$
77	\$65,071,000

# WIOU

1000 WATTS ON 1350 KC  
**KOKOMO, INDIANA**  
 Columbia Broadcasting System  
 National Rep: Weed & Co.



# RADIO, TV GAINS

Predicted by De Groot

RADIO and television will experience their greatest development in the forthcoming year was the prediction of Mitchell De Groot Jr., New York manager of advertising and promotion, at Los Angeles Advertising Club meeting at the Biltmore Hotel last Tuesday.

He said it would be a "big year for television because of the increased use of daytime programs" and "for radio because national advertisers are realizing that radio must be used as an additional medium."

Mr. De Groot told Ad Club members radio and TV are both equally important and they both can do a particular job for the advertiser. "Radio and television can work hand in hand," he said.

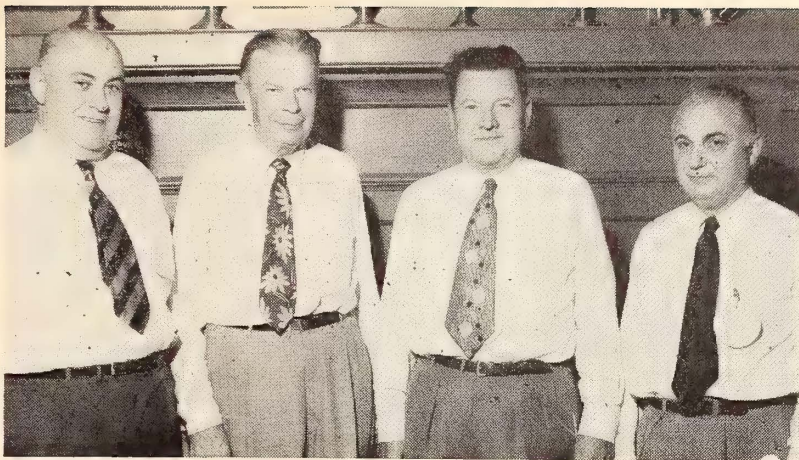
He declared that the major factor influencing advertiser-decisions to the network radio in 1951-52 is a newly-found opportunity to take advantage of one of the media's basic attributes, flexibility. He termed it a "flexibility of time of program and of commercial message."

Although coast-to-coast television may be a reality within the next 60 days Mr. De Groot warned that this development will not at once be a great boom to the industry in the West.

Partly because of time difference he pointed out national advertising will still be slanted toward viewers in the East.

Advertisers are not sold on the idea of putting on an expensive show in New York at 6 p.m. and having it reach a limited audience in the west coast at 3 p.m., he explained.

AMED to radio and television committee of Los Angeles 10th District California Congress of Parents & Teachers Inc. were Mrs. Clinton A. McKison, chairman; Mmes. William Sheldon, Samuel Gill, Frank Lowe, M. McClaskey, Stanley Gulliver, F. McArthur.



IN appreciation for their sponsorship of baseball, WISH Indianapolis feted Stokely-Van Camp officials and prominent local Stokely dealers at a dinner. Among those attending were (l to r): Frank M. McHale, Indianapolis attorney and WISH director; H. F. Krimmendahl, president of Stokely-Van Camp; Frank McKinney, WISH treasurer and vice president of the Indianapolis Indians, and C. Bruce McConnell, WISH president.

## SWG IN WEST

Forms Organizing Committee

IN ACCORDANCE with the decision of the National Television Conference of the Author's League of America granting its jurisdiction over all television writers west of the Rockies [BROADCASTING • TELECASTING, July 30], the Screen Writers Guild last week took its first steps in gathering TV writers within its fold by forming a 17-man organizing committee.

Co-chairmen of the committee are Morgan Cox and Richard Murphy.

Other members are Leon Abrams, Dwight Babcock, Robert Brees, Marvin Borowsky, Richard Breen, Oliver H. P. Garrett, Ivan Goff, Howard J. Green, Harold Greene, Dorothy B. Hughes, Al Martin, Don Martin, Arthur Orloff, Wells Root, De Vallon Scott, Tom Seller, Brenda Weisberg.

In the meantime, SWG and ALA, denying Radio Writers Guild claims of representation over TV writers [BROADCASTING • TELECASTING, Aug. 6] have issued a joint statement signed by Oscar Hammerstein II for ALA and Karl Tunberg, for SWG upholding their groups' stands.

Statement says that "the Auth-

or's League of America Inc. and Screen Writers Guild Inc. which represent all writers in the United States will oppose the Radio Writers Guild's unilateral claim to jurisdiction." It goes on to say that ALA and SWG are "in the process of working out jurisdiction which will serve and protect all television writers, including those who work concurrently in radio, motion pictures, the theatre, or any other field."

## STEWART-WARNER

Color, UHF Units Planned

COLOR television and UHF equipment will be manufactured by Stewart-Warner Corp., Chicago, "as soon as either type of broadcasting is being conducted," Sales Manager Edward L. Taylor announced at a day-long annual sales convention there Aug. 3. Stewart-Warner Electric, the radio and TV division of the corporation, is "ready for color and UHF," Mr. Taylor said.

He demonstrated pilot models of the drum and disc types of color receivers, and said UHF coil segments which can be mounted on present turret-type tuners will be ready for dealers as soon as UHF station operation is authorized by FCC.

Radio and TV spots will be used nationally to introduce the firm's new fall lines of radio and TV receivers. Stewart-Warner plans also to buy two 15-minute sports shows. This is in addition to co-operative advertising locally, Mr. Taylor said.

Fundamentals of UHF and color were outlined to the group by S. C. Kolanowski, chief engineer at Stewart-Warner Electric. He noted that only 30% of the 12 million sets in American homes "can be easily converted to receive UHF."

NEW TARIFFS of Assn. of Canadian Radio and Television Artists (AFL) for use in Toronto and Montreal, have been released.

## OFF WE GO!

KRCO 'Tape Drop' Coverage

NO FLY-BY-NIGHT affair was the "airplane-tape-drop" coverage by KRCO Prineville, Ore., of the Paulina Amateur Rodeo last month.

The rodeo had been promoted extensively and even though it was scheduled in a town 50 miles from KRCO, interest was at a high pitch. No telephone facilities were available for a direct broadcast, so the station combined the modern miracles of air transportation and tape recording to effect rapid, impressive coverage of the event.

Chief Engineer Guy Welch, also a licensed pilot, flew tape-recorded descriptions of the rodeo back on an hourly schedule. As soon as he reached KRCO's tower, he dropped out the tapes and headed back for more. A local Chevrolet dealer sponsored the coverage. General Motors district representatives, listening in Portland 110 miles away, praised the Prineville dealership for its aggressiveness.

STORECAST CORP. OF AMERICA, reached new peak in sponsorship during June. Thirteen new sponsors were added, among them Minute Maid Corp.'s Lemonade Mix, General Food Corp.'s Jell-O and cake mixes, and Hormel's chili and chicken; G. F. Hueblin & Bro., Staley Mfg. Co., A. S. Harrison Co. (Preen).

Key to a  
\$6 Billion  
Market

WPHL

560 kc.

The Philadelphia  
Inquirer Station

An ABC Affiliate

First on the Dial

In America's Third Market

Represented by THE KATZ AGENCY

DO YOU WANT TO COVER THE SOUTH  
AT LOWEST COST?

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson  
WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



## On All Accounts

(Continued from page 14)

where he trained with the RAF. A member of one of the first teams to operate radar landing devices for planes, he "talked down" planes at six U.S. fields, working as approach controller, the most difficult job in the training progression. After three years of service, he returned to N.U. for his B.S. degree.

A Sigma Chi, Mr. Schlesinger majored in advertising at commerce school because "that was the nearest thing to photography" offered. He had been a camera bug since high school days in Berwyn, a Chicago suburb. Photo editor of the high school yearbook, he wrangled a job after graduation as a *Life* cameraman's apprentice, but renounced his immediate future when his mother insisted he enroll in college.

Photography long since has given ground to golf. Mr. Schlesinger admits a "fair" game, but a "lot of patience" with his wife, who is trying to master the sport. The Schlesingers live in Berwyn with their four-month-old son, Paul Jeffrey. Mrs. Schlesinger is the former Lorraine Stolzer, who worked at J. Walter Thompson, Chicago.

A member of the Television Council and Radio Management Club, Mr. Schlesinger is confident there will "always be a place for radio." Television, though, "will be the biggest thing that ever hit this country, bigger than the movies or the automobile or radio," he says.

## Radio-TV Fight Fees

TOP-RUNG boxers fighting in a minimum of 10 shows at the Chicago Stadium next fall and winter will receive \$30,000 from radio and TV fees, the Illinois Boxing commission has decided. This is an increase of \$10,000 over last season. Contracts with boxers will be signed after Truman Gibson, manager of the Chicago office of the commission, returns from Europe. Each fighter will now receive \$1,500 instead of the \$1,000 paid last season.



## WFRL AMATEUR CONTESTS

Self Sustaining Series Tours Towns

WFRL Freeport, Ill., is airing a series of amateur contests which are self-sustaining and are money-makers for both the station and the sponsor.

Dave Taylor, WFRL commercial manager, is proud that for the second year, these contests are so successful.

"There wouldn't be any particular trick in lining up a series like this on any station should the station desire to provide service, prize money and publicity on the series itself," Mr. Taylor commented.

"The real trick," he added, "is to make the series self-sustaining and an actual money-making affair for the station, its staff members and the sponsoring organizations."

This year seven preliminary contests are being held within the WFRL area in towns ranging in population from 250-800 inhabitants.

## Mike Device

A POCKET-SIZED microphone, capable of serving as a "miniature radio station" has been devised by an aviation electronics technician stationed at Milling Naval base, Memphis, Tenn. According to Technician John F. Stephens, the device is contained in an aluminum cigarette case and consists of a miniature tube, two coils, a resistor and condenser, a home-built microphone, a hearing-aid battery and two pen-light batteries. The microphone, used in a Navy musical production, has a pickup range of 100 feet.

Finals are slated Sept. 6-7 in Lena, Ill.

The contests usually are held in conjunction with a town celebration, such as a local Lion's Club gathering, or a July 4 observance. Mr. Taylor said that WFRL found that these shows are very easily sold to whatever organization is sponsoring the town fair, homecoming, etc.

In most cases these contests are held on the opening day of the celebration. Then taped recordings of the broadcast are aired the second day, plugging both the fete and the sponsor. Local newspapers have given their respective town's contest big play.

## TEXAS ROUNDUP

Stations Corral Tourists

IT'S tourist round-up time in Amarillo and four stations of that Texas city are stretching out a "welcome mat" for approaching motorists.

KAMQ KFDA KGNC and KLYN Amarillo are reaching out through spot announcements to greet motorists looking for a place to spend the night. The stations are cooperating with the local Chamber of Commerce. A typical spot announcement goes something like this:

"Hello, Mr. and Mrs. Tourist out there on the highways. You are listening to KFDA Amarillo, Tex., 'The Friendly City'—the city of cool nights. Make it a point to spend some time in Amarillo. You will like the modern facilities in Amarillo, and we feel sure you will like the people."

## Psychological Unit

TECHNIQUES of psychological warfare and research in science and training methods will be explored by a newly-established Human Resources Research Office within the Dept. of Army. Appointment of Dr. Meredith P. Crawford, Vanderbilt U., Nashville, as director of the office was announced last Tuesday. Research will be used by the Army's Psychological Warfare Division, which deals with effect of radio broadcasts and other media on enemy troops and civilian population in trouble zones.

## NATIONAL NIELSEN RATING TOP RADIO PROGRAMS

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

REGULAR WEEK JULY 1-7, 1951

Current Rank Programs EVENING, ONCE-A-WEEK

(Average For All Programs)

- 1 Walter Winchell (ABC)
- 2 Dragnet (NBC)
- 3 Mr. Keen (NBC)
- 4 Godfrey's Talent Scouts (CBS)
- 5 Screen Directors Playhouse (NBC)
- 6 Voice of Firestone (NBC)
- 7 Life with Luigi (CBS)
- 8 Mr. District Attorney (NBC)
- 9 Father Knows Best (NBC)
- 10 Mario Lanza Show (CBS)

EVENING, MULTI-WEEKLY

(Average For All Programs)

- 1 One Man's Family (NBC)
- 2 News of the World (NBC)
- 3 Lone Ranger (ABC)

WEEKDAY (Average For All Programs)

- 1 Arthur Godfrey (Ligg. & Myers) (CBS)
- 2 Romance of Helen Trent (CBS)
- 3 Our Gal, Sunday (CBS)
- 4 Ma Perkins (CBS)
- 5 Big Sister (CBS)
- 6 Wendy Warren and the News (CBS)
- 7 Arthur Godfrey (Nabisco) (CBS)
- 8 Arthur Godfrey (Pillsbury) (CBS)
- 9 Aunt Jenny (CBS)
- 10 Pepper Young's Family (NBC)

DAY, SUNDAY

(Average For All Programs)

- 1 True Detective Mysteries (MBS)
- 2 Phil Regan Show (CBS)
- 3 Edward P. Morgan (CBS)

DAY, SATURDAY

(Average For All Programs)

- 1 Armstrong Theatre (CBS)
- 2 Grand Central Station (CBS)
- 3 Stars Over Hollywood (CBS)

NOTE: Number of homes is obtained by playing the "NIELSEN-RATING" (%) to 903,000—the 1951 estimate of Total U.S. States Radio Homes.

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

Copyright 1951 by A. C. Nielsen Co.

## Air Force Commission

COLLEGE graduates with a year experience in radio, electric communications or electronics engineering may qualify for commissions in the Air Force Reserve. Depending on age and experience of applicant, men may be commissioned from second lieutenants majors, according to Maj. Charles D. Morat, director of personnel procurement of First Air Force at Mitchel Air Force Base, New York. Inquiries should be addressed to Maj. Morat.

GENERAL MILLS (Gold Medal Flour, Wheaties, etc.) reports earnings of \$11,520,508 for fiscal year ended May 31, compared with \$13,251,218 in previous year. Wages and salaries, including retirement benefits reached a time high of \$51,054,685 compared with \$45,568,148 a year ago. Total sales were \$435,947,827.

## A CHAS. MICHELSON HIT!

"ADVENTURES OF Dick Cole"

30 MIN. TRANSCRIBED KIDIE SHOWS

For particulars

CHARLES MICHELSON, Inc. 15 WEST 47th ST., NEW YORK 19

# GATES

QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200



## RADIO COMES THROUGH

OW Norfolk was asked by local furniture store to plan advertising campaign to sell over-stocked wash-machines. Station sold 63 in four weeks, grossing furniture store over \$9,000. It cost less than \$400 to sell machines via radio. Store ordered other 50 washers and kept air campaign going.

## S TO TOURISTS

WN St. Johnsbury, Vt., distributing welcome cards to tourists coverage area. Cards list news-time and information about region. Back of cards suggests places in area for visitors to see. Cards being handled by Chamber of Commerce tourist booths throughout area. Station also sending out colorful set of kitchen measuring spoons to brides and mothers.

## DRUITING DRIVE

VW San Antonio, Tues., 4:15 to 5:00, broadcasting recruiting drive for Spanish speaking population in area. Jockey show answers questions phoned in by listeners about Army and Air Force. Recruiting drive reports that results have been very favorable.

## W PICTURES

AP-TV Fort Worth, Tex., now some new "angle" shots of station for publicity-promotion department. Thaine Engle, department director, called local helicopter company to arrange for flight to take photos. Both still motion pictures were taken from air above its 502-foot transmitter. Many ground shots were taken of "eggbeater" taking off and landing in station's front yard.

## E FACTS

BN Youngstown, Ohio, sending out and advertisers four-page brochure headed "Straight facts—no claims." Pieces gives data on population figures for city, citing station's high Hooperatings.

# programs promotion premiums



## TOUGH COVERAGE

KENI Anchorage used tape recording to cover climbing of west side of Mt. McKinley by mountain expedition. KENI crews accompanied Air Force plane which dropped supplies and equipment to climbers. Station also interviewed military personnel on intricate points of dropping supplies. It followed up with two-way conversation between expedition and plane.



**SPEAKING to the people of Attleboro, Mass., from the rear platform of the train that carried him on a tour of New England, Gen. Douglas MacArthur, expresses his thoughts on world problems. WARA Attleboro made the necessary arrangements for the general's speech, when it heard he was passing through the town. Station reports that a huge throng greeted the general. Pictures of Gen. MacArthur speaking over WARA facilities were carried in many newspapers.**

## SOUND ADVICE

KNBC San Francisco, promoting its recently expanded recording facilities, sending trade glossy pictorial folder. Frontispiece headed: "Going on record? . . . here's sound advice." Inside tells story of expansion and facilities available with pictures to back up text.

## ALL OUT PROMOTION

WCBL Carbondale, Pa., using auto tags to promote station frequency, 1230 kc. Station Manager Richard Carlson secured auto plates "C 1230". Honesdale Studio Manager Tut Perry latched on to plates "1230 H." Plates were secured from Motor Vehicles Dept. to identify city and frequency (Carbondale and Honesdale.) Station phone number also is 1230.

## PATTI GETS AROUND

KSJO San Jose distributing to trade promotion sheet with eye stopping query: "Want to buy a gal who really gets around?" Sheet plugs Patti Frew, station's sweet-voiced, 25-year-old girl disc jockey who presents *Patti's Platter Show* from midnight to 6 a.m. Outlined map shows her program pulling listeners, and mail, from as far away as Victoria, B. C., 1,225 miles north. Sheet carries reprint of Victoria's *Daily Colonist* entertainment column rave-reviewing *Patti's Platter Show* as evidence of its broadcast range claims. Text concludes: "From midnight to dawn she covers lots of ground!"

## BASEBALLCASTS

KYA San Francisco boosts baseballcasts by Les Keiter with page promotion piece to trade announcing "715 letters said, 'Yes, let's have more'." Text tells of Mr. Keiter's query to listeners whether they wanted broadcast of second game of Sunday double-header ballgame. Response came from Eureka to Fresno and east to Nevada. As result, station announces, KYA will henceforth carry both games of weekly double-header.

## PRAISE SHOW

KPIX (TV) San Francisco promotes its battle-of-sexes program, *Stag at Eve*, with pale blue folder carrying line drawing of thoughtful lady on frontispiece and thought-provoking announcement: "The lady from Placerville thought so too when she saw *Stag at Eve*." Inside and back carry two letters of praise—one from sponsor to agency, other from agency to KPIX General Manager Philip Lasky—testifying to sales results and widely spread audience pull of program. Letters state program pulled 805 responses to special price offer, made in a single "incidental mention" on one program night for piece of sponsor's Descoware cooking pans. Among the 805 was one lady from Placerville, a mountain town not generally considered within San Francisco TV range.

## LARGE DRAWING

WCBS New York distributing to trade promotion folder on its Galen Drake program, *Housewives Protective League*, headlined "Maybe It's His Bedside Manner." Folder shows enchanted housewife revealing her woes to Mr. Drake and quotes Pequot Mills report (from booklet offer made on HPL program) that "Galen Drake pulled far more requests at a very much lower cost per-inquiry than any of the national magazines or other radio shows and participations used."

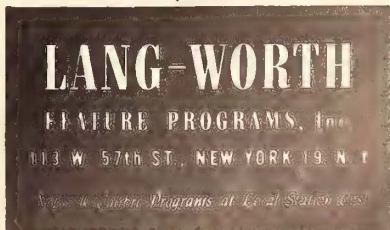
## PUBLICITY BREAK

WHK Cleveland sent agencies more than 100 tear sheets of story appearing in *Cleveland News* about WHK Disc Jockey Bill Gordon. Sketch on Mr. Gordon and family covers half page, along with pictures. Story, headed "Disc jockey even plays 'em at home," gives inside facts on one of Cleveland's top platter spinners.

## SERVICE NEWSCASTS

WGVA Geneva, N. Y., presenting newscasts from Sampson Air Force Base, Mon.-Fri., 7-7:05. Newscasts combine news of base and general Air Force information. Sgt. Robert Forbes is featured as Air Force reporter.

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



Immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER NAB

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting



## Open Mike

(Continued from page 61)  
old enthusiasm and confidence in radio could be re-kindled in eastern minds . . .

It is true we are not concerned with television at the present, but my own experiences in one of the largest television markets have proven to me that a good deal of this negative thinking is completely uncalled for . . .

When we're talking radio, regardless of our association with television, the hell with television. Let's talk about what radio is, has been, will be and can do. Let's drop these negative statements—they're purely mental. An aggressive on-the-ball operation can do far more for the money than any other medium and we know it.

Donald F. Whitman  
Vice Pres. & Gen. Mgr.  
KGAL Lebanon, Ore.

\* \* \*

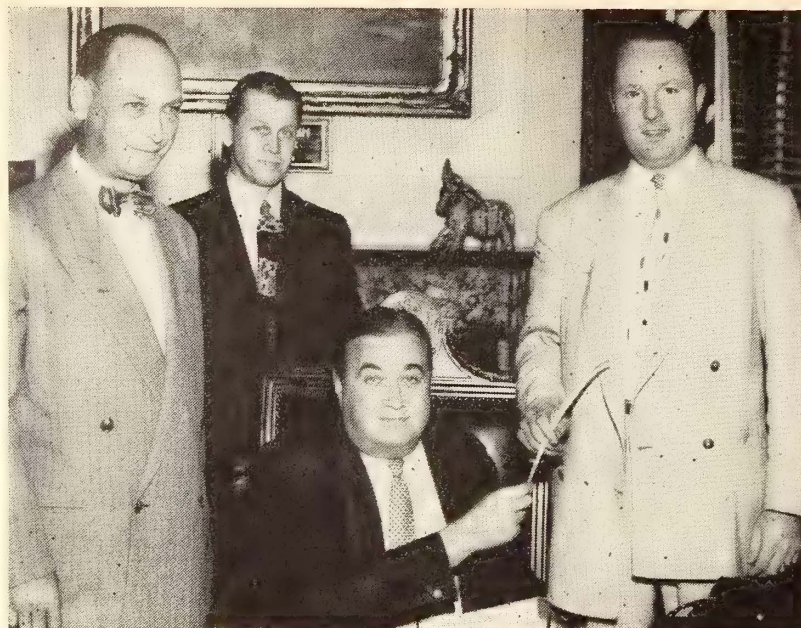
## Cash Register Research

EDITOR:

Although we appreciate the non-partisan interest BROADCASTING • TELECASTING has been displaying in the fields of radio research, we wish to point out that the particular research technique being used by ARBI is not new to the industry . . . Our research organization has not only been conducting the same type of research at the cash register level in Canada; we have taken it a few steps further to its

## Canada Radio Week

CANADA'S National Radio Week has been announced from Oct. 27 to Nov. 3, with the slogan "Relax With Radio." Sponsored by the entire radio manufacturing, dealers and broadcasting industry, it will be marked with special programs during the week, as well as special store window displays. From the broadcasting division of the industry representatives on the National Radio Week Committee are W. J. Dunlop, Canadian Broadcasting Corp., Toronto, and Murray T. Brown, CFPL London, representing the Canadian Assn. of Broadcasters.



WCOP Boston is credited with a strong assist in prodding into reality a bill stiffening penalties for narcotic peddling. During a five-month fight to get the measure passed, WCOP kept the issue before both the public and legislators. On hand as the bill was signed into law (l to r): State Rep. Meyer Pressman, sponsor of the bill; Henry W. Lundquist, WCOP production manager; Gov. Paul A. Dever (seated), who signed the measure, and State Sen. John F. Collins.

more logical conclusion . . .

We also conduct concurrent studies measuring radio audience by coincidental telephone interviews and newspaper readership by personal interviews. Both techniques, although different in method, do enable us to estimate both cost-per-listener and cost-per-reader . . .

We do not feel that the solution is quite as simple as your editorials on the ARBI technique would lead your readers to believe. We have always cautioned our Canadian clients to use ratings by all means, but use them wisely. They were not designed to be the end-all of radio. Use all the other facts and material that can be obtained . . .

J. D. Penn McLeod  
President  
Penn McLeod & Assoc.

\* \* \*

## The Pampered Press

EDITOR:

Isn't there something you can do to get these network people to

have confidence in their own advertising medium?

As you probably know, ABC is presently running a campaign of ads in several New York newspapers. I have no inside information, but I will bet you a new hat against a drink of Scotch that they never even considered placing their ad campaign on New York radio stations.

Furthermore, they keep sending down programs, both commercial and sustaining, which include fortuitous and wholly unnecessary propaganda for newspapers . . . I have a strong belief that during the course of a typical week there are literally hundreds and hundreds of such references made on the programs sent out by all four networks . . .

Murray Carpenter  
Co-owner, Gen. Mgr.  
WABI Bangor, Me.

## Captures Convict

JUST before the 6:30 a.m. newscast at CKVL Verdun one morning late in July an unidentified man phoned the newsroom that a convict had just escaped from the local jail, and gave a description. A check with police was made and the bulletin went out on the 6:30 a.m. newscast. Two police cruising outside the town heard the newscast, and spotted a man answering the description. He was taken to jail and identified as the missing prisoner. The Verdun police thanked CKVL for getting the man back behind bars 70 minutes after he had escaped.

## IRE-RTMA MEET

Set for Oct. 29-31

LATEST developments in radio and television will be discussed at the American and Canadian engineering meeting, Oct. 29-31, in Toronto, Ont. The meeting is jointly sponsored by the Institute of Radio Engineers and RTMA's Engineering Dept.

Agenda includes:

The first day's general session feature three reports after an opening by I. S. Cogges, IRE president, and R. A. Hackburt, president of RTMA of Canada. W. R. G. Baker, chairman of RTMA TV Committee, will preside over the session. Reports will be given by H. Carew, Stromberg-Carlson Co. on "Noise in Television Receivers"; John Van Deyne, DuMont Labs. on "Suppression of Local Oscillator Radiation in Television Receivers"; and L. M. Clement, Crosley Div., Avco Corp., on the RTMA Material Bureau report.

An afternoon symposium on "Reliability of Tubes and Circuits" will be sponsored by IRE's Professional Group on Quality Control. J. R. Steen will preside.

The second day will begin with a symposium on color TV sponsored by the IRE Professional Group on Broadcast & Television Receivers. President will be D. B. Smith. In the afternoon a television session, sponsored by same group, will hear reports on a miniature triode for UHF TV tubes by K. E. Loofbourrow and C. Morris of RCA; a discussion by W. Squires, Sylvania Electric Prod. Inc., on "Measurement of Television Gamma or Amplitude Linearity," a report on a UHF TV converter by R. Hesse of DuMont Labs.

The annual dinner will climax the second day with F. S. Barton acting as toastmaster and Donald G. Fink reporting on the 1951 CCIR meeting in Geneva.

IRE's Audio Professional Group sponsor a morning symposium Oct. 30 concerning "The Receiver as a Link in the Audio Chain," with F. H. S. maker presiding.

A second TV session in the afternoon will close the meeting. F. H. Pounsett will preside and three topics will be presented: "Phase Linearity in TV Receivers" by Herbert Kiehne, Stanley Mazur, Emerson Radio Phonograph Corp.; "The Chromatic An Electronically Registered Tri-Cathode Ray Tube" by Robert Dress, Chromatic Television Labs; and "Cathode Triode for Pulsed-Oscillator Power-Amplifier Service" by John Busby, RCA.

THE  
LITTLE  
STATION  
WITH THE  
BIG  
WALLOP! WMAI  
REP. BY HAL HOLMAN CO.  
MARINETTE, WISCONSIN

**KSWM**  
JOPLIN, MO.

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

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

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

Austin A. Harrison, President  
**CBS in JOPLIN, MO.**  
Nationally Represented by WILLIAM G. RAMBEAU CO.

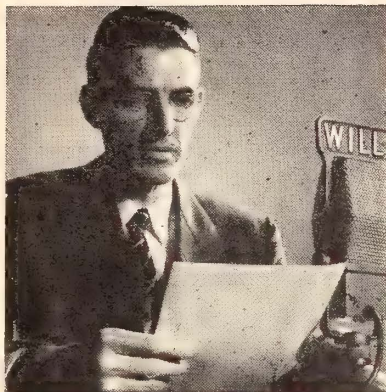


# STYLE SHEET FOR RADIO NEWS

Brown Gives Suggestions

By DONALD E. BROWN

ASSISTANT PROFESSOR  
SCHOOL OF JOURNALISM &  
COMMUNICATIONS  
U. OF ILLINOIS



PROF. BROWN

THOUGH each of the communications media has its own individual strengths and weaknesses, none the other media can equal radio in speed, economical, and credit means of disseminating the top stories of the moment. In competition among the media, the fact is an enormously valuable one that radio should enhance at every opportunity.

In the news programs of an individual station are distinctive, one does not hear listeners complain, "I tuned from one station to another and heard newscasts that were just the same, word for word." The news-minded station puts radio on the map and is giving it an important force in modern American life takes pains to see that its newscasts are not just the same, word for word," as all stations are sending out on air waves.

In the first place, the news-conscious station will have a staff of trained newsmen who gather the news of local and regional interest; and, beyond that, this staff will be alert for the local news and the background information that will give the stories the news wires the utmost meaning and interest to the particular listening audience served by a radio station.

## Well Rounded Staff

It follows that the radio station must do distinctive work in which should have some staff members who know how to gather, edit, write news as well as how to put it into the microphone.

As for the writing of news copy, this is a phase of radio work that deserves more attention than it presently is given. Compare radio news with newspapers in the matter of style. Almost every self-respecting newspaper in the country has its own style sheet, a book of specific rules for preparation of copy that reporters and editors are expected to study thoroughly to follow right down to the last comma.

In contrast, style sheets for radio newsrooms are scarce articles. However, we should immediately concede this is not a calamity, for radio news is a highly individual matter. Like a newspaper, where the work of numerous reporters and readers may be seen in ad-

joining columns, the processing of radio news copy within a station usually involves a very limited number of persons. In fact, it is common practice in many stations for one person to gather the news, write and edit it, and then present it at the microphone. Under those circumstances, where only a single person is involved in the presentation of a news script, uniformity of style is not a major problem.

Nevertheless, there are certain style practices that have been found advantageous. In compiling a style sheet, the author has found there are numerous rules so widely accepted they are practically standard operating procedure in the better newsrooms from coast to coast. On other points, where there is variation in common practice, the author—just as any other practicing radio newsman should do—has arbitrarily chosen those time-tested rules which he personally has found most effective.

When there is more than one accepted style of writing a given piece of information, the writer should use the form that seems most readable to him personally or to the person who will be reading the copy into the microphone. How the show sounds on the air is the final criterion.

With present international conditions leading to a considerable change in personnel, perhaps this is a good time to give some attention to recommended style practices.

## Preparation of Copy

In the first place, all radio news copy should be typed (double-space) as neatly as time and the writer's typing ability permit. Dirty copy should not be condoned for it leads to errors, hesitation, and generally ineffective reading. The young writer who has had some newspaper training or experience should toss most of his newspaper copy-reading symbols out of the window; this applies especially to such common editing symbols as those used in marking transpositions, lower case letters, capitalization, etc. If it is necessary to pencil in additions or other corrections, print legibly and do not write. If it is necessary to delete some material,

AN ACTIVE radio newsman, the author is a firm believer in a ship-shape news department. Donald E. Brown, assistant professor at the U. of Illinois' school of Journalism & Communications, has wrapped up his study and experience in an article on "radio news style," which is based on a 14-page "Radio News Style Sheet" that is being sent by the university to all Illinois stations. Prof. Brown, also news director at the university's stations WILL and WIUC-FM Urbana, for several years was a member of WHO Des Moines' news staff. He feels that wide circulation of the style sheet will re-emphasize that a "flourishing news department is one of a radio station's best assets" and that specific information on news writing should be made available by management to new or untrained employees. The "style sheet" will appear in a book on radio-TV news that is being prepared by Prof. Brown in collaboration with Prof. John Paul Jones of the U. of Florida, and will be published by Rinehart & Co.

black it out completely and draw a line above the stricken material to bridge the gap.

Time is a precious commodity in a radio newsroom, but the time pressure should not be regarded as an acceptable excuse day after day for excessively dirty copy. Neatly typed, well written copy is the first step toward an intelligently and interestingly presented script on the air.

All datelines should be omitted, but it is necessary to be sure that all essential references to places are included in the copy. Words that are difficult to pronounce or that require special emphasis may well be underlined. In this connection, if it seems advisable, the phonetic spelling of a difficult pronunciation may well be written in parenthesis immediately following the word or it may be printed clearly above the word in question.

Most newspaper style sheets will contain many columns of abbrevia-

tions in the form required by that publication. In contrast, a single typed page of instructions will suffice in a style sheet for a radio newsroom; furthermore, the most important injunction on that single page may easily be reduced to one brief sentence: "Eliminate the use of most abbreviations in radio copy."

The news writer should get into the habit of automatically spelling out in full all months, days of the week, states, governmental titles, religious titles, and other words and phrases abbreviated by most printed publications. It is permissible, however, to use abbreviations or alphabetical designations that are to be read as such if the general public is quite familiar with them. For instance, C-I-O is undoubtedly more quickly meaningful to many listeners than Congress of Industrial Organizations. Many governmental agencies, such as the Reconstruction Finance Corporation, may logically be written in full the first time they appear in the news story but referred to merely by alphabetical designation when mentioned a second time.

## Capitalization

Another important area of style, capitalization, may have its major principle boiled down to only two words, a mere fraction of the space it occupies in the typical newspaper style sheet. Capitalize freely!

Why should capital letters be used liberally rather than sparingly as is the case with the majority of modern newspapers that religiously follow the so-called "down style"? The reasons why the "down style" was adopted by many newspapers have no application to radio; research will show that capitalization can be used as effective aids to the announcer in identifying at a quick glance a closely related group of words that should be grouped as a single unit when read orally.

Recommended style for radio: Tilton High School; General As-

(Continued on page 94)

TEACHES  
3,217  
RADIO  
FAMILIES  
WEEK  
POUGHKEEPSIE  
REPRESENTED BY DEVNEY

## KGW carries the weight in the Oregon Market DAY or NIGHT

**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

**DAYTIME**

KGW	350,030
Station B	337,850
Station C	295,470
Station D	192,680

**NIGHTTIME**

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO



## August 3 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

WBBS-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

#### APPLICATIONS RETURNED

WCAR Pontiac, Mich.—RETURNED application for mod. CP to install new vert. ant. and mount FM ant. on AM tower for extension of completion date.  
KGAL Lebanon, Ore.—RETURNED application for CP to change from 930 kc 1 kw D to 920 kc 1 kw unl. DA-DN.

## August 7 Decisions . . .

### BY THE SECRETARY

KTLN Denver, Col.—Granted license for change in frequency to 1150 kc 1 kw-D.

KXRN Renton, Wash.—Granted license for change in frequency and hours of operation to 1230 kc 250 w U, except when KTW operates.

Lansing Bestg. Co., Lansing, Mich.—Granted CPs for new remote pickups, KQC-511 KQC-510.

KRLD-TV Dallas, Tex.—Granted license for TV station.

KFMB-TV San Diego, Calif.—Granted license for TV station, and to specify aural ERP of 13.7 kw in lieu of 20.2 kw.

WOC-TV Davenport, Iowa.—Granted license for TV station; also for change in studio location.

WCOT-TV Atlanta, Ga.—Granted mod. CP to change type ant. and studio location. Also granted mod. CP for extension of completion date to 2-15-52.

KRLW Walnut Ridge, Ark.—Granted license for AM station on 1320 kc 1 kw D.

WIPC Lake Wales, Fla.—Granted license for AM station on 1280 kc 1 kw D.

WFUL Fulton, Ky.—Granted license for AM station on 1270 kc 1 kw D.

University of Ill., Urbana, Ill.—Granted CP and license for FM broadcast STL station, KSE-20.

WAGA-TV Atlanta, Ga.—Granted CP to make slight move in trans. location; also make equipment changes; operating power output of 3.52 kw vis. 1.82 kw aur.

# FCC actions



AUGUST 3 THROUGH AUGUST 9

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

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

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

Princeton Bestg. Co., Princeton, Ind.—Granted CP for remote pickup, KA-9423.

KWBW Hutchinson, Kan.—Granted cancellation of CP which authorized changes in present vert. ant. and mounting FM ant. on top of AM tower.

Delta Bestg. Co., Escanaba, Mich.—Granted mod. license to make changes in remote pickup, KA-5240.

KADA Bestg. Inc., Ada, Okla.—Granted mod. licenses to change frequencies to 26.25 and 26.35 mc for KA-5648 KKC-416.

KIDO Inc., Boise, Idaho — Granted mod. license to change frequency to 26.15 mc for KA-2729.

Cleveland Bestg. Inc., Cleveland, Ohio —Granted mod. license to increase power and change type trans. for KA-7280.

Following remote pickups were granted renewal of licenses on a regular basis: KA-8043 (Boulder Radio KBOL Inc.) Boulder, Col.; KA-6284, 85, and KKC-978 (Charles Wilbur Lamar, Jr.) Houma, La.; KA-7956 (Kennebec Bestg. Co.) Waterville, Me.; KGA-821 and KA-5286 (United Bestg. Co. Inc.) Hagerstown, Md.; KA-5240 (Delta Bestg. Co.) Escanaba, Mich.; KA-7475 ("Show-Me" Bestg. Co.) Rolla, Mo.; KA-5243 (Southern Tier Radio Service, Inc.) Binghamton, N. Y.; KA-5612 (WGAL, Inc.) Lancaster, Pa.; KGB-233 KA 6414 (Lewistown Bestg. Co.) Lewistown, Pa.; KA-3600 (Mitchell Bestg. Assn.) Mitchell, S. D.; KA-2945 (Mountain Bestg. Service) Princeton, W. Va.; KA-5557, KA-7737 (Radiophone Bestg. Station WOPI, Inc.) Bristol, Tenn.; KA-6391 (United Bestg. Co.) Ogden, Utah; KOB-281 Ogden, Utah; KA-5830 (J. C. Rothwell) Littlefield, Tex.

Licenses for following were extended on temporary basis to Nov. 1, 1951: KA-3533 (Covington News, Inc.) Covington, Ga.; KGB-607 KA-8534 (The Tower Realty Co.) Cumberland, Md.; KA-5888 (Bogalusa Bestg. Co.) Bogalusa, La.

## NEW AM DAYTIMER WAIN Begins Operation

WAIN Columbia, Ky., has begun operation on 1270 kc with 1 kw daytime. Manager of the station is Herb Arms, formerly of WKCT Bowling Green, Ky. S. C. Bybee is president of the Tri-County Radio Broadcasting Corp., licensee of WAIN.

Other personnel includes Edwin P. Healy, chief engineer, formerly with WEAB Greer, S. C.; Lanier Burchett, commercial manager; Oris Gowen and Rex Osborne, announcers; Jean Allison, chief of continuity, and Allene Holmes, bookkeeper. Station took the air at 8 a. m. July 31.

RCA VICTOR planning album of "Winnie-The-Pooh" records based on A. A. Milne childhood fantasy. James Stewart, actor, will do narration; H. Frazer Simon supplies background music. Initial pressing planned is 800,000. Heavy national advertising campaign will back album.

Merced Bestg. Co., Merced, Calif.—Granted renewal of license for KA-9439 on regular basis subject to change in frequency which may result from proceedings in Docket 6651.

WHEC Rochester, N. Y.—Granted license for changes in aux. trans. equipment.

WCHS Charleston, W. Va.—Granted license for installation of new trans.

KNBC San Francisco, Calif.—Granted license for installation of new vert. ant.

KEYY Pocatello, Ida.—Granted CP to install new trans.

WHEC Rochester, N. Y.—Granted CP to make changes in aux. trans. equipment.

WJPF Herrin, Ill.—Granted CP to install new trans.

WALK Patchogue, N. Y.—Granted mod. CP to change trans. location, and change type trans.; cond.

KTTV Inc., Los Angeles, Calif.—Granted license for new remote pickup KA-8155.

Copper Bestg. Co., Butte, Mont.—Granted license for new remote pickup KA-9241.

Rafael Fuster, Guayama, P. R.—Granted license for new remote pickup KA-8654.

Booth Radio & Tele. Stations, Inc., Flint, Mich.—Granted license for new remote pickup KA-8045.

KXOK St. Louis, Mo.—Granted mod. license to change name to KXOK Inc. KTTV, Inc., Los Angeles, Calif.—Granted mod. license to move trans. location for KMC-43.

WGHN Spring Lake, Mich.—Granted mod. CP for extension of completion date to 2-15-52.

All-Okla. Bestg. Co., Tulsa, Okla.—Granted mod. CPs to change frequencies to 26.11 and 26.45 mc for KKE-201-202.

La Grange Bestg. Co., La Grange, Ill.—Granted CP for new remote pickup KA-9417.

New Laurel Radio Station, Laurel, Miss.—Same for KA-9418.

Lansing Bestg. Co., Lansing, Mich.—Same for KA-9419.

Newton-Conover Bestg. Co., Newton, N. C.—Same for KA-9420.

Cleveland Bestg. Inc., Cleveland, Ohio —Same for KQC-507.

### ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WDXE Lawrenceburg, Tenn. and Lawrence County Bestg. Co., Lawrenceburg, Tenn.—Granted petition of WDXE for dismissal without prejudice of its application, on Commission's own motion removed from hearing docket application of Lawrence County Bestg. Co.

WGST Atlanta, Ga.—Granted petition for dismissal without prejudice of application for CP.

The Fort Industry Co., Wheeling, Va.—Granted petition for dismissal petition and amendment filed June 1950 to specify new TV channel in one now specified in application to make certain other engineering changes.

WKSX Pulaski, Tenn.—Granted petition for leave to amend application submitting revised financial information, up-to-date program and staff posals, and minor corrections in engineering information not affecting frequency or power requested.

By Hearing Examiner James I. Cunningham

WEBK Tampa, Fla.—Granted motion for continuance of hearing on application from Aug. 10 to Oct. 3.

KFBK-FM Sacramento, Calif.—Granted petition for leave to amend application to specify a site in city of Sacramento and for removal of such application, as amended, from hearing docket.

KYA San Francisco, Calif.—Granted petition for leave to amend application by furnishing certain engineering data.

Eastland County Bestg. Co., Eastland, Tex.—Granted petition for leave to amend application to specify 1250 1 kw D in lieu of 730 kc, 250 w application as amended removed from hearing docket.

By Hearing Examiner H. B. Hutchins

WRAD Radford, Va.—Granted petition for continuance of hearing in proceeding upon application of W. Covington, Va., from Aug. 1 to Aug. 1 in Washington.

Chief, Broadcast Bureau — Granted petition for extension of time to 20, within which to file proposed findings in proceeding upon application of KGAR Garden City, Kan.

By Hearing Examiner Elizabeth Smith

Radio California, Sacramento, Cal.—By memorandum opinion and order denied petition for leave to amend application by filing an amended Form 301.

WLOW Norfolk, Va.—Granted petition for leave to amend application request dual main studio locations, to remove such application, as amended, from hearing docket. Action to July 30.

American Newspaper Pub. U. S. A. through General Services Administration and Chief, Communication Bureau—Granted petitions for corrections in various respects to transcript in proceeding—Charges, clarifications, regulations and practices and in connection with interstate graph services of Western Union Telegraph Co.

By Hearing Examiner Leo Resnick

WHIM Providence, R. I. and WIPAW Pawtucket, R. I.—Ordered that hearing in this proceeding be continued Aug. 13 to Aug. 14 in Washington.

By Hearing Examiner Fanney N. L.

WJCO Springfield, Mass.—Ordered that hearing in proceeding be continued from Aug. 27 to Sept. 5 in Washington.

## August 7 Applications . . .

### ACCEPTED FOR FILING

#### License for CP

KCNO Alturas, Calif.—License for new AM station.

KNED McAlester, Okla.—License CP to change frequency etc.

KWSH Wewoka, Okla.—License CP to increase power etc.

WEKZ Monroe, Wis.—License for new AM station.

WAIN Columbia, Ky.—License for new AM station.

WVBT (FM) Bristol Center, N. C.

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

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## COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENT  
"A reliable service for over 18 years  
For immediate service phone  
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FOR FINEST TAPE RECORDING

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Lubbock, Texas

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—FIRST CHOICE OF ENGINEERS!

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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.

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Operation available by combining units in rich Magnecorder cabinets.

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Member AFCE\*

## McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477  
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## 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

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Member AFCE\*

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JUSTIN 6108

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## JOHN CREUTZ

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

## WALTER F. KEAN

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

## ADLER COMMUNICATIONS LABORATORIES

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



use for CP to make changes in FM  
on.

### AM—1310 kc

NOX Grand Forks, N. D.—CP to  
age from 1400 kc 250 w to 1310 kc  
v DA-N AMENDED to change DA  
ern.

### Modification of CP.

ABA Aguadilla, P.R.—Mod. CP new  
station for extension of comple-  
tion date.

BSC Bennettsville, S. C.—Mod. CP  
change frequency etc. for extension  
completion date.

WPC (FM) Muscatine, Iowa—Mod.  
new FM station for extension of  
pletion date.

BBS-FM San Francisco, Calif.—  
CP new FM station for extension  
completion date.

BROADCASTING • Telecasting

### Modification of License

WLOW Portsmouth, Va.—Mod. license  
to change studio location from Ports-  
mouth to Norfolk AMENDED to specify  
Norfolk and Portsmouth and main  
studio location.

### CP to Replace CP

WKAT-FM Miami Beach, Fla.—CP to  
replace CP new FM station.  
WMVO (FM) Mount Vernon, Ohio—  
CP to replace CP new FM station.

### License Renewal

Following stations request renewal of  
license: KFRB Fairbanks, Alaska;  
KDMS El Dorado, Ark.; KFAC Los  
Angeles; WDRC Hartford, Conn.; WCCC  
West Hartford, Conn.; WTAQ La-  
Grange, Ill.; KRNT Des Moines, Iowa;  
KGLO Mason City, Iowa; WCAM  
Camden, N. J.; WWBZ Vineland, N. J.;  
WNBK Binghamton, N. Y.; WNAE War-  
ren, Pa.; WDOD Chattanooga, Tenn.;  
KXOL Ft. Worth, Tex.; KTRN Wichita  
Falls, Tex.; KOL Seattle; WHBL She-  
boygan, Wis.; WGAD Gadsden, Ala.;  
KWBR Oakland, Calif.; KSRO Santa  
Rosa, Calif.; KGHF Pueblo, Col.; WIBB  
Macon, Ga.; KID Idaho Falls, Idaho;  
WJPS Evansville, Ind.; KSOK Arkansas  
City, Kan.; WNAC Boston, Mass.;  
KROX Crookston, Minn.; KXLW Clay-  
ton, Mo.; WHBI Newark, N. J.; KGCU

Mandan, N. D.; WILE Cambridge, Ohio;  
WSAI Cincinnati, Ohio; WHOK Lan-  
caster, Ohio; WFBC Greenville, S. C.;  
KRIS Corpus Christi, Tex.; KFJZ Ft.  
Worth, Tex.; WBTM Danville, Va.;  
WSAP Portsmouth, Va.; KVCI (FM)  
Chico, Calif.; WRR-FM Dallas, Tex.

### TV—Ch. 4

WHBF-TV Rock Island, Ill.—CP to  
change ERP from 11 kw vis. 5.5 kw aur.  
to 100 kw vis. 50 kw aur.

### TV—Ch. 13

Rockford Bcstrs. Inc., Rockford, Ill.—  
Application for new TV station  
AMENDED to change from Ch. 12 (204-  
210 mc) to Ch. 13 (210-216 mc) and in-  
crease ERP from 28.7 kw vis. 14.35 kw  
aur. to 200 kw vis. 100 kw aur., change  
studio location etc. Ant. 314 ft.

### TV—Ch. 13

WKTV (TV) Utica, N. Y.—CP to  
change ERP from 13 kw vis. 6.5 kw aur.  
to 25 kw vis. 12.5 kw aur.

### APPLICATIONS RETURNED

KTER Terrell, Tex.—RETURNED re-  
quest for transfer of control.

Following license renewal requests  
were RETURNED: KOLT Scottsbluff,  
Neb.; WHBI Newark, N. J.

## August 8 Decisions . . .

### BY THE COMMISSION EN BANC

#### CP to Replace CP

Following were granted applications  
for CPs to replace expired CPs:  
KWBW-FM Hutchinson, Kan. (Class  
B), KOWN Conway, Ark. (Class A),  
KOA-FM Denver, Col. (Class B).

## August 8 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

KWTO Springfield, Mo.—Mod. CP  
authorizing increase in power etc. to  
change DA system. Also mod. CP for  
extension of completion date.

WNXT Portsmouth, Ohio—Mod. CP  
new AM station for extension of com-  
pletion date.

KSBR (FM) San Bruno, Calif.—Mod.  
CP new FM station for extension of  
completion date.

#### Name Change

Silver City, N. C.—CP for new AM  
station on 1570 kc 1 kw D AMENDED

(Continued on page 96)



## 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

General manager having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.

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

Beautiful station in progressive south-coastal community has excellent potential but has not yet made money for two reasons: (1) insufficient starting capital, (2) present manager has not had sufficient experience. (I know. I'm owner-manager.) What I need are no "has beens" or "would be's" but a good all-round manager who knows every phase of this business. Who can cut and hold down expenses and boost sales to where they should be. I can't offer a terrific starting salary but I can offer salary plus commission based on net earnings. I can also offer full authority, full responsibility, headaches, hopes and if you finally make this deal pay off, a chance for part ownership in a good business in a wonderful town. Any takers? Box 578K, BROADCASTING.

### Salesman

Salesman-announcer, Maryland network affiliate. Personable experienced man to assume sales responsibilities. Excellent opportunity, must have ability to extend success of established station to a new community. Start immediately. Write all information, references, first letter. Reply Box 354J, BROADCASTING.

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

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

Hard-hitting, experienced radio salesman for Salt Lake City network station. This growing market and outstanding station offers good opportunity for a man who likes to work hard, who thrives on competition and who knows radio. This job requires man to sell radio only, no TV. All replies confidential. Send full information, including recent photo, to Box 542K, 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. Box 545K, BROADCASTING.

Advertising experience preferred, but not necessary. Excellent living conditions. Salary, plus over-ride. KTPP, Porterville, Calif.

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

Leading station in southern major market has opening for sales executive. Send full details first letter to WAIR, Winston Salem, N. C.

Experienced salesman for sales manager position with Iowa station in a friendly community. Guaranteed salary plus commission. Send qualifications and photo. Also need salesman for local network station in Connecticut city. Fred A. Palmer, Worthington, Ohio.

### Help Wanted (Cont'd)

The Norfolk area is the 26th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman who should earn \$7,000 to \$10,000 yearly. You will be paid a good drawing account against 15% commission and get a number of accounts to start. No floaters or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia. Will be available for personal interviews at Plymouth Hotel, New York, beginning August 13th.

### Announcers

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

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

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

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.

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

Metropolitan western Penna. Two combination men, afternoon DJ and newsman. Experience and license necessary for above average salary. Box 546K, BROADCASTING.

Announcer-engineer network Minnesota station. Good salary, working conditions excellent. Box 548K, BROADCASTING.

Eastern New York station expanding staff, needs disc jockey-news reporter. Must be versatile. Box 560K, BROADCASTING.

Fulltime regional station needs morning announcer. Must be able to run good morning program including newscasts. Several years experience required. Send disc including news and segment of record program, along with references and educational history. Box 562K, BROADCASTING.

Announcer with ticket and/or straight announcer capable of handling early morning trick Michigan network station. Pay good, details sent to you immediately. Two stations of Michigan three station group. Box 577K, BROADCASTING.

### Help Wanted (Cont'd)

Announcers desired. Background necessary. Experience desired, but not necessary. Want young man willing to sacrifice high salary for complete experience. Must have potential for sports, news and music announcing. No floater. Box 586K, BROADCASTING.

We don't want announcers with pear-shaped tones and bad inflection. We want two air-salesmen with personality and naturalness who understand their job. Excellent positions with a good company. Restricted to good men now working. Send detailed personal history as part of your audition. Box 603K, BROADCASTING.

Sportscaster-staff announcers. Experienced play-by-play football and basketball; talent for play-by-play sports; 40 hour week, \$50.00. Phone East Liverpool 1490, collect.

Opening for announcer-engineer. Starting salary \$60.00, maximum, 35 hours. Contact Don Howard, KDLK, Del Rio, Texas.

Announcer-engineer, would consider man without experience. KEVA, Shamrock, Texas.

Immediate opening for staff announcer with emphasis newscasting. Right man can start tomorrow. Personal interview necessary. Lee Gordon, KSWI-KFMX, Council Bluffs, Iowa.

Immediate opening for good, experienced, enthusiastic announcer who enjoys doing a positive selling job on commercials. Control board experience desired, 40 hour week, \$200.00 per month. Send full details by letter accompanied by audition disc KSWM, Joplin, Mo.

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.

Network station wants combination announcer-engineer. Emphasis on announcing. Must hold first class ticket. Wire or air mail complete details of experience and minimum acceptable starting salary. Advancement definitely promised for right man. Ted Nelson, KVER, Albuquerque, New Mexico.

Wanted, combination announcer-engineer. Must be experienced and average or better on announcing. Mutual station in small town. Living expenses low. Housing available. Pay depends on hours and ability. Send full information along with audition disc to L. M. Neale, General Manager, WALD, Waltherboro, S. C.

Combination announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

Wanted, announcer with first class ticket. Write WHBS, Huntsville, Alabama.

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.

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

WPAA, Pottstown, Penna., needs morning man-salesman. Salary plus percentage.

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

### Help Wanted (Cont'd)

#### Technical

Wanted—Engineer without experience with first class license. Good future. Excellent opportunity for radio work in spare time with additional income. Box 559K, BROADCASTING.

Engineer or combination for 250 watt near N. Y. Box 585K, BROADCASTING.

Combo: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. Salary depends on experience. Send audition.

Needed immediately, a man with class phone ticket to handle combo. Excellent earnings. Permanent position. Car needed. Write, wire or phone WCDL, Carbondale, Penna.

First class operator wanted immediately. Experience not necessary but essential. Good pay and working conditions. Phone collect WDKD, Kintree, S. C.

Southeastern network station wants experienced first class operator with capable of maintenance and record as well as transmitter watch. Compensation not swollen by long hours. 40 hour week with time-and-a-half for occasional overtime. Permanent job placing man gone to TV after five years our staff. Write, wire or phone Atkinson, WGBA, Columbus, Georgia.

Combination engineer-announcer 36 hour week, air conditioned studio, high salary, free transportation, work station. WGYV, Greenville, Alabama.

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

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

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

Wanted: First phone engineer, 1 ABC, under construction. Good prospects. \$57.50, 44 hours. Reply, C. Engineer, WORD, Spartanburg, S. C.

First class engineer, no experience required, WRAG, Carrollton, Ala.

### Production-Programming, Other

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

Executive asst. with solid background of programming, production, news promotion, to supervise such departments in a highly rated regional work station. Must have successful previous record in these fields and able to build high ratings in a competitive market. State previous experience, salary expected and all pertinent details. Confidential. 412K, BROADCASTING.

Wanted: Newsmen, news reporter, newscaster, farm news, some sports desirable. List all qualifications, send disc, photo and salary requirements. Box 582K, BROADCASTING.

Copywriter-announcer for Florida time LBS affiliate. Southerner preferred. Box 608K, BROADCASTING.

News director, able to take full charge of a live wire news room in a lead 5000 watt, north-central network affiliate. Must be a topflight newscaster thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reputable, giving detailed previous experience, salaries, when available and attach small photograph. 413K, BROADCASTING.



## Help Wanted (Cont'd)

Z. Pottstown, Penna., new kw mer, needs experienced, male writer-announcer. Very limited uncng duties.

## Situations Wanted

### Managerial

manager, 7 years experience, first phone, consider managerial post. representation for transcription ce or radio equipment company. e. 28 years old. Box 552K, BROADCASTING.

rienced executive, former NAB of, twenty years operating, administrative and legal background, past nine in Washington, available for al connection or assignment, lim-travel. Own Chevy Chase home; nsive civic, club and government ations. Present connection, \$25,000 ear, now requires too long absence home. Will consider less. Can e change on thirty to sixty days e. Write Box 556K, BROADCAST-

mind ed manager-PD, 5 years, worker, available soon. Good e, play-by-play. Guarantee results les, programming, office efficiency, ic relations, or money back. Re- will guide salary. Box 565K, ADCASTING.

ager, thoroughly seasoned. Will ce more profit. Ohio or surround- Minimum salary \$8,000 plus bonus. 581K, BROADCASTING.

ram manager, thoroughly experi- d in radio and TV, proven record ilding ratings in competitive mar-. Can create, write and produce rams. Sales ability. No job too h. Box 590K, BROADCASTING.

ager-sales manager, 20 years news- radio management, sales, pro- mising, continuity experience. Ma- responsible, aggressive. Commu- minded, excellent record. Family college graduate. Desire change llent personal reasons. Now em- ed sales manager, KOEL, 500 watt rty affiliate, Oelwein, Iowa. Go where, available interview. Salary- nission basis. Experience opening e stations. Gene Callahan, 37 Sec- Avenue, S. E., Oelwein, Iowa. ne 844LJ.

### Salesman

mbination man wants to get off board e can sell. Experienced announcer first phone license. Box 550K, ADCASTING.

### Announcers

e years experience. Announcer, scaster, disc jockey. Professional oling, Hollywood, Wisconsin area rred. Box 312K, BROADCAST-

ouncer-PD would like position with ressive station that likes new ideas. e five years sound experience in y echelon of broadcasting, with asis on special events, audience ipation and a successful children's of own creation. Mature voice, married, two children. Interested permanency. Box 363K, BROAD- TING.

tscaster, network references, 6 s experience doing play-by-play college and professional football, etball, boxing and baseball. Mar- and draft exempt. Box 431K, ADCASTING.

ouncer, native of Iowa. Married, ran, employed. Nine years in east- radio. Desires permanent position God's County," Iowa. Box , BROADCASTING.

ouncer, available immediately, ng on DJ, news, commercials, some ole. Will travel. Young, sober, ran. Box 479K, BROADCASTING.

anna go south. Announcer-DJ, oughly experienced. Strong com- mials, newscasting. Can operate d. Box 482K, BROADCASTING.

rienced announcer, all-round staff College. Vet. Exempt. Per- ent. Family man. Available Sep- ber First. Box 494K, BROADCAST-

rienced topnotch combo. 1st phone. ed, vet, age 31, prefer west. \$95.00 ly. Excellent references. Avail- 2 weeks after making deal. Box , BROADCASTING.

rienced major market sportscaster excellent character and ability ences desires station heavy on ts. Box 501K, BROADCASTING.

## Situations Wanted (Cont'd)

Qualified, conscientious announcer, su- perior voice and commercial style, thoroughly experienced all phases pro- gramming and production, desires per- manent affiliation established station. BOX 517K, BROADCASTING.

New blood. Young man, draft ex- empt, three years college radio ex- perience including announce, DJ, sportscast, newsroom. Desires perman- ent position with future in small indie station. Anywhere. Particulars on re- quest. Offers? Box 518K, BROAD- CASTING.

Eight years experience in announcing and production. Background includes music, news and special events. Intel- ligent commercial rendition and ad lib- bing. Married, college degree, twenty- six years old, draft deferred. Interest- ed in employment in radio/television market. If you offer permanent em- ployment with progressive organiza- tion, I'll travel for audition and inter- view. Box 538K, BROADCASTING.

Announcer, deejay, copywriter, sports, news, console. Married, veteran. Four years experience, all phases. Box 539K, BROADCASTING.

Canadian network announcer-producer. Married with three children. Moving south about October 1st. Four years experience with CBC, three years in private radio. Now doing network news, special events, musical shows. Professional music background. Prefer to locate in ambitious station in south- west. Will arrange personal interview, should you be interested. Write Box 541K, BROADCASTING.

Announcer, single, two (2) years ex- perience handling all types of pro- grams. Good DJ, news. Loyal, sincere. Box 547K, BROADCASTING.

Newsman - announcer, married, draft exempt. Over two years in radio news. Want work with a bigger news depart- ment. Currently employed at 1000 watt eastern independent. Money not pri- mary concern. Box 549K, BROAD- CASTING.

Play-by-play football, basketball, base- ball. Five years experience. Never without sponsor, seek sports station. Assist in programming, production, an- nouncing. Box 551K, BROADCASTING.

Good, experienced, staff announcer and disc jockey wants permanent employ- ment with eastern station. Capable of building own show and personality. Family, 27, best references. Box 553K, BROADCASTING.

Can you use experienced, versatile an- nouncer-writer with staff, news and sports, plus commercial, continuity and newspaper experience? Good back- ground, neat, presentable, pleasant effective voice. Single, 4-A, will travel. Presently employed, require 2-week notice. Will consider any position, give preference to news-staff offer. \$60.00 minimum. Box 554K, BROADCAST- ING.

Announcer-engineer, 1st phone. Area east of the Mississippi, north of Mary- land preferred. Four and one half years experience. Married and draft exempt. Position must be permanent. Box 555K, BROADCASTING.

Staff announcer. 6 years experience. Strong on news. 32. Family. Now at 50 kw operation in midwest. Box 557K, BROADCASTING.

Employed announcer desires change. Background covers all phases of broad- casting, heavy on news, TV experience. "Only progressive metropolitan programmed stations considered." All replies answered. Box 558K, BROAD- CASTING.

Whoa . . . young college grad desires opportunity to train as announcer and learn radio bottom up. Disc/tape and photo. Box 564K, BROADCASTING.

Combination announcer-engineer. Defi- nitely top-level. Excellent voice. Seven- teen years experience in positions as chief engineer, chief announcer, pro- gram director, newscaster-editor, con- sultant. Former station owner. Advise salary. Box 566K, BROADCASTING.

Experienced sportscaster, available on two weeks notice to station now em- ployed. Desiring position to do foot- ball, basketball, baseball. Three years experience. Married vet with university degree. Will send audition tape on re- quest. Please include terms. Box 567K, BROADCASTING.

## Situations Wanted (Cont'd)

Good sports man available. Baseball, football, basketball, boxing experience. Married. Veteran. College. Age 31. Box 568K, BROADCASTING.

Hillbilly DJ, know, like hillbillies. Seven years with own top western unit. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials. Details, transcrip- tion request. Available around first of September. Box 571K, BROADCAST- ING.

DJ entertainer and all-round staff. Desire progressive station east or mid- west. 26, single, draft exempt. Prefer early morning or very late nite show. Good work for good deal. Box 572K, BROADCASTING.

Sports announcer, 52 months extensive play-by-play experience, handling more than 1000 events, including Big Ten and pro basketball, prep football, Three-I league baseball, Golden Gloves and pro boxing. Married, 28, draft ex- empt, seeking better market. If you do year-round play-by-play, give a listen to one sincerely wrapped up in his work. Employed. Box 576K, BROAD- CASTING.

Combo man, first phone, limited ex- perience, desires position with future. Married, draft exempt, own automobile. Box 580K, BROADCASTING.

Young man recently graduated from an accredited midwest radio announc- ing school desires opening in announc- ing, staff or otherwise, in a northeast U. S. station. Box 583K, BROADCASTING.

Announcer, strong on news, rewrite, sports. Good commercial sell. Deep, resonant voice. Thorough knowledge radio, single, college grad, veteran. Box 588K, BROADCASTING.

Conscientious, draft exempt family man wants to locate northeast permanently. Announcer, writer, news, console play- by-play. One year all-round experience in net affiliate. Degree in radio, tele- vision. Box 591K, BROADCASTING.

News, sports, DJ (classical, popular) commercials, also specialize in any field, control board operation. B.A. Degree English, veteran, small community de- sired. Box 595K, BROADCASTING.

Experienced announcer - copywriter, acting. Work board. Sober, neat. Sixty dollar minimum. Only conscientious progressive station managers need an- swer. Box 596K, BROADCASTING.

Seeking job as announcer—negro. Trained Radio City, college background. Strong on DJ, commercials, news. Clean cut; pleasing voice, can write commer- cial copy. Disc available. Box 598K, BROADCASTING.

Triple threat man! DJ, announcer, singer, currently: N. Y. C. Draft ex- empt, known nationally on records- transcriptions. Prefer station within 500 miles N. Y. C. Don't be timid, write! Box 600K, BROADCASTING.

Experienced morning man familiar with all phases of broadcasting and trained in TV wants permanent job with pro- gressive station. Pleasant voice, mar- ried, wants to settle. Box 602K, BROADCASTING.

Announcer. Five years all phases. Now PD. \$80. Box 604K, BROADCASTING.

Announcer. Three year man all phases. \$75. Married, draft exempt. Box 605K, BROADCASTING.

I can sell! Experienced, exempt, mar- ried. Commercial forte, news, DJ. Now employed eastern 5 kw. Prefer western Penna. vicinity. Reply Box 607K, BROADCASTING.

Newswriter, 50 kw midwest, desires return to sports play-by-play. Broad- cast Northwestern U 1950 football games. Also have handled basketball, baseball, track. Journalism Masters, Northwestern. Full details and refer- ences. Box 609K, BROADCASTING.

### Technical

Chief engineer: Years of experience including new constructions. Now em- ployed. Box 416K, BROADCASTING.

Combo chief engineer-announcer, 2½ years experience desires change. Mar- ried, 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.

## Situations Wanted (Cont'd)

First class licensed engineer looking for combo position or transmitter engineer position. Recent graduate. Ambitious and willing to learn. Box 537K, BROADCASTING.

Engineer going to school? Perhaps I'm your replacement. 4½ years AM trans- mitters thru 5 kilowatts directional, studios, remotes, recording, mainte- nance. Southeast, preferably moun- tains. \$75 minimum. Box 543K, BROAD- CASTING.

Combination engineer - announcer de- sires part-time doing either or both in Washington, D. C. area. Box 570K, BROADCASTING.

Engineer, first class phone ticket, de- sires experience, also has TV camera training. Box 593K, BROADCASTING.

1st phone operator. Single. Will travel. Some experience in broadcasting. Am- bitious. Box 594K, BROADCASTING.

Experienced combination engineer-an- nouncer who is willing to work, desires permanent position with station will- ing to pay. Prefer North Carolina. Will wait for good job. Box 599K, BROADCASTING.

Chief engineer, 3 years experience all phases broadcasting including construc- tion from ground up. Advanced TV training. Permanent, no combo. Mar- ried, 26, draft exempt, location immat- erial! References. State salary. Apt. 13, 2267 Newport Blvd., Costa Mesa, Calif.

AM - FM experienced. Construction, maintenance. Young, married, car, so- ber, ham, IRE. No announcing. Imme- diately available. Eddie Howell, Dillon, S. C.

### Production-Programming, Others

Copywriter, presently employed, 4½ phases experience writing "punchy," "selling" commercial copy, also music, quiz shows, some fashion commentary. Graduate leading eastern women's col- lege. Go anywhere. Will consider agency, but prefer women's commen- tary or copywriting. West or south- west radio station! Box 507K, BROAD- CASTING.

Program director-announcer, 33, mar- ried, children, 10 years all phases. Box 561K, BROADCASTING.

News editor, aiming for Florida, four years with top network affiliate, family, vet. Box 563K, BROADCASTING.

Writer! (This ad cost me \$11.50, let's don't let it go to waste!) Am available for agencies, networks, large stations! Am now continuity director of 5 kw midwest radio station in large metro- politan area. Degree in advertising and journalism. Over 3 years radio con- tinuity, publicity and promotion ex- perience. Commercial copy, special scripts, etc. Specialty: "singing jingles." Compose music, words and play piano and "sing" sometimes. In effect, pro- motion director, also. News releases, promotional brochures, take photos, write column, etc. Desire position with radio-TV department in advertising agency or with a large TV or radio network or station as writer-producer and/or publicity and promotion man. Single, 27, veteran. Starting salary, \$5000-\$7000. Box 574K, BROADCAST- ING.

Experienced program director, single, draft exempt veteran, wishes connec- tion with progressive station. Back- ground of 6 years includes announcing, selling, PD, and publicity, promotion. References. Box 575K, BROADCAST- ING.

College graduate, male, 22, single, draft exempt, looking for experience in copy- writing. Will go anywhere. Box 579K, BROADCASTING.

Experienced male copywriter with good background, sound salable copy, am- bitious, desire aggressive organization. Box 599K, BROADCASTING.

Responsible, fully trained S. R. T. Radio, T. U. graduate, sales experience, capable of any job in radio or TV, desires first break in either medium. Ambitious, reliable, 24, vet, good ap- pearance, car, will travel. Highest ref- erences. Box 601K, BROADCASTING.

Girl, experienced all phases women's, children's programming and continuity. College background. Seeking position with progressive radio and/or TV sta- tion, New York-New Jersey area. Box 606K, BROADCASTING.

(Continued on next page)



## Situations Wanted (Cont'd)

### Television

#### Salesmen

Experienced account man seeks new affiliation with future. Consider TV station, national rep, agency or film distr. Now top producer with southwest, television station after 1 year. Prior experience includes 2 years with national representative Chicago office. Excellent record. Excellent references. Statistics: Age 30, single, college. Details follow your inquiry or will appear personal interview. Wire or write Box 592K, BROADCASTING • TELECASTING.

#### Announcers

Ten years experience as announcer, news man. Program director 5000 watt net affiliate would like to be with TV station. 30, draft exempt. No rush but would like to serve operation with a future for us both. Photographs and tape sent on request. Box 584K, BROADCASTING • TELECASTING.

#### Production-Programming, Others

TV writer-producer, experience in research, writing, narrating, producing of historical, educational and original material; public relations; personnel. College graduate. Box 540K, BROADCASTING • TELECASTING.

Experienced TV director-producer. 1000 program hours (3 years) of live studio shows; variety, women's, sports, science, children's education, including network origination. Currently employed large eastern metropolitan station. Top references; veteran; family man. Box 438K, BROADCASTING • TELECASTING.

## For Sale

### 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.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals—holders 1400 kc. Crated. \$2,000.00 cash. Box 526K, BROADCASTING.

For sale, complete broadcasting equipment for FM radio station, all bought new 3 years ago, includes 3 kw W. E. transmitter, 54A 8 bay W. E. cloverleaf antenna. 25B W. E. console, 2 Fairchild turntables, 225 ft. self-supporting Blaw-Knox tower, G. E. type BM-1-A FM station monitor, plus many auxiliary items all in excellent condition, contact Box 544K, BROADCASTING.

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.

## For Sale (Cont'd)

Three Crouse Hinds lighting kits (CAA-A3, cable fittings, no cable). Include 300 MM code beacon, with 2 red color filters, two sets double obstruction lights with 2 red fresnel globes, assembled. Equipment used 2 years. \$300.00 per kit. One 3 pole flasher, water-tight housing, \$30.00. 4 lighting chokes, \$45.00 each. 150' type 101 Wincharger tower, cheap. 600 feet, 3/4 inch coax, 25¢ per foot; 600 feet, 3/8 inch coax, 50¢ per foot. Radio Station WISE, Asheville, N. C., Telephone 3-5381.

Radio craftsmen RC-10 AM-FM tuners, RC-101 and 200 TV, RC-2 amplifiers, 15% off regular dealer net. All new factory stock with warranty. FOB, Williamsport. Terms—25% cash with order, balance COD. Also bargains in Jim Lansing, Stephens, Electro-Voice, Jensen speaker systems. 20% off usual net. Write for list or phone Alvo Recording Co., 51 W. Third, Williamsport, Pa.

Completely equipped power rack. Console. 2 dual speed cabinet turntables. Three baffled speakers Presto Y recorder complete. 3 "Cardyne" mikes. Boom stand. 1 6 ft. 6 in. Kimball Grand—cost \$1600. Tables and desk, chrome chairs. \$2000 for lot. Broadcast Productions, 25 E. Jackson Blvd., Chicago, Illinois.

For sale—Broadcasting stations. Leonard J. Schrader, 509 1/2 E. Green St., Champaign, Ill. Phone 9094 collect.

## Wanted to Buy

### Equipment etc.

Complete equipment for eastern 1230 kc 250 watt, including transmitter, tower, tuning unit, monitors, speech input. Box 587K, BROADCASTING.

Wanted, equipment for a 10 kilowatt broadcasting station A. M. transmitter, any popular manufacture, all equipment necessary. P. O. Box 321, Memphis, Tenn.

Wanted: Reasonably priced RCA TMV-129B crystal for 1240 kc/s. Radio Station KICA, Clovis, New Mexico.

All or part A-3 lighting two towers, flasher motors, chokes. WINZ, Opa Locka, Florida.

## For Sale

### Equipment, Etc.

## For Sale

Collins Multi Channel Studio Console, 2 bay racks, tuner, oscillator, complete 2 studio control rooms used two years. Martin Karig, 13 Warren Street, Glens Falls, N. Y.

## For Sale (Cont'd)

### Stations

## only station

250 watt daytimer in excellent southwestern small community, serving an area of 100,000 population. Ambitious owner-manager can pay this property out in three to four years. Sales above \$50,000 now, larger potential. Not a distress property, as it has always made money. \$50,000 price includes \$10,000 quick assets, half down. Please state your cash position. Box 573K, BROADCASTING.

## FOR SALE

### FLORIDA STATION

\$65,000

Excellent market, rapidly expanding. Good equipment.

An outstanding buy.

For details write

BOX 610K, BROADCASTING

## Situations Wanted

### Television

#### Production-Programming, Others

**AVAILABLE!**  
**EXECUTIVE!**  
**CURRENTLY (and**  
**for the past year)**  
**PRODUCING TOP**  
**NETWORK VIDEO**  
**SHOW FROM N. Y.**

Thoroughly experienced in all phases of programming, personnel, budget, writing, directing, producing and creating ideas.

10 years experience as program director of important regional radio stations and staff producer for major radio network.

## I WANT

Executive post with station where my experience, ingenuity, ability to hypothesize, creative talents and commercial knowhow can spark your present operation and build solidly for the future. Family man, draft exempt. Excellent references.

BOX 589K

BROADCASTING • TELECASTING

## Wanted To Buy

### Stations

## WANTED ... your headach

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

**GEORGE R. TURPIN** P. O. Box 100, Ft. Worth, Tex.

## 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 Consultant  
726 Bond Bldg., Washington 5, D. C.

## RADIO PERSONNEL

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

## BERT ARNOLD

Keene Road,  
Clearwater, Florida

I am placing be  
men with be  
stations everyw  
every day.

## CATHEDRAL FILMS

### Releasing Backlog for

ENTIRE backlog of movies Cathedral Films, Los Angeles, of the oldest and largest producer of religious films, will be made available to television, according to an announcement by Rev. J. K. Friedrich, president. Films valued at approximately \$1.2 million.

At the same time the firm announced it would go into the production of films designed especially for television. In the immediate available group are 40 films, including the series of 12 *Life of Paul* half-hour programs; series films based on Biblical stories period costume, and another based on modern problems solved by application of religion.

Cathedral is planning production of its first TV films, a half-hour series entitled *Holy Night*. Films will be distributed by Cathedral Releasing Corp.

## Outstanding Opportunities

**\$25,000.00 down payment**

balance financed on reasonable terms

### MIDWEST

An excellent facility located in one of the midwest's under-stationed markets—a city of more than 70,000—retail sales over ninety million and only two stations. One or two good operators can make \$25,000.00 a year here and greatly increase the value of the property.

## BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO

Harold R. Murphy  
Tribune Tower  
Delaware 7-2755-6

SAN FRANCISCO

Ray V. Hamilton  
235 Montgomery St.  
Exbrook 2-5672

## RADIO

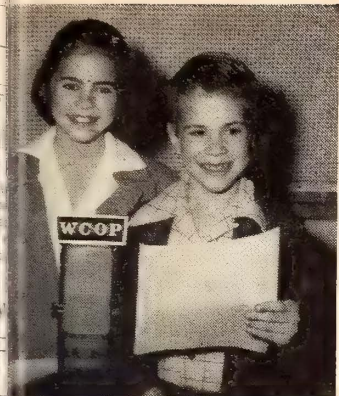
and

## TELEVISION

## TIME BUYER

► Unusual opportunity for top flight radio and television time buyer for leading mail order advertising agency presently scoring the most outstanding success in the business. Must have contacts with radio and television stations, radio and television representatives and have the ability to make rapid-fire decisions, purchases and cancellations. Must be able to work under pressure when necessary and handle a heavy amount of station activity. Pleasant working conditions outside of New York City with all of the assistance necessary to do an outstanding job. High salary in keeping with present earnings and ability. Write in confidence to Box 597K, BROADCASTING.





Jonny and Betsy King, whose combined age totals 18, are fast becoming radio veterans.

## RADIOMAN

Jonny, 8, Joins Betsy, 10

WCP Boston's newest sports commentator also probably is the youngest. He's eight-year-old Jonny King who is giving the baseball fans an earful with predictions and tart comments. Jonny is the brother of Betsy King, now all of 10, who was the station's youngest disc jockey when she originated her *Let's Have Fun* program three years ago on WCOP. They are children of Gene King, WCP program director. A few weeks ago, Betsy invited Jonny to appear on her show, 9-10 a.m. Sunday. The response to Jonny's "Junior Sports" has boosted his appearance to a regular feature spot on the program.

## NABET AT KGO

Ends to Creative Employees

ENDING its sphere to include the wide end of radio and television, NABET (National Assn. of Broadcast Engineers and Technicians), last week reached contract agreements covering four writers, producers at KGO San Francisco, production assistants and scenic graphic artists at KGO-TV; they were unanimously voted in as bargaining representative by four members at KNBC San Francisco. The retroactive to May 15 the KGO contract calls for basic weekly pay of \$120, replacing former \$95 weekly wage. The television contract is retroactive to May 1 and gives scenic and graphic artists a 50% boost, bringing monthly salaries to \$375; production assistants go from \$250 to \$335 monthly. Both contracts are based on an eight-hour day, five day week. Standard NABET provisions for engineers covering vacation, leave, vacations etc. will apply. NABET currently represents engineers at both KGO AM-TV. The union currently is negotiating with KSMO (FM) San Mateo, for contracts covering four producer-engineers.

LEON, owner of WDAS Philadelphia, will begin conduct series recording dates for Capital Rec-

# allied arts



**EDWARD D. ROBISON**, nationally known sales and marketing counselor, to John Sutherland Productions Inc., L. A., servicing clients in sound films, television film commercials and motion pictures in 11 western states.

**EZRA R. BAKER Jr.** named director of sales promotion International Movie Producers Service, N. Y.

**JOHN GREY**, writing staff ABC-TV Hollywood, to scenario department Jerry Fairbanks Productions, Hollywood.

**LEE SAVIN**, producer Horace Heidt Co., N. Y., to Ralph Branton & Assoc., L. A., to produce *Raffles* TV series.

**DAVID R. GOLDBERRY**, reporter *Athens Messenger*, Athens, Ohio, to public relations staff Seiberling Rubber Co., Akron.

**JOHN T. QUISENBERRY**, general counsel Chesapeake & Potomac Telephone Co., Washington, named general attorney of AT & T, succeeding **T. BROOKE PRICE**, who became AT & T vice president and general counsel on July 1.

**WILLIAM GOODHEART Jr.**, executive vice president and general manager newly merged Official Films Inc.-Jerry Fairbanks Productions, and **JERRY FAIRBANKS**, producer, elected to board of directors of combined organization.

**JACK McCLAIN** to Snader Telescriptions Corp., as sales service representative in Atlanta.

**BERNARD BRODY**, art director and production manager, Makelim Assoc., advertising agency, to Snader Telescriptions Corp., Beverly Hills, Calif., on production staff.

**CHESHIRE & ASSOCIATES**, Hollywood, appointed distributor of *Marvin Miller, Story Teller*, transcribed series of 260 completed 5-minute programs based on authentic but little known stories of great men. **LARRY YOUNG** is researcher-writer of the series.

**ELEANOR PARKER** and **FRED MacMURRAY**, motion picture actors, have each recorded 15 minute interview plus series of radio spots for use as exploitation for forthcoming **BERT FRIEDLOB** production, *Millionaire for Christy* in which they are co-starred. Film will be released through 20th-Century-Fox.

**STERLING TELEVISION Inc.**, N. Y., to handle TV distribution for Tele-news Productions' short-subject films, including more than 50 already completed, plus future Telenews shorts.

## Equipment . . .

**GEORGE HAKIM**, cooperative advertising manager of receiver sales division, Allen B. DuMont Labs, Clifton, N. J., appointed advertising manager of division.

**F. A. (Doc) DAUGHERTY**, owner of a sales representative firm, Bedford, Ohio, named sales representative for cathod-ray division, Allen B. DuMont Labs., N. Y.

**RAYMOND K. BURNET**, sales staff Sue, Young & Smith, (wholesale appli-

ance distributor), L. A., named Cleveland district sales manager for radio and television division Sylvania Electric Products, N. Y.

**D. W. (Winnie) MAY** named regional manager in New York City and Northern New Jersey for Hoffman Radio Corp., L. A.

**MERIT TRANSFORMER Corp.**, Chicago announces production of "air core" horizontal output transformer, HVO-8, designed for use in direct drive systems. Used with company MDF-30 "cosine" yoke, HVO-8 provides wide replacement coverage. Complete technical data supplied with each unit.

**CONCORD RADIO Corp.**, Chicago, releasing publication *Concert Hall Realism with High Fidelity*. Forty-eight page booklet gives information about high fidelity, covering development and growth of system.

**W. W. HAMILTON** appointed head of new two-way radio communication division Avia Products Co., L. A. He was vice president Vetric Inc.

**WALTER H. STELLER** and **GEORGE R. MacDONALD**, vice president and director Motorola Co., Chicago, retiring. Mr. Steller joined the company in 1937, and Mr. MacDonald in 1934.

**RCA** tube department releasing revised and amplified version of *Television Components* book, to parts dealers and technicians. Book, compiled for quick reference, gives data on each component listed.

**EMERSON RADIO & PHONOGRAPH Corp.** announces organization of subsidiary company to distribute Emerson Radio & Phonograph products in Chicago and northern Illinois. New firm, Emerson-Midwest Corp., headed by **CHARLES ROBBINS**, vice president in charge of sales of parent company, and has offices and showrooms at 512 S. Michigan Ave., Chicago, and warehouse and shipping and service depts. at E. 8th and Wabash, Chicago.

**DR. IVAN GETTING**, chief scientist of U. S. Air Force for past year, elected vice president, engineering and research, Raytheon Mfg. Co., Waltham, Mass.

## Technical . . .

**JAMES KNAPP**, engineering department **WOLF** Syracuse, named staff projectionist **WHEN (TV)** Syracuse, replacing **IRVING WELSTED**, now with Bendix Corp.

**FRED ALBIN**, recording engineer **KECA-TV** Hollywood, named Hollywood chairman for 70th Convention of Society of Motion Picture and Television Engineers.

**TOM O'DONNELL**, technical department **KXOK-FM** St. Louis, father of boy, Danny Clark, Aug. 1.

**KENNETH S. LITRELL Jr.**, engineer **WTVJ (TV)** Miami, and Martha Ann Bell announce their marriage.

**UNDERWOOD GRAHAM**, FCC engineer specializing on North American Regional Broadcasting Agreement matters, resigns to join Central Intelligence Agency.

**PAUL DAVIS**, new to radio, to **WFML (FM)** Washington, Ind., as engineer, replacing **FRED KUHLMANN**, resigned.

## TELETEACHING

Syracuse U. Experiments

**SYRACUSE U.** is experimenting by teaching a regularly scheduled summer term course by television. When the course ends this month, students will take a battery of tests by which educators hope to derive some decisive answers as to which is more effective—classroom teaching or instruction by television.

A freshman course in responsible citizenship was chosen as the test-case. Half the students are assigned to a classroom where they are instructed for 1½ hours daily in a regular academic manner. The remainder of the students take lecture notes via video.

## VIDICAM EXPANDS

Adds Three to Sales Staff

**EXPANSION** of the sales staff of Vidicam Pictures Corp., New York, TV motion picture producer, was announced last week by Edward Carroll, vice president and general manager.

Sales staff additions are Joseph Barnett and William H. Groody, formerly of Jerry Fairbanks Inc., and Bruce Trabue, who has been with the sales staffs of Town Equipment Co. and Curtiss-Wright. Mr. Carroll also announced Harry Doolittle, recently with the TV department of Grant Adv., Chicago, has been named sales promotion director of Vidicam.

## WANTED!

## murder scripts

Wanted—scripts adaptable 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



## Style Sheet

(Continued from page 87)

sembly; Harrison County; Drake Publishing Company; Mesabi County Taxpayers League.

### Figures

In the area of figures, there are many specific suggestions that will be found useful. Summarizing some of the fundamentals, one would emphasize that it is to the mutual advantage of both announcer and listener for the radio news editor to use figures much more sparingly than the newspaper reporter uses them. He should use only figures and statistics that are essential, and then he should put them in a form that will be easy for the announcer to read and for the listener to grasp understandingly.

Many figures, especially large ones, should be translated into round numbers whenever it is feasible. When simplifying numbers, it will be convenient to employ such generalizing terms as *about*, *more than*, and *almost*. Also, to avoid repetition and to make numerical information meaningful, the writer should be alert to translate trends or changes into such terminology as *doubled*, *cut in half*, *dropped 20%*, and *were only one-fifth what they were last week*.

Of the numerous other specific suggestions concerning figures, one of the most helpful is the use of a hyphenated combination of numerals and words to express large numbers (*17-million Chinese*).

In the final analysis, the most important point in the handling of numerals is good judgment. The radio news editor must use the best possible judgment in eliminating much statistical material; he must generalize and simplify intelligently; but, while striving for easy reading and easy listening, he must take care that highly important information is not omitted nor distorted.

### Punctuation

Traditional rules of punctuation will be followed in most instances. However, in optional situations (not in violation of long-accepted rules) the writer may find it useful to punctuate freely. As aids to



**THIS IS KCMO-AM-FM** Kansas City, Mo.'s new Radio Center, located at 125 E. 31st St. The red brick building has 10,000 square feet of working area, 4,000 of which has been set aside for future TV operation. Largest AM studio is 12 by 24 by 36 feet. First floor also houses FM transmitter. Move into the new quarters was made during the July 13 flood. The station was on the air all night. Because of the flood, formal opening has been set for next month.

oral reading with intelligent interpretation of the content, dashes and rows of dots are often employed to good advantage.

### Direct Quotations

Direct quotations should be used much more sparingly than they are in some other forms of writing. Many direct quotations are not read very well aloud and they often tend to be confusing to the listener. Condensation and conversion of most direct quotations to brief indirect quotations will be advantageous in the majority of cases. The jarring words *quote* and *unquote* may easily be avoided; controversial or striking quoted material may be clearly identified for the listener's benefit with a variety of phrases, such as *as he put it* or *in what he called*.

It is far better radio style to give the source before the quotation rather than as a dangling after-thought.

It should go without saying that libelous allegations must be carefully deleted, and all opinion should be ear-marked clearly so that it does not sound as if the ideas being expressed are those of the announcer or of the station he represents.

### Names and Titles

It has long been common practice in most radio newsrooms to avoid a story beginning with a person's name. The listener needs

to be given time to adjust his ear to the story, making sure there will be no misunderstanding concerning the identity of the person. Unless a title is long and unwieldy, it is a good idea to have it precede the person's name.

A long list of names has no place on the average newscast.

If a person's first name is used, rather than his initials, the middle initial can usually be discarded.

### Time Element

One of the most disputed points of radio news style is the use of the present tense. It is the writer's conviction that some radio people have gone overboard for the present tense, using it to excess and at times when it is most artificial. When a thing has clearly happened in the past and the action has terminated, it is obvious to all concerned that the event occurred in the past and the verbs should be chosen accordingly. An honest use of the past tense is to be preferred to artificial use of the present tense.

It is true, of course, that the alert radio newsman should ever be alert to the possibility of freshening the approach on a story, finding new angles, and avoiding emphasis on old time elements.

Simple words are best. Whenever there is a choice, the writer should choose the word that is easiest to read and easiest to understand. In addition to choosing simple words, the writer must think constantly in terms of sound. This means that he will avoid such things as alliteration, rhyming words, unpleasant sound sequences, and technical terms that are not absolutely essential.

While properly chosen connectives that give "flow" to the copy have much to commend them, there is great temptation to use such transitional words as *meantime* and *meanwhile* far more than they should be.

Although good radio writing sounds deceptively simple, it actually is a highly skilled form of expression. The simplicity and the clarity of well written radio copy are the marks of a competent craftsman.

## A&V EXPANSION

### Moves to New Quarters

PLANS for expansion of Audio Video Products Corp., New York, coincident with a move into new quarters at 730 Fifth Ave., was announced last week.

Details were made known in a prospectus covering a proposed issuance of \$150,000 in a 6% ten-year convertible sinking fund debentures and 90,000 shares of common stock, proceeds from which will be used in the expansion program.

The company, which also owns and operates Audio-Video Recording Co. and the new A-V Tape Libraries Inc., will occupy 10,000 square feet of floor space at the Fifth Ave. address, formerly WQXR New York studios. Remodeling of the space and construction of five recording studios there now in progress, and transfer of the executive offices from 11 Broadway has been accomplished under the direction of President Charles E. Rynd.

The studios, each with floating ceilings and floating walls, are scheduled for completion in 30 or 45 days.

In addition to more than 20 tape recorders, five disc recorders, and related equipment, the recording company "is about to add 100 pieces of equipment for television broadcasting," the prospectus notes.

Within 60 days the recording subsidiary expects to have a special tape duplicating equipment to take care of the growing demand for this service," the prospectus asserts.

Audio & Video products was formed in 1948 as a sales agent for Audio Tape Recording machines. Principal officers are President Rynd, former Vice President in charge of operations; Vice President Percy Deutsch (president of the recording company and A-V Tape Libraries founder and former president of World Broadcasting System); Vice President Russell O. Hudson, former sales service manager of west coast recording manager ABC; Engineering Vice President Oliver Summerlin, former chief recording engineer in charge of recording department of Capitol Records and Vice President, Treasurer, Assistant Secretary Richard S. R. former production control supervisor for Ajax Flexible Coupling Co. Sperry Gyroscope Co.

### Advice to Educators

STORY on cooperation among broadcasters and educational institutions, under the heading "Educators Advised—Cooperation Best," from the July 23 issue of BROADCASTING • TELECASTING, introduced in the Aug. 2 Congressional Record by Sen. Ed C. Johnson (D-Col.). The chairman of Senate Interstate Commerce Committee said the news story discussed "what contribution television can make to educational processes and most interestingly and pointedly

*When It's **BMI** It's Yours*

Another BMI "Pin Up" Hit—Published by Ludlow

## LONGING FOR YOU

**On Records:** Vic Damone—Mer. 5655; Teresa Brewer—Lon. 1086; Tommy Tucker—MGM 11021; Larry Clinton-Paulette Sisters—Broadway 1008; Les Baxter—Cap. 1731; Russ Morgan—Dec. 27703; George Cates—Coral 60546; Sammy Kaye—Col. 39449; Cathy Matice—Vic. 204219.

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



## Radio Free Europe

(Continued from page 26)

ive of the Fred Waring organi-  
on and advertising executive  
General Foods, set up the sys-

r. Lang believed that exiles  
in Iron Curtain countries could  
freedom to their compatriots  
home because only they knew  
idiom and psychology of their  
countrymen.

He believed too that U. S. radio  
advertising techniques could be  
used to sell freedom. The prob-  
lem was to combine U. S. radio  
know-how with the exiles' knowl-  
edge of their own people. What  
was needed was a system that Mr.  
Lang calls "mutual absorption."

Americans finance and adminis-  
ter RFE, give the exiles what they  
need in the way of general guid-  
ance; but the exiles write nearly  
all the programs, decide what goes  
on the air and (with the exception  
of some special features) do the ac-  
tual broadcasting.

Last September, the Crusade for  
Freedom, under the leadership of  
Lucius Clay (who had made  
RFE an effective voice against  
Communist propaganda in Ger-  
many) was launched. In seven  
weeks, the Crusade raised \$1,317,-  
from 16 million American citi-  
zens with which to build another  
RFE station.

### Bullet-Like Accuracy

Evidences of the Munich sta-  
tion's effectiveness already have  
been mentioned. The transmitter  
uses its multi-kilowatt signal  
with bullet-like accuracy at its  
target, Czechoslovakia, saturating  
city, town, village and farm  
with its broadcasts. Out of  
total population of 12 million,  
the 2.2 million Czechs and  
Slovaks own radio sets capable of  
receiving mediumwave broadcasts.  
There are approximately four lis-  
teners per set, meaning that Ra-  
dio Free Europe's potential audi-  
ence is 9 million in a country with  
a 12 million population.

Programs are beamed daily to  
Czechoslovakia 11½ hours a day;  
they include radio fare of every  
variety broadcast in direct compe-  
tition with such propaganda fac-  
tories as Radio Prague and Radio  
Moscow.

Today, about 80% of the Czecho-  
slovak programming originates in  
RFE's Munich studios. The staff  
is comprised of several hundred  
Czechs, Slovaks, Germans, Ameri-  
cans, and assorted anti-Communist  
Europeans. The remaining pro-  
grams (all with no time element)  
are prepared by RFE's staff in  
New York's Empire State Bldg.  
Frankfort still shortwaves pro-  
grams to Czechoslovakia to reach  
people without standard medium-  
wave receivers.

The Frankfort station (its out-  
put was recently increased to 10  
kW) covers the other five Iron Cur-  
tain countries; programs are pre-

pared in New York by a staff of  
"mutually absorbed" exiles and  
Americans. The exile-staff in-  
cludes some of the most talented  
journalists, writers, performers,  
parliamentarians and propaganda  
experts from Bulgaria, Hungary,  
Poland, Rumania and Albania, as  
well as Czechoslovakia.

To finance the expansion of Ra-  
dio Free Europe into network of  
aggressive freedom stations, the  
Crusade for Freedom will conduct  
another fund-raising campaign this  
September. Gen. Clay is still the  
leader of the Crusade, and Harold  
Stassen is chairman of the 1951  
drive to enroll 25 million Ameri-  
cans and raise \$3.5 million. Ab-  
bott Washburn, on leave from Gen-  
eral Mills Inc. where he is man-  
ager of the department of public  
services, is executive vice chairman  
of the Crusade.

### New Targets Revealed

RFE's next "saturation" targets  
are Hungary and Poland—two  
weaker links on the chain of the  
Kremlin's prisoner states. High-  
powered transmitters, with a vastly  
increased volume of programming  
along the lines of the Munich-  
Czechoslovak operation, are being  
blueprinted for these countries.

A portion of the funds raised  
by the Crusade will be used to  
establish a Radio Free Asia to  
fight Communist propaganda in  
the Far East. A Committee for  
a Free Asia (with headquarters  
in San Francisco) is completing  
plans for RFA broadcasting oper-  
ations [BROADCASTING • TELECAST-  
ING, July 23].

Nate Crabtree of Minneapolis is  
supervising public relations activi-  
ties including acting as RFE con-  
tact with American broadcasters.  
Alton Kastner is director of the  
Radio and Television Dept. Rita  
Whearty, formerly with McCann-  
Erickson, assists Mr. Kastner, and  
Tom Bennett, former production  
director for NBC and Fred Waring,  
is in charge of special pro-  
gramming.

## JUDSON CHAPMAN

### Greenville Exec. Dies

JUDSON WILLIAM CHAPMAN,  
51, vice president of the Green-  
ville News-Piedmont Co., which is  
licensee of WFBC Greenville, S. C.,  
died of a heart attack in a Green-  
ville hospital last Tuesday. He was  
executive editor of the *Greenville  
News* and *Piedmont*, which are pub-  
lished by the licensee company.

Mr. Chapman had served as a  
reporter for the Greenville papers  
while a student at Furman U.  
there. After service in World  
War I, he returned to the *News*  
but left shortly afterward to join  
the *St. Louis Post-Dispatch*. He  
returned to Greenville in 1924,  
serving as city and managing edi-  
tor of the *News* until 1928, and  
then as editor of the *Piedmont* un-  
til 1948.

## Ford's First

(Continued from page 27)

the freshness and vitality applied  
in dealing with characteristic so-  
cial, economic or civic problems.

"In every part of the United  
States," Dr. Eisenhower explained,  
"people are bringing about amaz-  
ing improvements in their condi-  
tions of life through teamwork at  
the local level. With the help of  
this program, we hope to encour-  
age this sort of practical democ-  
racy by showing Americans every-  
where what they can do to im-  
prove the way of life in their  
own communities."

Dr. Eisenhower said his com-  
mittee was formed at the invitation  
of C. Scott Fletcher, president of  
the Fund for Adult Education. The  
fund, set up by the Ford Founda-  
tion in April, will operate the Tele-  
vision-Radio Workshop, which is  
under the general supervision of  
James Webb Young, consultant on  
mass communications to the founda-  
tion.

Members of the national com-  
mittee headed by Dr. Eisenhower:

Dr. William Biddle, Earlham Col-  
lege, Richmond, Ind.; Thomas R. Cars-  
kadon, the 20-Century Fund, New  
York; Dr. Ben C. Cherrington, U. of  
Denver; Dr. Roy Colbert, U. of Wis-  
consin, Madison; Rabbi Morton Gold-  
berg, B'nai Israel Synagogue, Toledo;  
President John Hannah, Michigan  
State College, East Lansing; Presi-  
dent I. S. Ingram, West Georgia Col-  
lege, Carrollton; President Charles

Johnson, Fisk U., Nashville; Dr. Jess  
Ogden and Mrs. Jess Ogden, U. of  
Virginia, Charlottesville; Professor  
Robert Polson, Cornell U., Ithaca,  
N. Y.; Professor Richard W. Poston,  
U. of Washington, Seattle; Dean F. C.  
Rosecrance, New York U.; Dr. Karl  
Tjerandsen, Kansas State College,  
Manhattan; and Paul H. Sheats, U. of  
California, Los Angeles.

In the meantime and before de-  
tails of the inaugural project were  
announced, Edward L. Bernays,  
chairman of the public interest  
committee of the National Assn.  
of Educational Broadcasters, which  
has ardently advocated the reser-  
vation of TV channels for non-  
commercial educational stations,  
warned that the foundation's work-  
shop plan should not be regarded  
as a cure-all for TV programming.

He said:

Since television can't get much  
worse, anything to improve it is a  
plus. However, any such workshop  
plan . . . should not be looked upon,  
as it well may be, as the 'medicine  
man' that will completely cure the  
present deplorable conditions. Nor  
should it be permitted to deflect pub-  
lic interest in or support of the pro-  
posed allocation by the FCC of chan-  
nels for educational stations.

## upcoming



### NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug. 23-24	4	Roanoke	Roanoke, Va.
Sept. 10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on- the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct. 4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov. 1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

Aug. 20: BMI Clinic, Harrisburg, Pa.  
Aug. 20-23: AIEE Pacific General Meet-  
ing, Portland, Ore.  
Aug. 21: BMI Clinic, Columbus, Ohio.  
Aug. 22: BMI Clinic, Roanoke, Va.

## FLOOD FILM

### WDAF Host to Hill Groups

HALF-HOUR documentary on  
Kansas City's big flood was shown  
to a Senate group last Thursday  
in the Senate Office Bldg. and  
again Friday before a House dele-  
gation by WDAF-AM-TV Kansas  
City.

The film was *The Story of the  
Flood*, which had been telecast  
nationally by CBS. Another but short-  
er film, called *The Aftermath*, de-  
picting the clean-up after the flood  
devastation, followed. Randall Jes-  
see and Charles Ford reported and  
photographed the flood for WDAF-  
TV. Mr. Jessee presented a com-  
mentary with the film for the Con-  
gressional groups.

## BOB ATCHER PRESENTS

*The Highest Rated  
Afternoon Participation  
Program Originating  
in Chicago!*

(SEE INSIDE FRONT COVER)



CHICAGO 7

**Clear Channel Home of the National Barn Dance**



## FCC Actions

(Continued from page 89)

### Applications Cont.:

to change name of applicant to William M. Wren, H. E. Stout, F. N. Justice, B. L. Spence and James E. Spence d/b as Chatham Bestg. Co.

### License Renewal

Following stations request license renewal: KVOA Tucson, Ariz.; KXOB Stockton, Calif.; WATR Waterbury, Conn.; WWDC Washington, D. C.; WKLY Lexington, Ky.; WMCK McKeesport, Pa.; KVET Austin, Tex.; KDYL Salt Lake City, Utah; WGH Newport News, Va.; WHYU Newport News, Va.; WWON-FM Woonsocket, R. I.

### APPLICATION DISMISSED

Streator, Ill.—DISMISSED application for CP new AM station by M. R. Paglee for 1250 kc 500 w D (contingent on WMAW denial being made final).

### APPLICATION RETURNED

WARA Attleboro, Mass.—RETURNED application for license renewal.

## August 9 Decisions . . .

### BY THE COMMISSION EN BANC

**Designated for Hearing**  
The Vacationland Bestg. Co. and West Fla. Bestg. Service, Fort Walton, Fla.—Designated for consolidated hearing in Washington on Sept. 25, applications both seeking same facilities for new station on 1260 kc 1 kw D.

### Authorization Granted

Armando E. Santos, San Diego, Calif.—Authorized to transmit programs by wire from 1207 Rosecrans Blvd., San Diego, to station XEC Tijuana, Mexico. Planned programs are in Portuguese, originating with and directed to local Portuguese population.

### BY THE SECRETARY

Following TV stations were granted increases in transmitter output power: WJZ-TV New York City (from 4.19 kw to 5 kw vis., with no change in aural); WOR-TV New York (from 2.04 kw to 5 kw vis.); KRDL-TV Dallas, Tex. (from vis. 2.76 kw to 5 kw, and aural from 1.38 kw to 2.5 kw); KMTV Shenandoah, Iowa (from vis. 3.53 kw to 5 kw, aural from 2.41 kw to 2.5 kw); WHAM-TV Rochester, N. Y. (from vis. 3.81 kw to 5 kw, aural from 1.81 kw to 2.5 kw); WHEN Syracuse, N. Y., from vis. 2.78 kw to 5 kw, and aural from 1.44 kw to 2.5 kw); WAVE-TV Louisville, Ky. (from vis. 1.37 kw to 5 kw, aural from .68 kw to 2.5 kw); WGN-TV Chicago (from vis. 1.93 kw to 5 kw, and aural from 1.26 kw to 2.5 kw); WPIX New York (from vis. 3.5 kw to 5 kw, and aural from 2.03 kw to 2.5 kw); WSM-TV Nashville, Tenn. (from vis. 3.02 kw to 5 kw, and aural from 1.51 kw to 2.5 kw).

## August 9 Applications . . .

### ACCEPTED FOR FILING

#### TV—Ch. 34

South Bend, Ind.—CP new TV station requested by South Bend Tribune AMENDED to change from Ch. 13 (210-216 mc) ERP 27.7 kw vis. 13.8 kw aural to UHF Ch. 34 (590-596 mc) 163.74 kw vis. 81.87 kw aural, and studio location to 225 Colfax Ave., South Bend etc.

### License for CP

WIBA-FM Madison, Wis.—License for CP new FM station.

### Transmitter Moved

KFBK-FM Sacramento, Calif.—CP new FM station AMENDED to change trans. cite from Mt. Vaca Rd., near Vacaville, Calif. to 7th & I Sts., Sacramento, specify ERP as 3.15 etc.

### CP to Replace CP

KEPH (FM) Ephraim, Utah—CP to replace CP new non-commercial FM station which expired on 6-19-51.

### License Renewal

Following stations request renewal of license: KSCB Liberal, Kan.; WFYC Alma, Mich.; KMMO Marshall, Mo.; WOSC Fulton, N. Y.; WKST New Castle, Pa.; WTND Orangeburg, S. C.; WTSP-FM St. Petersburg, Fla.; WSAV-FM Savannah, Ga.

### APPLICATION DISMISSED

WWJ-TV Detroit, Mich.—DISMISSED application for mod. CP at request of attorney. Another application for power increase filed.

# fcc roundup

New Grants, Transfers, Changes, Applications



## Box Score

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,289	2,255	135		289	125
FM Stations	652	540	122	1*	9	3
TV Stations	107	85	24		424	171

\* On the air.

## Docket Actions . . .

### MEMORANDUM OPINION AND ORDER

WSB-TV Atlanta, Ga.—By memorandum opinion and order, granted assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. for \$525,000 and denied petitions and requests of Board of Regents of Georgia U. on behalf of WGST Atlanta and WEAS Decatur, Ga. opposing transfer. For principals in transferee see FCC ROUNDUP, June 11. Transfer was necessitated by merger of Atlanta Journal Co., licensee of WSB-TV, and the Constitution Co., licensee of WCON-TV. Order and grant Aug. 8.

Commission ordered applications for renewal of license and transfer of control filed by Paramount Television Productions Inc., DuMont Labs Inc. and Balaban & Katz Corp. designated for consolidated hearing in Washington at a time to be determined later. (See story this issue.)

## Non-Docket Actions . . .

### AM GRANTS

Winslow, Ariz.—Gila Bestg. Co. Granted 1010 kc, 1 kw-day, 500 w-night, directional; engineering conditions. Granted Aug. 8.

Ridgecrest, Calif.—Indian Wells Bestg. Co. Granted 1240 kc, 250 w, fulltime; engineering conditions. Estimated construction cost \$8,092.50. One-third partners are Benjamin L. Bell, electronics technician; Frederick Feincrest, electronics engineer, and Harold L. Arment, Gates Radio Co., sales engineer. Granted Aug. 8.

KTRM Beaumont, Tex.—Granted increase in daytime power from 1 kw to 5 kw, installation of new transmitter and other changes on 990 kc with 1 kw-night. Granted Aug. 8.

### FM GRANT

Decatur, Ala.—North Alabama Bestg. Co., Ch. 223 (92.5 mc), 7 kw, antenna 30 feet. Estimated cost \$10,000; operating cost \$2,000; revenue \$2,000. Applicant is licensee of WHOS Decatur. Granted Aug. 8.

### TRANSFER GRANTS

KFI-TV Los Angeles, Calif.—Granted assignment of license from Earle C. Anthony Inc. to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bestg. System for \$2,500,000. Granted Aug. 8.

KPDN Pampa, Tex.—Granted assignment of license from partnership d/b as Radio Station KPDN to Freedom Newspapers Inc. for \$75,000. Principals in transferee are President R. C. Hoiles (13.16%), publisher; Vice President C. H. Hoiles (15.85%), also trustee for 10.47% and a former partner; Vice President Harry H. Hoiles (9.81%), also trustee for 2.98% and former partner; Mabel M. Hoiles (8.35%), also trustee for 19.41%; Jane Hoiles Hardie (11.64%), also trustee for 1.73%; Barbara C. Hoiles (2.10%) and Robert Hardie (1.52%), newspaper distributors. Granted Aug. 8.

KHIT Lampasas, Tex.—Granted assignment of license from partnership d/b as Lampasas Bestg. Co. to Lampasas Bestg. Corp. for \$22,500, on condition that assignment not be consummated until assignor files annual financial report. One-fifth owners of assignee are President Lee H. Gripon, 1/3 owner Lampasas Feed & Elevator Co.; Vice President Ryan M. Howard, 1/7 owner Park-O-Tel Corp., and agricultural instructor; Secretary-Treasurer Kyle Smith, owner CPA firm; Dr. W. M. Brook, physician; Harold Bakke, present general manager of KHIT. Granted Aug. 8.

WCOR Lebanon, Tenn.—Granted transfer of control Lebanon Bestg. Co.

Inc., licensee, to Theodore F. Ezell Jr. and Michael Freeland through purchase of 55 1/2% interest from Warren G. Gilpin and Roy E. Wood Jr. for \$15,775. Mr. Ezell (44 1/2%), is former business manager of KTOK Oklahoma City and has done auditing work for WCOR and other stations. Mr. Freeland (11%) has been commercial manager of WEKR Fayetteville, Tenn. Granted Aug. 8.

WKUL Cullman, Ala.—Granted assignment of license from The Cullman Bestg. Co. to Hudson C. Millar Jr., formerly half-owner in assignor partnership. Mr. Millar purchases 50% interest of his brother, Alexander B. Millar, for \$10,000. Granted Aug. 8.

KDKD Clinton, Mo.—Granted assignment of license from Clinton Bestg. Co. to Clinton Bestg. Co. Inc., a formality involving no actual change in ownership. Granted Aug. 2.

WTND Orangeburg, S. C.—Granted assignment of license from Sims Pub. Co. to WTND Inc., a new subsidiary which is owned by same stockholders. Granted Aug. 2.

WMRC-AM-FM Greenville, S. C.—Granted consent for Robert A. Jolley to relinquish control of Textile Bestg. Co., licensee, through transfer of 260 shares, as a gift, to four members of his family. Mr. Jolley now owns 44.33%, formerly owned 50.11%. Granted July 31.

WZOB Fort Payne, Ala.—Granted assignment of license from a three-man partnership d/b as Fort Payne On The Air to Glenn M. Gravitt, former partner. No money involved. Other two wish to withdraw and invest no further in business. Granted Aug. 8.

KSIW Woodward, Okla.—Granted acquisition of control Woodward Bestg. Co., licensee, by Leonora Woods Ryan and Edward A. Ryan, husband and wife, through purchase by her of 49.9% from Robert E. Davis for \$5,600. Mr. Ryan also owns 49.9%. Granted Aug. 8.

WSNS (FM) Sanford, N. C.—Granted assignment of construction permit for FM station from Sanford Bestg. Co. to Radio Sanford Inc. for 49% of its voting stock worth \$9,800. Radio Sanford has also applied for a permit to build an AM station in Sanford on 1400 kc, 250 w, fulltime. (FCC ROUNDUP, June 25). FM assignment granted Aug. 8.

## New Applications . . .

### AM APPLICATIONS

Needles, Calif.—Needles Bestg. Co., 1340 kc, 250 w, fulltime; estimated construction cost \$4,605; first year operating cost \$20,847; first year revenue \$30,000. Equal partners are B. J. Fitzpatrick, former 1/4 owner KTAK Gallup, N. M., and L. A. Newsome Jr., former program director KENO Las Vegas, Nev. Both partners are now attending Radio Operational Engineering School, Burbank, Calif., in order to obtain first class licenses. Filed Aug. 8.

Shelton, Wash.—James H. Lawson Jr. tr/as Mason County Bestrs., 810 kc, 250 w, daytime; estimated cost \$14,625; operating cost \$30,000; revenue \$36,000. Applicant is vice president and general manager KBKW Aberdeen, Wash. Filed Aug. 8.

### TV APPLICATIONS

Bangor, Me.—Community Bestg. Service, Ch. 5 (76-82 mc), 1.65 kw visual, .825 kw aural, antenna 450 feet; estimated cost \$159,275.53; operating cost \$60,000; revenue \$50,000. Applicant is licensee of WABI Bangor. Filed Aug. 9.

Portland, Me.—Community Bestg. Service, Ch. 6 (82-88 mc), 1.92 kw visual, .96 kw aural; estimated cost \$156,025.53; operating cost \$75,000; revenue \$60,000. Applicant is licensee of WABI Bangor and has applied for TV station

there also. (See Bangor application above.) Filed Aug. 9.

Jacksonville, Fla.—City of Jacksonville, Ch. 12 (204-210 mc), 62.44 kw aural, 31.22 kw aural; estimated cost \$372,746; operating cost \$102,000; revenue \$250,000. Applicant has construction permit for WJAX-TV on Ch. 2 and wishes to change it to Ch. 12. Applicant is licensee of WJAX-AM-FM Jacksonville. Filed Aug. 7.

### TRANSFER REQUESTS

WLIO East Liverpool, Ohio—Transfer of control Pottery Bestg. Co., licensee from A. S. Sickman and J. Millhammond to Paul Bron Saliner through sale of 510 shares for \$3,570. Mr. Saliner retains 19% interest. Mr. Saliner owns radio advertising agency in Chicago. Filed Aug. 8.

WTNT Tallahassee, Fla.—Acquisition of control Tallahassee Appliance Co. by Frank W. Hazelton, present 33% owner, through purchase of another 33 1/3% from W. H. Wilson, Goddard Smith and J. T. Smith Jr. for \$15,000. Filed Aug. 8.

WIAC San Juan, P. R.—Assignment of license from Radio Station WIAC Inc. to El Mundo Bestg. Corp., licensee of WKAQ San Juan, for \$375,000. (Includes \$225,000 for building.) WK will take over WIAC frequency of 620 kc, discontinuing present operation. 620 kc. (See story this issue.) Filed Aug. 8.

KINE Kingsville, Tex.—Assignment of license from Josephine Pate Kincaid, executrix of estate of Jack Henry Kincaid, deceased, to Radio Station KINE Inc. for \$3500. Principals are President James H. Clement (19%), assistant manager King Ranch, Kingsville, Tex.; Vice President Ben A. Gluski (24%), attorney; Secretary A. L. Kiberg (19%), office manager King Ranch; Richard M. Kleberg Jr. (19%), secretary King Ranch; Robert C. Webb (19%), tax and land manager King Ranch. Filed Aug. 7.

WWPG-AM-FM Palm Beach, Fla.—Acquisition of control by Charles Davis, present 1/2 owner, through purchase of other 1/2 interest from AJ Corp. for \$75,000. Filed Aug. 3.

WJNO West Palm Beach, Fla.—Transfer of control WJNO Inc., licensee, J. Stanley O'Neill, George H. Buck and Adrian C. Leiby through purchase of 51 1/2% (or 71 1/2%) for \$102,666.66 (\$142,666.66) from John H. Hemingway, Marshall Hemingway, Stephen Wilk and William Hyman. Amounts in parentheses will hold if Mr. Hemingway desires to sell 20 additional shares. N. O'Neill is former owner of KTRM McAlester, Okla. Mr. Buck is president Hackensack Water Co., Weehawken, N. J. Mr. Leiby is secretary of High Town Rug Co. Filed Aug. 3.

WCTW (FM) New Castle, Ind.—Transfer of control from Adaline Chambers to Adaline B. Chambers, individually, and Adaline B. Chambers and E. G. Scotten, as trustees. Action results from death of Walter S. Chambers, former trustee and husband of Adaline B. Chambers. Filed Aug. 3.

KENM Portales, N. M.—Involuntary transfer of control Plains Bestg. Co. Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr. executrix of estate. Mr. Whitmore owned 66.66%. Mr. Whitmore Jr. owned 1.2%. Filed Aug. 8.

KGFL Roswell, N. M.—Involuntary transfer of control from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor. Mr. Whitmore Sr. owned 74.8%. Mr. Whitmore Jr. owns 5% Filed Aug. 8.

KXGI Ft. Madison, Iowa—Assignment of license from Carson Radio Inc. to KXGI Inc., a formality following July 10 grant of transfer of all Carson Radio stock to KXGI Inc. Filed Aug. 7.

WACL Waycross, Ga.—Transfer of control Teletronics Inc. from Mrs. Virginia Price Bowen to James S. Rivett, present owner of 247 shares, through transfer of 4 shares, consideration consisting of release from obligation. Filed Aug. 7.

KWKW-AM-FM Pasadena, Calif.—Assignment of license from old partnership of Marshall S. Neal, Paul Bullig, M. B. Buhlig, Edwin Earl and William J. Beaton to new partnership without Mr. Beaton (who is retained as general manager). Mr. Beaton receives \$6,330.96 for his 10% interest. Filed Aug. 9.

WIBC Indianapolis, Ind.—Acquisition of control WIBC Inc. by President Richard M. Fairbanks through stock reorganization plan which gives him control of 51% Class B voting stock. Filed Aug. 7.

NBC initiating mystery-drama series Inspector Thorne, Friday, 9-9:30 p.m.



## Baseball

(Continued from page 29)

of the anti-trust laws. n. Johnson also was one of a dozen "candidates"—although he hasn't bid—reported last in the lead for consideration the new baseball commissioner. he Senator, in defending the ture of baseball as an operat- entity, was asked by Rep. am M. McCulloch (R-Ohio) ther the "impact of radio and on baseball and on business or merce or interstate communi- ons in general" should be stud- by the committee.

en. Johnson said he thought ball and radio-TV people d settle that question among selves—"I think that they t to sit across the table and k out the problem because they both involved in it, and I o know that legislation is re- ed at the present time."

baseball, he said, has had "a lot elp from radio." But in TV, Senator continued, baseball is e in the experimental stage, major league coverage on TV oubtedly hurts" minor leagues n the big league games are g shown in the area where ors are in play.

e was asked whether organized eball would proceed to "severely t radio and TV coverage" if legislation were passed. Sen. nson said baseball can do this t now without violating the But, he admitted, that the lation if enacted "would place vision and radio in perhaps a se position than they are at present time, although their tion at the present time is not ood."

ep. Patrick J. Hillings (R-f.) brought up the possibility the legislation if enacted d have the possible effect of 7 seriously limiting the broad- ing or telecasting of all sport ts . . . in the country," and uld have an effect of seriously ting expansion of a new in- ry, television, and seriously ting the amount of professional ts, people might be able to erve through this new medium." ep. Edwin E. Willis (D-La.) d it "would mean all sports

would control their arrangements with radio and communications and would be in the saddle." Subcommittee Chairman Emanuel Celler (D-N. Y.) said professional sports could include auto racing, harness racing, trotting racing, dog shows, horse shows, wrestling, boxing, hockey, basketball, football.

The chairman commented that the subcommittee "should be very careful" in approaching the legis- lation as it appeared it "would enable all sorts of restrictive cov- enants."

On TV's effect on baseball at- tendance, Mr. Chandler said, "It is here to stay—we've got to live with it," and outlined three points, which he said, make up his con- viction on the subject. They are:

(1) If a baseball park has "adequate parking facilities, no real fan who can get to a game will see it over television."

(2) Nobody can prove radio hurts baseball, but on TV he could not predict the future.

(3) You can't stop progress or the development of the medium.

Mr. Chandler said that when radio first began to broadcast games, ball clubs were "afraid," but attendance that followed "broke all records."

He defended his selling TV rights to the World Series for the next six years at \$1 million a season, despite criticism which had been leveled at him. Mr. Chandler said that no one could say just what the rights were worth but that the agreement he signed means sure money for the clubs.

## GRANDVIEW BID

In Hearing Sept. 19

A GRANDVIEW, MO., application for a new station on 1059 kc was designated for hearing Sept. 19 by the Commission last week. The ap- plication was filed by Waldo Hagg- berg Brazil. The hearing will at- tempt to determine possible inter- ference with WHO Des Moines and will also examine the applicant's financial resources.

Mr. Brazil owns the Pathfinder School of Radio and the Bral Re- cording Co., both Kansas City. Grandview, a town of 596 persons, is 12 miles south of Kansas City whose metropolitan area has a to- tal population of 634,093. He ap- plied for 250 w daytime only on 1050 kc last Feb. 7.

## WRNL Names Sierer

APPOINTMENT of Joseph H. Sierer to the position of general sales manager of WRNL Richmond, Va., was an- nounced last week by Edward S. Whitlock, station manager. Mr. Sier- er had been on the WRNL sales staff since Octo- ber, 1945, and had been local sales manager since November, 1947. A Navy veteran, Mr. Sierer had served also at WTAR Norfolk, Va., and with NBC.



Mr. Sierer

## WKAQ BUYS WIAC

LOCAL government and NARBA regulations were cited as being pri- marily responsible for the \$375,000 sale of WIAC San Juan to WKAQ, also San Juan, requested in transfer papers filed with the Commission last week.

WIAC reports a desire to sell be- cause the Puerto Rico Transport Authority ordered its tower moved to a site where it would not con- stitute a hazard to planes using the new San Juan International Airport. The application main- tained that this "would entail sub- stantial expenditures which the as- signor would prefer not to under-

**Sale Price  
\$375,000**

\* take in view of all the present un- certainties and prospective devel- opments in the broadcasting art."

WKAQ, on the other hand, wants to buy because it says the new NARBA treaty, if ratified, would force the station to abandon its present frequency of 620 kc and ac- cept "a less favorable assignment on 810 kc," and the present antenna would have to be revised and moved at considerable expense.

If the requested purchase is ap- proved, WKAQ will take over WIAC's assignment on 580 kc, using WKAQ's present towers. The application claimed this would re- solve the conflict between WIAC and the new airport and would "permit WKAQ to continue service to substantially its present service area . . . after NARBA has become effective."

The request concluded that the sale would eliminate "the necessity for rebuilding both stations."

El Mundo Broadcasting Corp., li- censee of WKAQ, would get WIAC's building along with its equipment and license. The build- ing accounts for \$225,000 of the \$375,000 purchase price.

## '51 MARKETBOOK

# out next week

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

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August 13, 1951 • Page 97

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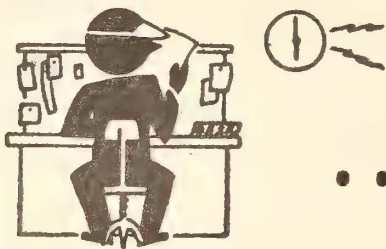
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## RADIO, TV TO FACE HOUSE BASEBALL QUIZ

RADIO and television industry spokesmen will be questioned by House baseball investigators this fall, Rep. Emanuel Celler (D-N. Y.) said Friday.

Rep. A. S. Herlong Jr. (D-Fla.), ex-president of Class D Florida State League, told Rep. Celler's House Monopoly Subcommittee that broadcasts of big league games have seriously hurt minor league attendance. Rep. Herlong is among those who have introduced bills to exempt organized professional baseball from anti-trust laws, also would give baseball right to limit game broadcasts.

Rep. William M. McCulloch (R-Ohio) countered by saying curtailment of baseball broadcasts might be death of many radio stations.

Prickly legal question arises, commented Rep. J. Frank Wilson (D-Texas), when property right of local ball clubs collides with public right to listen to games. That is why Congress wants to hear broadcasters side.

## JONES' DUTIES OUTLINED

MERLE S. JONES will be CBS Television Div. vice president in charge of general services as well as CBS-owned TV stations. For short time he will "commute" between New York and Los Angeles, where he's terminating his duties as general manager of CBS-owned KNX and KTSN (TV) and Columbia Pacific Network, CBS-TV spokesman said Friday.

## ME., IND. APPLICATIONS

COMMUNITY Broadcasting Service has applied for Channel 5 in Bangor and Channel 6 in Portland, both Maine. Applicant operates 5 kw WABI Bangor on 910 kc. General manager is Murray Carpenter. Ex-Gov. Horace Hildreth is joint owner with Mr. Carpenter of company. TV stations are expected to cost more than \$150,000 each.

Bid for UHF TV Channel 59 at Lafayette, Ind., filed with FCC Friday by WFAM Inc., licensee of WASK (AM) and WFAM (FM) there. Seeks effective radiated power 18.24 kw visual, 9.12 kw aural, antenna 364 ft. Estimated cost \$158,000. First year operating expenses estimated at \$75,000; first year revenue \$75,000.

## THREE NAMED BY CBS

WILLIAM DOZIER, movie producer and ex-assistant to Samuel Goldwyn, to join CBS Television Network program executive staff Oct. 1 in general creative capacity with specific responsibility for story department and development of new talent, Hubbell Robinson Jr., division vice president and director of network programs, announced Friday. Mr. Dozier will have headquarters in New York. E. Carlton Winckler, ex-production manager and program director for ABC-TV Hollywood, named general manager of CBS-Television program department and Lorin S. Myers, of NBC-TV television network's sales promotion division, appointed market research counsel for CBS Television.

## HIGHER TV POWER SEEN AS SALES STIMULUS

TV RETAILERS in cities where stations have put higher powers into effect began to take heart last week as reports of extended coverage and better reception filtered into TV stations. They saw in improved reception added fillip to lagging set sales.

That there's some foundation for their belief may be seen in comments received by WOR-TV New York, week following its Aug. 3 boost in ERP from 9 to 22 kw: "Picture came in here perfect. This will be good news for all TV fans in this locality," Norwalk, Conn. "Channel 9 was simply wonderful last night," Poughkeepsie, N. Y. TV power boosts "makes hundreds of thousands of new prospects for TV sets," said J. R. Poppele, vice president and chief engineer of the Macy-owned station.

## CBS ACCOUNTS RENEW

GENERAL FOODS (Log Cabin syrup) sponsoring through Benton & Bowles, New York, newscast 9:25-9:30 p.m. Saturday, over CBS Radio Network Sept. 22. Food company also renewing Saturday programs, *Hopalong Cassidy*, 8:30-9 p.m., and *Gangbusters*, 9-9:25 p.m., over CBS Radio Network through Young & Rubicam, New York, and for its Calumet baking powder is purchasing hillbilly variety show featuring Grady Cole, Mon., Wed., Fri., 2-2:15 p.m. on regional CBS Radio Network through Foote, Cone & Belding, New York.

## NAM BUYS TV SEGMENTS

NATIONAL ASSN. of Manufacturers placing TV time orders in each of 63 TV markets for quarter-hour film entitled *The Story of 'Kip' Van Winkle* to be telecast one time between Aug. 15 and 31. Film was produced by NBC-Television news department under supervision of NAM's radio and TV department. Benton & Bowles, New York, is agency. Telecast time is being used as adjunct to association's current campaign for "sound dollar."

## BAB GETTING MEMBERS

SPURT in BAB membership signings reported in statement being released today (Monday) by President William B. Ryan, who said BAB has averaged more than two new members per day for last 10 days. He said response to distribution of brochure outlining BAB's aims (story page 48) has been "instantaneous" and that "tremendous upsurge in BAB memberships that we predicted a short time ago is now in full swing."

## SUNDIAL BUYS ABC-TV SPOT

SUNDIAL SHOE Co., Manchester, N. H. (Division of International Shoe Corp.), sponsoring second 15-minute segment of *Foodini the Great*, Saturday, 11-11:30 a.m., for 39 weeks on 22 ABC-TV stations, beginning Aug. 25. Agency is Hoag & Provandie, Boston. Bromo-Seltzer reportedly planning sponsorship of first quarter-hour.

## Closed Circuit

(Continued from page 4)

may shortly issue blast against campaign educator-politicians to grab TV assignments. Argument may be that schools have not scratched surface of audio-visual aids to instruction which involve expenditure of peadough in contrast to costs for installation and operation of TV outlets.

D-CON Co., Chicago, to spend quarter-million for 13-week campaign featuring all six products of exterminating company. ABC, CBS and Mutual bidding for business. Agency Marfree Adv., Chicago.

SIGNIFICANT is appointment of Julius Blaustein to new post of executive producer 20th Century-Fox. Comparative newcomer, specialty is low-budget movies particularly suited for television.

REPORT of select House committee prob handling of veterans' educational and training program, due later this month, expected charge Veterans Administration with "maladministration." Most flagrant example, committee members feel and are expected to cite is VA's reversal of its own policy in reclassifying radio broadcasting schooling, placing under same category as dancing and bartending [BROADCASTING • TELECASTING, Aug. 15]. Legislation to correct alleged abuses may be forthcoming.

FOOTE, CONE & BELDING, Chicago, reaching multi-million dollar national campaign for Toni Co's. new home permanent wave. Procter & Gamble Product will be advertised in direct competition with Toni home permanent, similar to competitive system of Procter & Gamble. Network radio and TV considered.

## ARMOUR DROPS GARROWAY

ARMOUR & Co., Chicago, dropping *Garroway at-Large* show on NBC-TV because of continuing network problem of station clearance. Sponsor reportedly wanted 50 stations, with NBC able to deliver only four because popular Wednesday night fights. Company which also sponsors Garroway on NBC daytime radio strip, reportedly considering switch of evening video show to daytime TV. Agency Foote, Cone & Belding, Chicago.

## HOCHHAUSER TO APS

APPOINTMENT of Ed Hochhauser, member of field staff since last January, as sales manager of Associated Program Service, announced Friday by Maurice B. Mitchell, vice president and general manager. He succeeds Bert Lown, who has resigned and will shortly announce plans. Mr. Hochhauser formerly was general manager of Transcription Sales Inc.

## CONTEMPT CITATIONS

CONTEMPT of Congress citations were voted Friday by Senate against two crime committee witnesses who refused to testify before TV, radio and newsreels. Action sent case to U. S. Attorney for District of Columbia. Vote confirmed action taken last April. Citations were Louis Rothkopf and Morris Kleinman.

## WNAT TO BE ABC'S 295TH

WNAT Natchez, Miss., 250 w station owned by Old South Broadcasting Co., Natchez, become 295th ABC affiliate Aug. 15. Station also affiliate of Liberty Broadcasting System.

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From the moment that the crisis became imminent, KMBC-KFRM facilities and staff were dedicated to the emergency on a 24-hour basis. Direct reports from the flood and fire zones—authentic coverage from flood headquarters—complete cooperation with all agencies—resulted in the saving of countless lives and many thousands of dollars. The KMBC-KFRM Team was outstanding for its contribution

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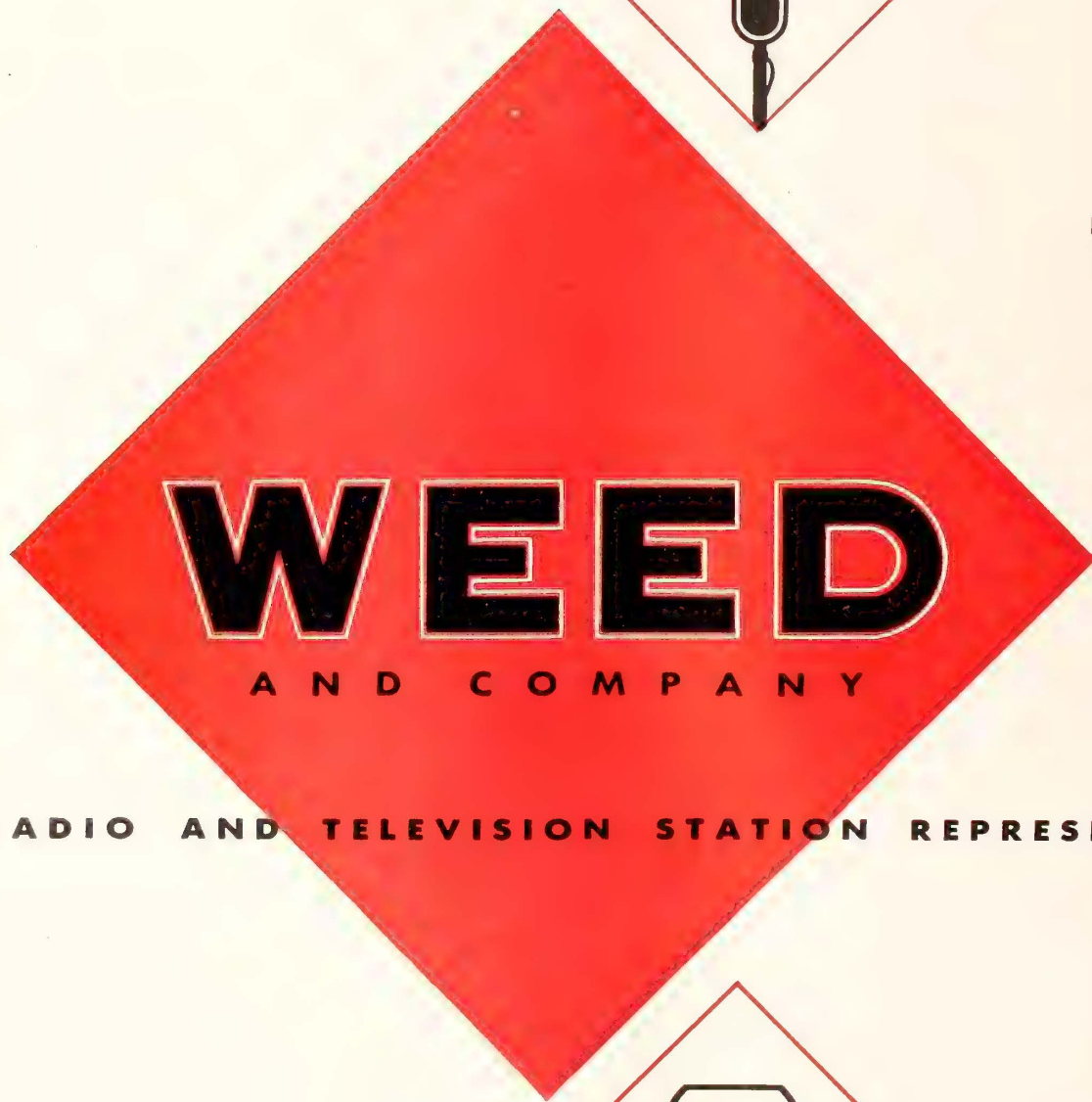


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RADIO AND TELEVISION STATION REPRESENTATIVES

