

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv channel 9

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New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly announces its 1951 Fall sports schedule

Monday — Boxing, IBC Bouts from St. Nicholas Arena

***Tuesday** — Boxing, from Westchester County Center

Wednesday — Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)

***Thursday** — Boxing, from Sunnyside Gardens

Friday — Wrestling, from Jamaica Arena

***Saturday** — Boxing, from Ridgewood Grove

Effective Immediately WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

SPORTS

NEWS

CHILDREN'S SHOWS

FEATURE FILMS, ETC.

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.

write, wire, or phone

WOR-tv

in New York

★ Bouts under the supervision of one of the greatest promoters and match-makers in the fight game, Joe McKenna.

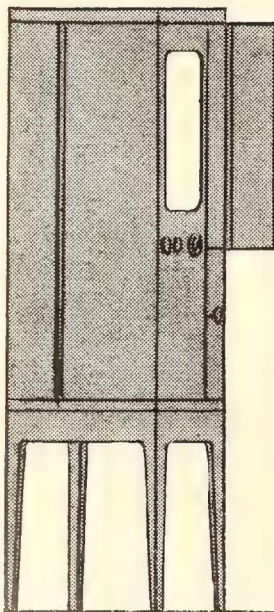


why your next 500-line ad should be on Television

One year ago in the nation's major markets television set circulation passed that of the nation's leading *magazine*, market by market.

Today television set circulation surpasses that of the leading *newspaper* in the nation's major markets (*see below*).

Now television is firmly established as the No. 1 visual mass medium in your key markets. Television can present your message not only to families which are larger and more prosperous than average, but also to *more* families. And consider this: today's average family head (averaging TV-owners and non-owners) spends 49% more time watching television than reading his newspaper. (TV-owning family heads spend 187% more time watching television).



MAJOR MARKET CIRCULATION		
City	Leading Paper	TV Sets
New York	2,197,518	2,455,000
Los Angeles	396,959	1,003,000
Chicago	917,068	942,000
Philadelphia	711,396	874,000
Boston	564,641	754,000
Cleveland	304,104	486,000
Washington	265,684	278,000
Schenectady-Albany-Troy (3 papers)	142,003	161,000



SOURCES:
ABC (3/31/51)
NBC-TV Set Mfgs.
Est. (8/1/51)
SRDS (8/51)
"Television Today",
Hofstra Study (7/51)

Cost-wise, too, it pays to be on television. For the same money that would buy one 500-line ad in the leading morning newspaper in each of the eight major markets listed above, you can buy *five* one-minute daytime announcements on the leading television station in each market.

If you have always wanted the unparalleled impact and selling power of TV but up to now have been afraid to look at the cost and circulation picture, now is the time to bring yourself up to date on the mass circulation economy of Spot Television. For the facts and figures you need call NBC Spot Sales.

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WNBT New York
KNBH Hollywood
WNBQ Chicago
WPTZ Philadelphia

WBZ-TV Boston
WNBK Cleveland
WNBW Washington
WRGB Schenectady-Albany-Troy

MORE POWER BOOSTS SEEN

As Stations Shift Equipment

MANY MORE than the 45-odd TV stations first believed eligible for power hikes under the FCC's "Fifth Notice" [BROADCASTING • TELECASTING, July 30] are going to be able to boost their signal powers.

That became apparent last week when FCC grants as well as requests showed that stations are (1) changing low-powered transmitters to 5 kw apparatus and (2) moving transmitter sites.

Each such move is approved under present FCC policy—provided that coverage is maintained at the present levels.

However, once the new transmitter is in—or the antenna is relocated—it becomes possible to get special temporary authority to utilize the full 5-kw transmitter output and thus boost the radiated signal to the limit of 50 kw.

That is what WBEN-TV Buffalo plans to do after it moves to new Colden, N. Y., transmitter site, 22 miles from Buffalo. It got FCC approval last week to move, with radiation cut from its present 16.2 kw from a 335-ft. antenna above average terrain to 880 watts from a new 1,195-ft. antenna.

And it has gotten an STA to run its transmitter at 4.8 kw, transmitting a 50-kw signal.

WTTV Changes

WTTV (TV) Bloomington has similar plans. Last week it received FCC approval to modify its homebuilt 1-kw transmitter to 2 kw, but held down to same 6.38 radiated power. It will soon ask the FCC for an STA to run transmitter at full 2-kw output, which will boost the radiated signal to 12.8 kw from present 200-ft. antenna height. Shortly it will ask the FCC for permission to move its antenna to site of its 700-ft. relay tower, southeast of Bloomington, but the radiated signal will remain the same. Owner Sarkes Tarzian is an electronics manufacturer-engineer and he built his own transmitting gear.

WICU (TV) Erie, Pa., got FCC approval last week to substitute a new 5-kw transmitter for its present 500-w job with present 3-kw radiated output. When that is installed, it plans to ask for an STA to run it at full capacity to put out 40 kw from present 165-ft.

antenna [BROADCASTING • TELECASTING, Aug. 27].

WFMY-TV Greensboro got a grant two weeks ago to put a 5-kw transmitter in place of its present 500-w transmitter. It has now asked for an STA to run it at capacity, to put out 16.7 kw from 470-ft. antenna—instead of the present 1.67 kw.

CBS's KTSL (TV) Los Angeles has same idea. It got approval two weeks ago to move to Mt. Wilson, but had its effective radiated power reduced from 9.3 kw to 500 w. On Friday it got an STA to run the transmitter at full 5 kw power, permitting it put out 25 kw, increasing its coverage area threefold. The FCC announcement approving the Mt. Wilson move

erroneously stated that a STA had also been granted for more power.

Undoubtedly both KRON-TV San Francisco and WAAM(TV) Baltimore intend to ask for temporary authority to run transmitters at full output once their requests for antenna changes are approved.

KRON-TV Seeks DA

KRON-TV asked the FCC last week for permission to directionalize its 1,325-ft. San Bruno antenna to suppress westbound signals—which fall over the Pacific Ocean. Since the change would increase materially the signal over the San Francisco-Oakland Bay area, it also asked that its power be re-

duced from 14.5 kw to 9.5 kw so it covers the same 4,300-mile area.

Approval of this request would be significant. The Commission has consistently frowned on TV directional antennas although NBC's WNBK Cleveland has directional features in its antenna which permits it to suppress the signal over Lake Erie.

WAAM wants to build a new 1,780-ft. tower, will reduce effective radiated power from present 26 kw to 2.9 kw. If it gets permission from the FCC, it will no doubt seek an STA to run its transmitter at full power if the freeze is still in force when the tower is up.

The legal rigidity of three-year-
(Continued on page 69)

Y&R TOP BUYER

Of June Network Time

YOUNG & RUBICAM was top agency from the standpoint of buying TV network time for its clients during June—and also during the first six months of 1951—according to an analysis made by BROADCASTING • TELECASTING. Calculations were based on advertisers' purchases of video network time during the month and six-month periods as reported by Publishers Information Bureau, broken down by agencies in accordance with information obtained from each of the four networks.

June TV network time purchases, at gross rates, made by Y&R for its accounts aggregated \$810,732. This total includes \$210,619 worth of ABC-TV time used for *Holiday Hotel*, sponsored on alternate Thursdays by Cluett, Peabody & Co. for Arrow Shirts (\$30,870), and Packard Motor Car Co. (\$23,070); *Pulitzer Prize Playhouse*, sponsored by Joseph E. Schlitz Brewing Co. (\$106,699); Goodyear Tire & Rubber Co.'s *Paul White-man Revue* (\$49,980).

CBS-TV Placements

On CBS-TV during June, Y&R placed *The Goldbergs* for General Foods Corp. (Sanka Coffee) (\$36,180); *Arthur Godfrey's Talent Scouts* for Lever Bros. Co. (Lipton Tea and Soup Mix) (\$34,020); *Bigelow Theatre* for Bigelow-Sanford Carpet Co. (\$2,790); *Fred Waring Show* for General Electric

Co. products (\$88,700), making a total of \$161,690 worth of time purchased from CBS-TV.

Agency's expenditures on NBC-TV during June include \$57,780 for time for *Kukla, Fran & Ollie* for Time Inc. (*Life*); \$79,238 for *The Bert Parks Show*; \$83,000 for *Hopalong Cassidy*, and \$36,600 for *The Aldrich Family*, all three advertising various products of General Foods Corp.; \$115,280 for *Kate*

Smith Show for Hunt Foods, and \$14,580 for time on the same program for Simmons Co. mattresses; \$51,945 for *We, the People* for Gulf Oil Corp. gas and oil. NBC-TV total June gross time sales to Y&R were \$438,423.

Y&R Gross

The Y&R gross combined TV network time purchases for June amount to roughly a third more than the gross of William Esty Co., second ranking agency, which in June had five shows for R. J. Reynolds Tobacco Co., two for Colgate-Palmolive-Peet Co. and one for M&M Ltd. on the video networks, for a gross of \$610,297 worth of time.

Lists of the top 10 TV network agencies for June and for the first half of 1951 show nine of the 10 leaders are the same for both one-month and six-month periods. In the six-month tabulation William H. Weintraub & Co. appears in sixth position, largely due to the more than \$1 million worth of time purchased for *Broadway Open House*, sponsored five nights a week, 11 p.m. to midnight, on NBC-TV by Anchor-Hocking Glass Corp. for its disposable bottles. Program in June dropped from five to three times a week and station list was concurrently curtailed. Kenyon & Eckhardt, ranking sixth on the June list, stood in 11th place in the January-to-June table.

TOP TEN TV NETWORK AGENCIES June 1951

Young & Rubicam	\$810,732
William Esty Co.	610,297
Benton & Bowles	581,820
BBDO	469,855
J. Walter Thompson Co.	453,193
Kenyon & Eckhardt	304,028
Cecil & Presbrey	294,555
Ruthrauff & Ryan	272,912
McCann-Erickson	249,190
Dancer-Fitzgerald-Sample	245,547

January-June 1951

Young & Rubicam	\$4,958,797
J. Walter Thompson Co.	2,981,441
William Esty Co.	2,932,012
BBDO	2,617,176
Benton & Bowles	2,588,312
William H. Weintraub & Co.	1,925,365
Dancer-Fitzgerald-Sample	1,681,044
McCann-Erickson	1,619,443
Ruthrauff & Ryan	1,599,394
Cecil & Presbrey	1,581,195

PROGRAM CODE

TENTATIVE standards for TV programming, moving along swiftly since work was started early this month, will be submitted to the NARTB-TV Board Thursday-Friday. The board will meet at the Cavalier Hotel, Virginia Beach, Va.

Other key TV problems, including such legislative threats as the measures sponsored by Sen. William Benton (D-Conn.) and the TV freeze, will be taken up by the TV Board.

Eugene S. Thomas, WOR-TV New York, is to preside at the meeting as chairman of the TV Board.

Capitol Hill hearings on the Benton measures will overlap the board session, since a subcommittee of the Senate Interstate & Foreign Commerce Committee convenes Wednesday morning and will sit at least two days.

Review Board

This serious legislative threat to TV, involving creation of a national program review board and other restrictions on stations (S-1579, S. J. Res 76), will be discussed by Sen. Benton and other advocates. NARTB representatives will attend the hearings but it is expected opposition witnesses will not be heard until a later date (see story page 23).

In taking up TV program standards the board will review the whole subject from an overall policy standpoint. Three subcommit-

tees have developed tentative language for their portions of the standards but these are subject to revision prior to a meeting of the full standards committee in Washington Oct. 2-3.

At that time the three sections of the code will be analyzed and a complete set of standards is to be submitted to the full NARTB-TV membership Oct. 19 in Chicago.

A subcommittee under chairmanship of Davidson Taylor, NBC, has been considering education and culture, responsibility toward children, acceptability of program material and decency and decorum in production. This group will hold another meeting Sept. 17 in New York.

Another group, headed by Walter J. Damm, WTMJ-TV Milwaukee, has made considerable progress in working out such matters as length of advertising message and other phases of commercial telecasting. The group will meet again in Detroit Sept. 13.

Harold Hough, WBAP-TV Fort Worth, is chairman of the group handling news, public events, religion, community responsibility

and controversial issues. A preliminary document has been prepared, with changes being made by mail circularization.

Opening topic at the two-day board meeting is tentatively slated to be finances and membership. The TV board will be told that total video membership in NARTB comprises 68 stations and two networks.

Dues Decision

The TV directors will face decisions on how to bring all 108 TV stations into membership and what to do about dues of TV stations and applicants as well as aural stations desiring TV service from the association. A complete AM-FM-TV dues schedule, interlocked with Broadcast Advertising Bureau dues, will come before the combined NARTB Radio and TV Boards when they meet in December.

An arrangement by which NARTB aural members may obtain full services of the TV organization for perhaps \$25 per month is to be reviewed by the TV board. This rate, it is understood, could

be applied to bona fide applicant for TV permits.

The board will hear a report by a special all-industry committee in vestigating tax legislation. The committee is seeking Congressional relief from proposed excess profit tax which works a hardship on telecasting because of its brief existence as an industry.

Other topics coming before the board will include status of litigation based on ASCAP's refusal to grant satisfactory per piece TV licenses; station-agency contract standardization; NARTB service for TV members and subscribers state association activities; TV engineering problems and the overall regulatory situation.

Slated to attend the meeting from NARTB headquarters are President Harold E. Fellows; Judge Justin Miller, board chairman and general counsel; Thad Brown, director of NARTB's TV organization; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director, and Ella Nelson, secretary to Mr. Arney.

Johnson To Speak

SEN. ED C. JOHNSON (D-Col.) chairman of the Senate Interstate & Foreign Commerce Committee is slated to discuss legislation pending before his committee at the U. S. Chamber of Commerce's transportation-communication committee meeting in Washington this Thursday.

DuMONT OPPOSITION

WHEELS started turning in earnest at the FCC last week as the first step in the TV freeze-end procedure came and passed.

Oppositions to the DuMont plan for a national allocation of channels [BROADCASTING • TELECASTING, Aug. 20] flooded into the Commission on the Aug. 27 deadline date, touching off the first work for the Broadcast Bureau's allocation division that can lead to a final result.

Study of the 128 filings opposing DuMont shows that virtually all objections fell into three equal categories:

● DuMont did not propose any VHF channel for the city involved.

● DuMont did not propose enough VHF channels for the city involved.

● Mileage separation in the DuMont plan is below minimums set by the FCC—180 miles co-channel, 70 miles adjacent channel.

In a few instances other points were made, but the most vehement objection to the DuMont proposal came from KOKX Keokuk, Ia.

"The DuMont plan," it sizzled angrily, "is a plan of definite segregation . . . VHF for the large cities and METRO (sic) areas and the crumbs of allocation, or UHF for the farmers and rural areas!"

Rebuttal for DuMont—and for those participants who care to—is due by Sept. 17. Final legal tech-

nicalities—requests for oral hearing, motions to strike testimony, exceptions, etc.—are due by Oct. 1.

Then the DuMont phase is wound up.

Meanwhile, tomorrow (Tuesday) the first of the specific city-by-city presentations starts. These are the affirmative cases for the New England and Middle Atlantic states (down the eastern seaboard to the District of Columbia).

At weekly intervals thereafter, other geographic groupings will begin filing their cases, continuing to Oct. 22, when the southeastern cities file.

Some 20 days after each initial filing, rebuttals are due.

After a two-week interval, pleadings may be filed.

Mechanics of the "paper" proceedings runs until Nov. 26.

Provided that requests for oral argument and other legal moves can be met in good time, the FCC could lift the freeze soon after the Nov. 26 date.

None, however, in industry or the Commission, have such high hopes. No one at the Commission is willing even to hazard a guess when the freeze might be lifted. Not with more than 1,000 participants to be heard from.

General industry consensus is that the FCC might come to its final decision late in January 1952.

This would mean that grants

would not begin to be made until next March—since the FCC proposes to allow a 30-day grace period for additional applications to be filed before beginning to process those on file.

It probably means the end of 1952 before major markets get grants. That is because in virtually all top markets there are more applicants already than there are channels proposed or available.

Hearings thus are inevitable—protracted hearings in important cities.

Hope that there might be a partial lifting of the freeze as each segment of the country completes its case before the FCC was dashed when it was pointed out that each change in one section could set off a chain reaction affecting contiguous areas.

FCC Technical Research Division's new "UHF Propagation Within Line of Sight" publication, issued last week, already has some consulting engineers in a fret. They say it bolsters their claims that the Commission has not made sufficient allowance for coverage by UHF stations in rough terrain.

It means, they say, that under the proposed engineering standards cities in mountainous areas (like Pittsburgh, Portland, Ore., etc.) are not going to get the same kind of coverage from a UHF station that cities in "smooth" terrain will get.

BALLANTINE BUYS

'Intrigue' in 12 Markets

P. BALLANTINE & SONS, New York, will sponsor a series of adventure films entitled *Intrigue* in 12 eastern cities beginning the first week in October.

Program will be carried on WNET (TV) New York, WNAC-TV Boston, WNBW (TV) Washington, WRGB (TV) Schenectady, WTAR (TV) Norfolk, WJAR-TV Providence, WTVJ (TV) Miami, WGAL-TV Lancaster and WNEF-TV Binghamton. Philadelphia, New Haven and Wilmington stations will be announced later.

J. Walter Thompson, New York, is the agency. Advertiser will also make the program available for sale to regional and local sponsors in all other TV cities.

INS Wire Opens

INTERNATIONAL News Service's new television wire [BROADCASTING • TELECASTING, July 30] will begin operation today (Monday). The new teletype circuit will transmit up-to-the-minute scripts for use with the newsreel film provided by Telenews Productions, INS affiliate, since 1948. Newest subscribers include WNHC-TV New Haven, Conn., WBAL-TV Baltimore, and WJAR-TV Providence.

DUAL STANDARDS Let Public Decide—Sarnoff

DUAL STANDARDS for color TV is the banner raised by RCA's Board Chairman Brig. Gen. David Sarnoff.

Again this week, he reiterated the position that the FCC must "let the public decide" [BROADCASTING • TELECASTING, Aug. 20].

It now can be assumed that the remainder of the radio-TV manufacturing industry will ask the FCC to authorize its all-industry compatible color TV system in competition with the FCC-sanctioned CBS system. Manufacturers are virtually 100% behind the system evolved by its National Television System Committee. This is substantially the same as the RCA system, which will resume public colorcasts in New York Sept. 10.

If Gen. Sarnoff's predilection for dual standards is the official position of compatible color TV proponents, then the next big question is:

When are they coming to the FCC with an official petition?

Most industry spokesmen still speak of the end of this year or early in January as the time they will be ready to come to the FCC and ask it to look at the improved color system that has been developed from the original RCA dot sequential system shown during the 1949-50 color TV hearings.

However, doubt has been expressed in some quarters as to whether NTSC or RCA will make that schedule.

Commission's Criteria

Doubt is based on fact that any system proffered to the FCC must be a "proved" system—it must meet all of the stiff criteria that the Commission enunciated before it will consider another color TV system. These criteria include field testing, apparatus testing by the Commission's own laboratories, etc.

Certainly, these observers say, it would be folly for either NTSC or RCA to come to the Commission before it had exhausted every possible test to make sure that all those criteria are met.

And that, they say, takes time.

Progress of NTSC toward this end was made clear by Arthur V. Loughran, Hazeltine research vice president and chairman of the NTSC panel on color video standards. In answer to a BROADCASTING • TELECASTING query Mr. Loughran said this:

● NTSC is moving along. The industry is getting closer and closer to agreement on standards for a compatible color system.

● But, that does not mean that the work of the NTSC is about finished. There is a great deal to be done before the system has been fully tested. While all members of the committee are moving just as fast as they can, the emphasis is on doing a completely adequate

job rather than on speed alone. No date has been set for asking the FCC to look at the NTSC system officially.

"We must be careful not to do that until we are sure we've done an adequate job," he added. "To go to the Commission before we are fully ready would serve only to make their job and ours doubly difficult."

What Gen. Sarnoff thinks about the present color situation is summed up in these words from his latest statement:

I yield to no one in my faith in the ultimate possibilities of color TV. It will add importantly to programming and give extra value to advertising . . .

In my judgment, however, authorization by the FCC to operate a completely compatible, all-electronic, high-definition system on a commercial basis is essential, before the potentialities of color TV can be fully translated into a satisfactory service to the public . . .

If given the opportunity to do so,

the public can and will make that decision [importance of compatibility]. I strongly favor giving the public such an opportunity . . .

It seems to me that the present situation calls for consideration by all concerned of the need for recommending to the FCC, that it authorize the use of dual standards which would permit the compatible as well as the incompatible system of color TV to operate commercially. Only under such conditions can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice . . .

Only those who fear the public's decision would object to submitting their system to such a competitive test.

RCA's Booklet

In a new 12-page booklet, with color-tinted cover, RCA puts its case to the public for a "compatible, all-electronic" color system.

It details the drawbacks of the presently authorized CBS field sequential color system (incompatibility, mechanical wheel, picture

size limitation, etc) and boosts compatibility on the premise that:

"What's best for the customer is best for RCA . . . we believe that only a compatible system can supply the public with the satisfactory, economical product it requests and that any incompatible system is just not good enough."

Throughout the 8½x3¼-in. booklet, the adjective is always "incompatible" for the CBS system, "compatible" for the RCA system.

Emphasis in the brochures conclusion is that present black-and-white sets will not be obsolete by color TV, that monochrome programs will continue for "years to come," and that this is a good time to buy a TV set.

Meanwhile, Color Television Inc., San Francisco group whose compatible system was practically ruled out by the FCC in its final color decision and which has not been heard from since, came back into the news last week.

Move into the production of airborne radar and other electronics equipment, was announced by CTI President Arthur S. Matthews.

CTI will initially manufacture \$4 million in military contracts in conjunction with electronics products designer-manufacturer Tomlinson I. Moseley, president, Dalmo Victor Co., San Carlos, Calif.

"With the added engineering and development facilities that will be made available . . . CTI can sooner ready its compatible, all-electronic color system for public acceptance," Mr. Matthews said.



COMPARING notes at the first annual Snader Telescriptions Corp. sales convention in Hollywood are (l to r): Monroe Mendelsohn, national station service coordinator; Reuben Kaufman, sales head; Louis D. Snader, president; E. Jonny Graff, manager, agency sales; Alan Fischler, West Coast sales service representative; Oliver A. Unger, theatre sales and distribution supervisor.

SMPTE Meeting

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention Oct. 15-19 at the Hollywood Roosevelt Hotel, Hollywood. Three TV sessions are listed. Banquet Wednesday will be occasion of award presentations, including the new David Sarnoff Gold Medal Award.

CHROMATIC TUBE Color Answer, Raibourn Says

TV COLOR tube developed by Chromatic Television Labs provides the long sought answer to color television, Paul Raibourn, Paramount Picture Corp. vice president in charge of television, stated Thursday in an exclusive interview with BROADCASTING • TELECASTING.

Revealing plans to demonstrate the tube produced by the Paramount subsidiary company "within a month," Mr. Raibourn jubilantly announced that "it looks like all the color problems are solved."

"A brilliant new idea popped out of the struggle we were having which wipes out the problem of getting color into the tube," he stated, "and the cost comes way down. We put the idea into the tube and it's amazing how it works."

Mr. Raibourn declined to reveal any details of the construction or operation of the new tube in advance of the demonstration, but he repeated his conviction that it

★ provides the answer to color.

"We're all happy as larks about it," he declared.

Credit for the idea from which the Chromatic color tube was developed should go to Dr. Ernest Lawrence, a consultant and director of Chromatic Television Labs as well as director of the U. of California's radiation laboratory, Mr. Raibourn said. Inventor of the atom-smashing cyclotron and a Nobel Prize winner, Dr. Lawrence first became interested in television as a hobby when he was a graduate student at Yale where, in 1925, he built an all-electronic television system. This hobby has

now paid off with the conception of his plan for producing color pictures with a single cathode ray tube.

This tube, known as the Chromatron, developed from Dr. Lawrence's idea by Chromatic Television Labs, was described by the company as "a single gun standard shape cathode ray tube containing a color grid capable of displaying television pictures or other electronic signals in color." The company explained that although the tube will work with any known system of color television, it is particularly advantageous when used in connection with the CBS field sequential system as it eliminates the need for a wheel or drum and so removes the limitations on picture size imposed by those mechanical devices.

WSAZ-TV
Channel 5

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FTPC BLASTS

Navy, NCAA TV Plans

AFTER leveling another broadside at the U. S. Naval Academy for doing business with theatre television, the Fair Television Practices Committee last week turned its guns against the National Collegiate Athletic Assn.'s so-called "partial blackout" of football telecasts.

Charles Alldredge, Washington representative of FTPC, sent the organization's protest to Assistant Attorney General H. Graham Morrison, in charge of the Justice Dept.'s Anti-Trust Div.

The Justice Dept. was informed that Westinghouse was being "forced" to pay "spectacularly" high prices for rights to telecast the 10 games permitted under the NCAA plan. These prices, FTPC said, was the "logical result" of the limitations placed on telecasting the games this fall, and are evidence of the "monopoly" resulting from the NCAA policy (for Westinghouse football plans, see story this page).

Letter To Hill

FTPC also released further correspondence between Jerome W. Marks (New York lawyer), chairman of FTPC, and Adm. H. W. Hill, superintendent of the Academy.

The letters followed the original protest sent the Academy by FTPC to the effect that theatre TV is commercial but that it offers no public service features and that the Academy is entirely supported by public funds and therefore duty-bound to the public interest [BROADCASTING • TELECASTING, Aug. 13]. Navy has scheduled some of its fall gridiron games on the Theatre Network Television, and expects to have one of its games regularly home telecast under the NCAA plan.

Adm. Hill pointed out that Navy is a contributing member of NCAA and as such is complying with the TV plan. But, he asserted, the Naval Academy "intercollegiate athletic program is not supported by public funds." The Naval Academy Athletic Assn. provides financial support for the athletic program operation, he said. The admiral noted the funds come from membership dues, contributions, game admissions, sales of radio rights, of television rights, program advertising, program sales, etc.

Marks' Answer

In his rebuttal, Mr. Marks reminded Adm. Hill that while the intercollegiate athletic program of the Academy may not be directly supported by public funds, "the Naval Academy is so supported... and the administration of the Academy has the final and unavoidable responsibility for the policies followed by the Athletic Assn."

Adm. Hill also had supplied the FTPC with its list of TV participa-

tions—one home monochrome telecast, all home games live by CBS color, post game films via CBS and theatre TV to be selected.

Mr. Marks said this list "boiled down" to a single Navy game made available to national TV audiences at the time the game is played.

ARENACAST PLAN

IBC Withholds Opinion

PROPOSAL by a Cleveland arena manager, Jim Hendy, that the fight arenas through the nation install big screen TV sets to carry major boxing bouts for their fight audiences, was still in the early stages of discussion by the International Boxing Club, according to Harry B. Markson, managing director of the IBC.

Commitments to Pabst and Gillette, who sponsor the IBC bouts on television—Pabst on CBS-TV Wednesdays, and Gillette, on NBC-TV Fridays—eliminate any consideration of the arena tie-up for the coming boxing year, Mr. Markson said.

Designed to draw the fans back to the smaller arenas, the Cleveland proposal would bill the televised bouts as the major attractions with the live local semi-final and preliminary fights on the same card. The threat of theatre television receiving all box office receipts from the televised stellar fight attractions, such as the Robinson-Turpin match [BROADCASTING • TELECASTING, Aug. 27] would thereby be averted, according to the Cleveland plan.

PENN PLANS FILMS

Half-Hour Show \$10,000

UNIVERSITY of Pennsylvania is making available for sponsorship a television series of half-hour filmed programs, comprising highlights of the school's home football games plus one game played elsewhere during the coming gridiron season. Programs would be telecast on Saturday evenings, each featuring the game played by Penn that afternoon.

Price is reportedly \$10,000 per half-hour show. Package is being offered to sponsors and agencies by ABC, which still holds a \$125,000 contract with the university for live telecasts of all of Penn's home games. The school was unable to fulfill pact when it agreed to comply with a decision of the National Collegiate Athletic Assn. to restrict football telecasting this fall in an attempt to determine the effect of such telecasts on attendance at the games.

TRADITION — packed post-Thanksgiving Day football game between U. of Penn. and Cornell was added last week to the CBS Color-TV football schedule. The Ivy League game from Franklin Field, Phila., replaces the previously announced Harvard-Yale game, Nov. 24.

NCAA SLATE

Westinghouse Sponsors 2

WESTINGHOUSE will sponsor 2 National Collegiate Athletic Assn. football games on an NBC-TV network of 48 stations this season, but the game schedule will not be released until next Wednesday. This was reported in Chicago last week by Edwin S. Reynolds of New York, NCAA specialist, as he spoke to the NCAA executive council Tuesday.

Mr. Reynolds, who was assigned to correlate the projected program [BROADCASTING • TELECASTING, Aug. 13], said release of games and dates of telecast was postponed until Sept. 5 to protect season ticket sales for the telecasting colleges. Eight schools' teams will appear in two TV games during the season.

The 48-station lineup does not include four West Coast outlets. Mr. Reynolds said, adding that eastern and midwest games will be fed in some instances to the West Coast after November when microwave facilities are in operation regularly.

A minimum of four games and maximum of seven will be carried on the coast-to-coast microwave relay system by Westinghouse, spokesman for the Westinghouse agency, Ketchum, McCloud, Grove, Pittsburgh, said last Thursday.

Big Ten Plans

Nineteen colleges have been signed by Westinghouse to participate in the now-frozen limited TV schedule. Westinghouse, it was learned, has signed up every school in the Big Ten that can be picked up on the interconnected network which led to speculation that at least one of the Big Ten Games will be carried coast-to-coast by the microwave relay system.

The agency representative reported that the colleges have given "wonderful cooperation" to the Westinghouse sponsorship proposals and difficulty in the highly complex schedule was met only with "colleges in marginal areas"—areas where gate receipts could equal the 2½ times the NBC hourly rate figure offered by Westinghouse on a per-station basis.

NCAA introduced the experimental plan of blacking out specific TV areas three Saturdays out of 10 in an attempt to find out the exact effect of TV in any given area on gate receipts and attendance. Games played Fridays, Saturday nights or Sundays are not affected by the ruling. Among these, for example, is the Notre Dame-U. of Detroit match Oct. 5 in Detroit. Ruling also does not apply to games played before or after the official 10-week season, from Sept. 22 to Nov. 24. The blackout will be spotted sectionally within this time period.

CBS-TV network presenting new feminine news program, *News at Noon*, Mon.-Fri., 12:15-12:30 p.m., for three weeks beginning Sept. 3.



the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show...

starting early September, Monday through Friday.*

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

** tentative*

NBC TELEVISION

COMPARATIVE NETWORK SHOWSHEET

E Y

	SUNDAY				MONDAY				TUESDAY				WED	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	Swanson Gen. Mills	<i>Big Question</i>						Co-op Cactus Jim L				Co-op Cactus Jim L		
6:15	(alt. wks.)			General Foods Hopalong Cassidy F										
6:30	Ted Mack Family Hour	Ronson Star of Family Hayes & Healy			Kellogg Space Cdt.								Kellogg Space Cdt.	
6:45	L (E-M)				Jimmy Blaine								Junior Edition	
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L				Gen. Foods Capt. Video	RCA Kukla, Fran & Ollie		Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie		
7:15									<i>Carmel Myers Show</i>					
7:30	<i>Music in Velvet</i>	American Tobacco This Is Show Business		General Fds. Young Mr. Button	Ironrite Hollywood Screen Test	GM- Oldsmobile News		Mohawk Mohawk Show Room	P&G	GM- Oldsmobile News		Van Camp Little Show	Bendix Chance of a Lifetime	GM- Oldsmobile News- Chester Perry Come
7:45						Chesterfield Perry Como	<i>Not For Publication</i>	Camel News Caravan L	Beulah	Fatima Stork Club	<i>Washington Report</i>	Camel News Caravan L		
8:00		Lincoln- Mercury			Seiberling The Amazing Mr. Malone Bristol- Myers Mr. D. A. (alt.) L	Lever Lux Video Theatre		TV Recital Hall	Mogen- David Wine Chas. Wild Private Detective L		<i>Georgetown University Forum</i>	Texas Oil Co.		Toni Godfrey Friend
8:15	<i>Hollywood Adventure</i>	Dealers		Colgate Comedy Hour						Film				
8:30	<i>Time</i>	Toast of the Town	Pentagon— Washington		<i>Everybody's Business</i>	Lever- Lipton Godfrey's Talent Scouts	Gallery of Madame Liu-Tsong	Firestone Voice of Firestone L		<i>on the Air</i>	<i>Johns Hopkins Science Review</i>	Texas Star Theatre	Film	Liggett & Myers Godfrey Friend
8:45														
9:00	Film		Bromo- Seltzer Rocky King Detective		<i>United— Or Not?</i>	P. Morris Lucille Ball Show		Admiral Lights Out L	<i>Q.E.D.</i>	Schick Inc. Crime Syndicated	Drug Store TV Prod.	P&G Fireside Theatre	Philco Don McNeill (alt. TBA)	Colgate Strike It Rich
9:15		General Electric Fred Waring		Philco Corp. Philco TV Playhouse										
9:30	<i>Marshall</i>		Larus & Brother Co., Inc. The Plain- Clothesman		<i>On Trial</i>	Gen. Fds. Sanka It's News To Me				Electric Auto- Lite Suspense	Cavalcade of Bands	Armstrong Circle Theatre L	Co-op The Ruggles	P. Lorill
9:45	<i>Plan</i>				L (E-M)		Co-op Wrestling	Bymart S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery	TBA					The Web
10:00	B. Graham Evan. Assn B. Graham Religious Show L	B.F. Goodrich Celebrity Time		Bohn Aluminum Forum of the Air L	<i>Feature</i>		with Dennis James			Block Drug Danger	Co-op Hands of Destiny	P. Lorrillard Original Amateur Hour L	Celanese Corp. Celanese Theatre (alt. TBA) L	Pabst Sales C Pabst Blue Ribbons Bouts
10:15			Crawford Clothes They Stand Accused		<i>Film</i>	Westing- house Summer Theatre (st. 9-17) Studio One			<i>Film</i>					
10:30	Young People's Church Youth on the March L	Jules Montenier What's My Line			"			Co-op Who Said That L	<i>Symphony L</i>	<i>Pres. Truman Opening of Japanese Peace Con- ference 9/4</i>				<i>Sports Bout</i>
10:45					"									
11:00		Norwich Sunday News Spec.				Longines Chrono- scope		<i>Feature Film</i>				Nick Kenny Show L	Co-op Wrestling L	
11:15 PM														

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	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45													2:15
10:00													2:30
10:15													2:45
10:30									Hwood, Cdy. Jr. Circus Oh, Kay (alt.)				3:00
10:45									Gen. Shoe Acrobat Ranch				3:15
11:00									Bristol- Myers Foodini	Internatl. Latex Fashion Magic	Internatl. Shoe Co. Kids & Company		3:30
11:15									Sun Dial Foodini				3:45
11:30	<i>Soup Boz Theatre</i>				D. James L	C-P-P (MWF) Strike It Rich			McKesson & Robbins A Date with Judy	Brown Shoe Smilin' Ed McConnell			4:00
11:45													4:15
12:00 N	R. Joe Inc. Ranger Joe				Cory Corp. Clicknot duPont Ameche- Langford L	Egg & I	12 o'clock Headlines		BT Babbitt Two Girls Named Smith				4:30
12:15 PM	Mason Cndy Chester the Pup						<i>For Your Information H. F. Keane</i>						4:45
12:30	Voice of Prophecy Faith For Today					P&G Search for Tomorrow	Premier Prod. Rumpus Room		Seaman Bros. I Cover Times Sq. Maidenform F. Baldwin (alt. wks.)	Natl. Dairy The Big Top			5:00
12:45				Walter H. Johnson Candy Co. Flying Tigers									5:15
1:00						Steve Allen			Gen. Mills Betty Crocker				5:30
1:15						P&G Steve Allen T & Th.	<i>Take the Break Don Russell</i>			<i>Football Highlights (st. 9-29)</i>			5:45 PM

Canada I
Super Cir
Peter Sh
M&M
Super Cir
(alt.)

DAY		THURSDAY				FRIDAY				SATURDAY				
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
	Co-op Cactus Jim L				Co-op Cactus Jim L				Co-op Cactus Jim L					6:00 PM
						Kellogg Space Cdt.				Anthracite Int. Better Home Show			Mr. Wizard L	6:15
						Junior Edition								6:30
														6:45
Gen. Foods Capt. Video	National Biscuit Co. Kukla, Fran & Ollie			Gen. Foods Capt. Video	Time Kukla, Fran & Ollie			Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie	Hollywood Theatre Time	Lambert Pharmacal The Sammy Kaye Show		Kellogg Space Cadet L	7:00
	Mohawk Mohawk Show Room	Gen. Mills Lone Ranger	GM-Oldsmobile News		Van Camp Little Show	Green Giant Linkletter Brown Shoe	GM-Oldsmobile News		Mohawk Mohawk Show Room	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock	Manhattan Soap One Man's Family		7:15
Stage Entrance	Camel News Caravan L		Fatima Stork Club	Not For Publication	Camel News Caravan L	Say It With Acting (alt.) L	Chesterfield Perry Como	Washington Report	Camel News Caravan L					7:30
	Congoleum-Nairn, Norge	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre	Co-op Al Morgan	DeSoto It Pays to Be Ignorant F	Sterling Mystery Theatre L	General Fds. Maxwell H. Coffee Mama	Mennen Co. Twenty Questions	Miles Labs. Quiz Kids L	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Budweiser Ken Murray		Snow Crop Pet Milk Kellogg	8:00
	Kate Smith	Lorillard Stop The Music	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L	Film	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, the People				All Star Revue	8:15
Hal's the boy with the Waller lantern	Kraft Fds. Kraft Television Theatre L	Cluett Peabody Herb Sheldon (alt.) L	Esso Alan Young Show 9-20 Kroger Alan Young Show 9-20	Kaiser-Frazer Adventures of Ellery Queen	Ford Ford Festival L	Jerry Colona	Schlitz Brewing Film Firsts	Old Gold Down You Go	American Cig. & Cig. Big Story	Safety Show	Pepsi-Cola Faye Emerson		Reynolds, S.O.S. Benrus	8:30
Shadow of the Cloak		Gruen Guild Theatre L	Lever Rinsos Big Town			Kreiser Tales of Tomorrow Bona Fide Versatile L Vrties (alt.)	Schlitz Playhouse of Stars st. 10-5		Campbell Aldrich Family		American Safety Razor The Show Goes On		Lehn & Fink Eversharp	8:45
	Bristol-Myers Break the Bank L	Jene Sales (alt.) TBA	Philip Morris Racket Squad		U.S. Tobacco Martin Kane	Dell o' Dell	Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports	Harness Racing L	Carter Songs for Sale	Co-op Wrestling from Chicago	Your Show of Shows	9:00
	Hazel Bishop Freddy Martin	Masland At Home Show L	Carter Prod. (alt. wks.) Crime Photographer		Standard Oil Wayne King	America in View	Pearson Pharmacal Hollywood Opening Night		Chesebrough Greatest Fights		Songs for Sale	Jack Brickhouse	American Tobacco Your Hit Parade	9:15
	Nick Kenny Show L				Anchor-Hocking Broadway Open House (to 12) L			Doeskin Products Eloise Salutes the Stars	Anchor-Hocking Broadway Open House (to 12) L	Word of Life Song Time				9:30
	Feature Film	Paul Dixon									Sterling Drug Songs for Sale			9:45
														10:00
														10:15
														10:30
														10:45
														11:00
														11:15 PM

SUNDAY			MONDAY - FRIDAY			SATURDAY			
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	
				Best Foods GE Hansen's Labs, P&G, Qkr. Oats, Reynolds, Standard Brands duPont The Garry Moore Show					
				P&G First 100 Years					
		Battle Report		Vanity Fair				Inter Collegiate Football 1:30-4:30 Approx. (st. 10/9)	
		American Inventory		Marlene's Vanity Fair* (Wed.)		Colgate Miss Susan			
		How Does Your Garden Grow		Internatl. Latex Fashion Magic* (Tues.)		Vacation Wonderland F			
		Revere Meet the Press		Aluminum Cooking Utensil Home-makers Exchange		M,W,F General Fds. Bert Parks Tu, Th Gen. Electric Bill Goodwin			
		Zoo Parade		Mel Torme (Color TV)		Participating Sponsors Kate Smith Hour			
		Quaker Oats							
		Gabby Hayes				Lever Hwks. Falls L			
		Derby Foods Magic Slate alt. with H'wd Candy Hollywood Jr. Circus				Gabby Hayes*			
Lamp Unto My Feet						Mars, C-P-P, Welch, Klg., Int. Shoe, Wander* Howdy Ddy. L			Nature of Things
Man of the Week									Mutual Benefit B. Considine

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

ABC

12-12:30 PM, Cory sponsors Ameche-Langford Tues., Thurs.; Clicquot on Thurs.; duPont Fri.

CBS

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

3:15-3:30 PM, Tues., Bride & Groom; Lehn & Fink Products Corp.

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

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

10:55-11 PM, Sun., Pres. Truman; Community Chest Campaign—9/30 only

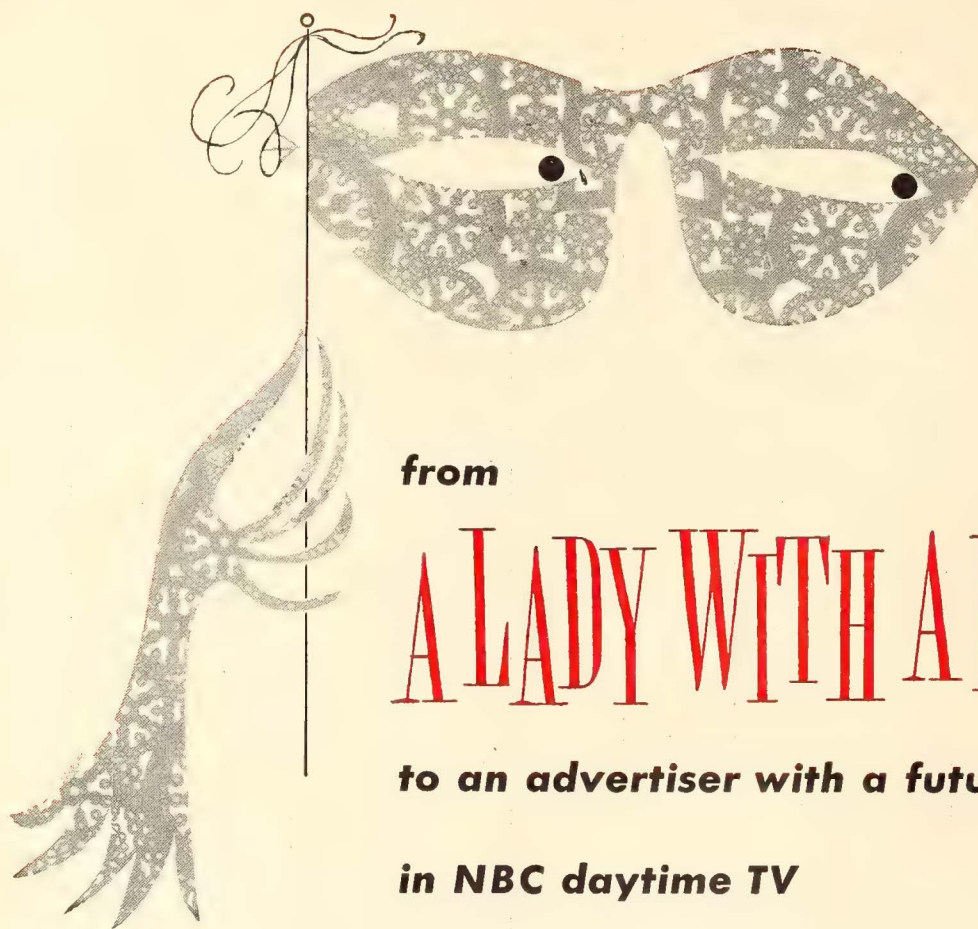
NBC

5:15-5:30 PM, Quaker Oats, M-F; Peter Paul, Th.; Gabby Hayes.

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

BROADCASTING
The Newsmagazine of Radio and Television
TELECASTING

September 3, 1951 Copyright 1951



from

A LADY WITH A PAST

to an advertiser with a future —

in NBC daytime TV

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

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

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

Share of Audience—68.2% Average*

Rating—13.9 Average*

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

*October 1950 through March 1951.

NBC TELEVISION

The network where success is a habit

A Service of Radio Corporation of America

GLOBAL VIDEO

Mundt Readies Blueprint For SHAPE

Blueprint for creation of educational and cultural TV networks advocated by Sen. Karl Mundt (R-S. D.) for Europe and Asia may be presented to Gen. Dwight Eisenhower's Supreme Headquarters for Allied Powers of Europe in forthcoming months, it was learned last week.

Military authorities from the United States may confer with the Supreme Commander at his Paris headquarters on the feasibility of launching the Mundt TV project from that point and bringing it under the jurisdiction of SHAPE. The identity of the military officials is not known, of course, at this time.

Such a move, Sen. Mundt's office said, would place in Gen. Eisenhower's hands an "invaluable" instrument for educating the peoples of the North Atlantic Treaty Organization to U. S. military and democratic objectives. Sen. Mundt originally proposed that the project first be undertaken in Turkey, which is earmarked for NATO membership, and perhaps Greece and other countries. Turkish diplomatic officials already have indicated "enthusiasm" for the project, provided that programming be devoid of propaganda aspects and that time be equally divided among American and Turkish fare [BROADCASTING • TELECASTING, July 30, 23].

With respect to the European aspect, authorities thought it likely

that headquarters for the system of proposed television relay stations would be set up in Paris, focal point for SHAPE operations.

It also was held likely that U. S. and European industry engineering representatives would ultimately confer with Gen. Eisenhower sometime after the top-level military conference, probably late this fall.

These representatives (reportedly associated with RCA and Philips-Eindhoven, the Dutch manufacturer) have left for Tokyo where they will confer with Japanese authorities on a similar project for television. Sen. Mundt has predicted that Japan will have network TV there within a year [BROADCASTING • TELECASTING, Aug. 20]. The engineers, who prepared statistical data at Sen. Mundt's request, are due back in the United States in October when the European operation will be given attention.

Japanese Network

The Japanese plan envisions a network of 22 stations to be installed by their own communications personnel at an estimated cost of \$4,670,000. The costs would be underwritten by Tokyo financiers, but the State Dept. would be permitted to lease facilities for U. S. information programs.

The suggestion has been offered by Sen. Mundt that the State Dept. buy time to apprise the Japanese of educational progress in the United States and to lay the groundwork for indirect sales acceptability of American commercial products used in education, agriculture and industry and exported to that country. In a sense, the State Dept. then might serve

as an agent for U. S. equipment makers. Again, as in Turkey, relay facilities rather than microwave equipment would be utilized.

Since the project will not be completed before next year, there is no immediate concern over funds to be used for this purpose, it was pointed out. Eventually, the State Dept. is expected to request additional monies from Congress as part of the information budget which would enable it to lease Japanese TV facilities.

The Turkey project, geared along somewhat different lines, could be launched for between \$3 million and \$4 million at the outset, covering a few stations, and be consummated for between \$30 million and \$40 million, Sen. Mundt feels. Initial cost would cover installation of transmitter equipment and a number of community-type projection receivers within Turkey.

The South Dakota Republican has also suggested creation of an American Advertising Foundation comprising manufacturers who would band together and buy time on European and Japanese TV stations to sell their products once networks are established.

RCA UHF SHOW

Set for Sept. 12

TV broadcast engineers from all parts of the nation will inspect UHF developments at RCA's experimental station in Bridgeport Sept. 12 as guests of the RCA's Engineering Products Dept., it was announced last week.

This visit will highlight RCA's Eighth Television Technical Training Program—a series of five day engineering seminars at the RCA Victor Plant, Camden, N. J., W. W. Watts, vice president in charge of the department, said. More than 90 broadcasters are expected to attend. The seminar is set, Sept. 10-14, and is designed to orientate personnel with latest programming and operating techniques, as well as with new RCA equipment.

BECKWITH NAMED

To Be UTP Gen. Sales Mgr.

ARON BECKWITH, commercial manager of WAGE Syracuse since 1943, has been named general sales manager of United Television Programs, Gerald King, UTP president, announced Friday. In his newly-created position which he assumes this week, Mr. Beckwith will have charge of all sales, both national and local, of the TV film distributing company.

Appointment of Mr. Beckwith follows the relocation of UTP's New York headquarters in larger space at 444 Madison Ave., the signing of a new contract for exclusive distribution of all films produced by Kling Studios [BROADCASTING • TELECASTING, Aug. 27], and a plan to increase the UTP sales force considerably. In addition to coordinating all sales across the country of the firm, Mr. Beckwith will be responsible for the selection of new sales representatives and for their supervision.

Before joining WAGE some eight years ago, Mr. Beckwith had been associated with the advertising department of WSYR Syracuse. At WAGE he handled programming and promotion in addition to sales.

Telecasting • BROADCASTING

WHEN TELEVISION SELLS...



JULY
SALES UP
50%

IN SYRACUSE

THE G. J. RALPH COMPANY,
PERMA-STARCH BROKER IN SYRACUSE SAYS "Participations in 'What's New' with Jean Slade increased PERMA-STARCH Sales 50% DURING the Month of July. NO OTHER ADVERTISING WAS USED."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND LEARN HOW YOU CAN SELL THE BIG SYRACUSE MARKET

• FIRST IN TELEVISION
IN CENTRAL NEW YORK

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

OWNED BY THE
MEREDITH PUBLISHING CO.



Pleased after signing exclusive sales distribution agreement are (l to r) Milt Blink, UTP vice president and officials of Kling Studios of Chicago, Fred Niles, director of TV, Bob Eirenberg, president and Lee Blevins, secretary.

YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday

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

Today there are

168,250

Sets in use
in WFBM-TV's
coverage area

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

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus

RATE Card No. 10 for WCBS-TV New York, effective Sept. 1, shows a base evening hour rate of \$3,750, a boost of approximately 15% over the station's previous rate. This is more than offset, G. Richard Swift, WCBS-TV general manager, points out in a memo accompanying the card, by a nearly 23% increase in the number of video families in New York since Jan. 1, when the previous rate was established.

ARB Ratings Released for Aug. 1-7

AMERICAN Research Bureau Inc., Washington, D. C., last week released its list of top television programs with ratings covering the week Aug. 1-7.

Two networks carried all top 10 programs, with CBS-TV disseminating the leading six programs and NBC-TV carrying the remaining four ranking shows. The ARB list follows:

RANKING BY PROGRAM RATING

1.	Toast of the Town (CBS)	43.2
2.	Godfrey's Friends (CBS)	37.7
3.	Talent Scouts (CBS)	36.9
4.	Amos 'n' Andy (CBS)	33.7
5.	What's My Line? (CBS)	32.9
6.	Summer Theatre (CBS)	32.4
7.	Kraft TV Theatre (NBC)	31.9
8.	Philco Playhouse (NBC)	31.5
9.	Orig. Amateur Hour (NBC)	31.3
10.	Lights Out (NBC)	30.5

'Toast', 'Lights Out' Lead Videodex Ratings

TOP ten Videodex ratings for 63 markets, covering the week of Aug. 1-7, were announced last week as follows:

RANK	SHOW	PERCENT TV HOMES
1	Toast of the Town (36 cities)	34.4
2	Lights Out (39)	28.1
3	Philco TV Playhouse (55)	27.2
4	Godfrey and Friends (50)	27.0
5	Talent Scouts (24)	26.8
6	Kraft TV Theatre (39)	26.5
7	Fireside Theatre (49)	24.9
8	Amos 'n' Andy (46)	24.0
9	Original Amateur Hour (53)	23.6
10	Danger (25)	23.3
10	Somerset Maugham Theatre (58)	23.3
10	What's My Line? (32)	23.3

Reactions to Berlin Demonstrations

GERMANY has had television—black-and-white as well as color. The response has been great from German officials, electronic scientists, the public and the East German visitors who slipped across the Soviet's "verboten" boundary to take a look.

The U. S. hosts to the German people were RCA and CBS. Here is what they report:

RCA says some million and a quarter residents and visitors to West Berlin saw the TV programs transmitted daily by a 29-man crew during the two weeks ending Aug.

26. According to Richard Hooper, RCA's Shows and Exhib manager who headed the crew, least 25,000 Berliners gathered the Schoeneberg Stadt Park for the final program. Thousands more watched shows on more than 100 telecasts distributed by RCA through the western sectors of the German capital.

Howard P. Jones, director of the Berlin contingent of the U. S. High Commission, lauded the quick-turn setting up of facilities (85 hours) by RCA engineers, technicians and German assistants. Both Mr. Jones and Maj. Gen. Lemuel Mathewson, U. S. commander in Berlin, saw the demonstrations of U. S. television deeply impressed all who saw them.

CBS says top American and German officials were enthused over the color system demonstrations at the Funktrum Exhibition Grounds. Richard Hottelet, CBS correspondent in Germany, cabled New York that Gen. Mathewson had special praise for the network's color system.

Still others, including Mr. Jones and Dr. Kurt Wagenfuhr, director of television studies at the universities of Hamburg and Muenster, were delighted with color TV displays.

Exhibitions by RCA and CBS (Continued on page 69)

Weekly Television Summary—September 3, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450	Louisville	WAVE-TV, WHAS-TV	100,500
Ames	WOI-TV	60,331	Memphis	WMCT	89,000
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	81,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615	Milwaukee	WTMJ-TV	251,300
Binghamton	WNBF-TV	41,300	Minn.-St. Paul	KSTP-TV, WTCN-TV	269,100
Birmingham	WAFM-TV, WBRC-TV	57,400	Nashville	WSM-TV	35,000
Bloomington	WTTT	16,800	New Haven	WNHC-TV	168,000
Boston	WBZ-TV, WNAC-TV	753,760	New Orleans	WDSU-TV	62,100
Buffalo	WBBN-TV	209,565	Newark	WABD, WCBS-TV, WJZ-TV, WNBT	2,490,000
Charlotte	WBTV	85,359	Norfolk	WATV	72,800
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793	Oklahoma City	WTAR-TV	93,400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000	Omaha	WKY-TV	82,700
Cleveland	WEWS, WNBK, WXEL	486,491	Philadelphia	KMTV, WOW-TV	87,400
Columbus	WBNS-TV, WLWC, WTVN	176,541	Phoenix	WCAU-TV, WFIL-TV, WPTZ	87,400
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	126,000	Pittsburgh	KPHO-TV	40,100
Davenport	WOC-TV	59,506	Providence	WDTV	300,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	208,000	Richmond	WJAR-TV	156,000
Detroit	WHIO-TV, WLWD	616,544	Rochester	WTVR	95,000
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	61,475	Rock Island	WHAM-TV	86,000
Ft. Worth	WICU	61,475	Salt Lake City	WHBF-TV	59,500
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	126,000	San Antonio	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	49,300
Grand Rapids	WLAV-TV	146,181	San Diego	KDYL-TV, KSL-TV	49,300
Greensboro	WFMY-TV	71,721	San Francisco	KEYL, WOAI-TV	49,800
Houston	KPRC-TV	84,129	Schenectady	KFMB-TV	105,500
Huntington	WSAZ-TV	48,000	Seattle	KGO-TV, KPAX, KRON-TV	210,000
Indianapolis	WFBM-TV	168,250	St. Louis	WRGB	160,900
Jacksonville	WMBR-TV	38,750	Syracuse	KING-TV	87,500
Johnstown	WJAC-TV	103,629	Toledo	KSD-TV	300,000
Kalamazoo	WKZO-TV	146,181	Tulsa	WHEN, WSYR-TV	126,200
Kansas City	WDAF-TV	127,170	Utica-Rome	WSPD-TV	125,000
Lancaster	WGAL-TV	106,352	Washington	KOTV	83,500
Lansing	WJIM-TV	55,000	Wilmington	WKTU	47,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH	1,002,000		WMAL-TV, WNBW, WTOP-TV, WTTG	278,100
	KTLA, KTVL, KTTV			WDEL-TV	74,800

Total Markets on Air 63

Total Stations on Air 107

Estimated Sets in Use 13,282,000

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

It was cold enough to freeze everything but Sales, in DAVENPORT!

WOC-TV

STATE FURNITURE COMPANY—1/2 HR. FILM SHOW WEEKLY
During Mississippi River flood, State Furniture received carload of mattresses. Warehouse surrounded by flood waters. State Furniture put mattresses directly into stores, told public its problem on two WOC-TV programs. Also used full-page ad in two local dailies.

According to State Furniture's own check on customers, advertising brought \$12,000 in business — of which TV produced 97%.

Immediately thereafter, State Furniture contracted for additional 1/2-hr. show weekly on WOC-TV.

DAIRY QUEEN STORES—20-SECOND ANNOUNCEMENTS

The day before last Easter (Saturday, March 24) "Dairy Queen" bought several 20-second and station ident. announcements to tell public of their Easter opening. Additional plugs were aired early Easter Sunday afternoon — a cold, almost wintry day.

Despite very discouraging weather for sale of frozen confections, WOC-TV announcements gave "Dairy Queen" the largest single day in their history — bigger than any previous day in July or August. Dairy Queen now sponsoring live 15-minute weekly WOC-TV production.

REPRESENTING TELEVISION STATIONS:

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

*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!
For Further Facts, Ask:*

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

Advance sale in 15 markets indicates the popularity of this great TV sports show!

"TOUCHDOWN"



Highlights of the top college football games played each Saturday across the nation. 13-week program, first release Sept. 24th. Commentary on this 30-minute show is handled by "By" Saam.

TOUCHDOWN is currently entering its fourth consecutive year of collegiate football coverage.* Already scheduled by these alert stations.

WMAR-TV	WBNS-TV	WDSU-TV
WNAC-TV	WFAA-TV	WTVJ-TV
WGN-TV	WXYZ-TV	KSL-TV
WCPO-TV	KTSL	WOAI-TV
WEXL-TV	WAVE-TV	KING-TV

* This show is not available for alcoholic beverage sponsorship



Don't miss this great opportunity to include one of America's most closely-followed shows on your fall TV line-up!

**PHONE!
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WIRE!**

—Audition prints on request—

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PRODUCTIONS
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Philadelphia 2, Pa.
PHONE
Kingsley 5-8540

KFI-TV STRIKE

Settlement With TVA Seen

FOUR-MONTH old Television Authority strike against KFI-TV Los Angeles seems headed for settlement following meetings last week between TVA officials and representatives of the new owners of KFI-TV, General Tire & Rubber Co.

Union at the first exploratory meeting presented a contract accepted by the six other local TV stations to management representatives to familiarize them with it, and at a later meeting sought to clarify various points of the contract. Further meetings are expected to be held this week.

Meeting with union executives Peter Prouse, TVA West Coast executives; Ken Carpenter, chairman, West Coast section, TVA national board, and Wayne Oliver, field representative, were Norman Ostby, vice president in charge of station relations, Don Lee Broadcasting System, and Tony La Frano, program manager, Don Lee.

Negotiations between the union and the former owner of the station, Earle C. Anthony, owner of KFI-AM, ceased about three months ago when both parties met a deadlock over the issue of a closed shop.



Mr. Cueto (l) discusses plans with Giuliano Gerbi, also of WOV-Rome.

KTTV SUIT

Court Filing Expected

NOTICE of \$150,000 suit is expected to be filed this week against KTTV(TV) Los Angeles and others by three attorneys for Morris Braun, MGM property man, who charges lifting of a television script [BROADCASTING • TELECASTING, Aug. 27]. Mr. Braun alleges the KTTV *Batter Up* program is patterned after the television script for his *Play Ball* program idea.

Three others named in suit are Bill Welsh, m.c. of *Batter Up*; Sam Herrick and Art McCaury, director and producer, respectively.

WOR TV SQUARE

Construction Speeded; Dec. 1 Is Goal

"TELEVISION Square," the new WOR-TV New York building and the first in the city to be constructed exclusively for television, will be completed a month ahead of schedule and ready for occupancy Dec. 1. Considered one of the most up-to-date studios extant, the structure is reported to have cost about \$1,250,000.

The two-story, block-sized building was designed with the help of television engineers to stress the requirements of television production. Located on the Upper West Side of the city, the brick and concrete structure will have all facilities for "live" shows on its first floor with film work areas on the second.

Three production rooms, each a self-contained unit with its own announcer's booth, control room, sponsor's booth, and rehearsal room, will be on the ground floor. Two of the studios contain 4,000 square feet of floor space each and the third, equipped with an audience balcony, measures 6,000 square feet. Two makeup rooms and six dressing rooms skirt the studios. A 5,000-foot area for the loading, unloading, and storing of scenery and properties runs the length of the first floor, with doors at each end large enough to admit delivery trucks, and cars or any livestock that might be used on shows.

Each studio will be equipped with 27 counterweighted battens for hanging lighting equipment or temporarily storing scenery near the ceiling, above camera levels. Some 150 pieces of lighting equipment will be used to illuminate each studio.

The main lobby of "Television

Square" has a light board that indicates all entrances to the building with lights that flash when any door except the main entrance is opened. The signal—accompanied by a buzzer sound—remains in operation until the door is closed and secured. Thus trespassing or intrusions that might interrupt a show in progress will be minimized.

Film vaults, cutting and editing rooms, film projection rooms, a small studio for newscasts, and a master control room will occupy the second floor.

Many of the distinctive features of "Television Square" came about as a result of cooperation between WOR-TV and its competitors.

"We went to engineers at CBS, NBC, ABC, and DuMont," Charles Singer, WOR-TV assistant chief engineer who is in charge of the construction, explained, "and asked them what mistakes they had made in building studios so that we could avoid them. We also asked them what installations they would make if they were about to design a new studio. A lot of what is in our building is a result of those talks."

Work on the structure was begun last spring and when it is finished it will consolidate nearly all WOR-TV production activities in its near-50,000 feet of floor space.

WOV FILM

Italy Production Planned

WOV New York, the only AM station in America to have its own studios abroad, establishes another first when it goes into production of television films. Contracts were signed last week for documentaries as well as TV film spots to be produced in Italy by WOV-Rome for the Buitoni Macaroni Corp.

Claire Mann of WJZ-TV New York, currently in Italy, will narrate the English-language documentaries, which will be used for educational indoctrination of American Buitoni employees as well as for Buitoni-sponsored shows to telecast throughout the U. S. Film segments will be shot at the company plant in San Sepolcro and at the chocolate factory in Perugia, Italy.

Segments of the documentaries with new sound tracks dubbed will be edited into TV spots, which will be used to promote the spaghetti firm's products by emphasizing local color and tourist attractions in Italy.

Plans call for use of WOV-Rome mobile equipment—which now provides from one to one and a half hours of taped radio fare daily for New York audiences—to provide trucks and cars for the film crew of 10 technicians. Television spots will be supervised by George Cueto, director of WOV-Rome, and production will begin immediately.

Additional television films to be shot by WOV in Italy are now being discussed, Ralph Weil, WOR general manager, explained, but commitments have yet been signed. American film stars vacationing in Italy will narrate or emcee the English-language production, however.

COLOR IN DETROIT

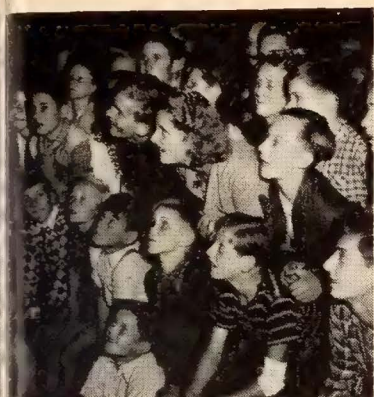
WJBK-TV Demonstration

DETROIT newsmen and CBS Columbia Inc. dealers took the first look at CBS-color television last week when WJBK-TV Detroit gave a closed circuit demonstration of the CBS color program *The World and You* at the Detroit Masonic Temple.

Reaction of the viewers, CBS described, was "highly enthusiastic." Bettelou Peterson, TV editor of the *Detroit Free Press*, was quoted by the network as stating "We were all very favorably impressed with the color show . . . the entire color production was much easier on the eye than black-and-white," while *Detroit Times* reporter Irmengard Pohrt said "Color television has already proven to be much more realistic than cinema technicolor. . ."

TELEFILM, INC.

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



erliners, including thousands of side-eyed visitors from Communist East Germany, huddled around video screens set up in more than 10 spots in West Berlin. This was the first look at television for the youngsters. A four-hour show featured several of Europe's top entertainers.

* * *

Telestatus

(Continued from page 66)

ere presented at the request of the Economic Cooperation Administration and the U. S. High Commission in Germany.

While there was plenty of good-natured rivalry between RCA and CBS, each was credited with doing public relations job for America and the U. S. technical know-how. The State Dept. also reported favorable comment from West Berlin newspapers which carried full reports on the displays, giving particular emphasis to President Truman's message to the Berlin population [BROADCASTING • TELECASTING, Aug. 20].

More Power Boosts

(Continued from page 57)

d freeze is pointed up in request of KOB-TV Albuquerque for permission to continue radiating 5.8 kw. When the FCC granted its CP Albuquerque Journal station in 1948, theoretical computations showed that the 5-kw transmitter and 48-ft. antenna should radiate 5 kw output. But when station began operating it put out 5.8 kw. Thus it is seeking to legitimize the power it has been radiating for three years—solely because TV freeze rules do not permit the FCC to approve any powers greater than those specified in a station's CP.

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CORPORATION**
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Film Report . . .

OLD 1890 serials may just fade away, but Charlie Chaplin will run and re-run forever. KTTV (TV) Hollywood has purchased 26 half-hour Chaplain comedies from COMMONWEALTH Film & Television Inc. and FILM CLASSICS Exchange, both New York, for Tuesday evening telecasting.

Rebound is the new title of BING CROSBY Enterprises' *Cry of the City*. Two original stories were bought from Joe Pagano, film writer, for the series.

French acrobats, Swiss yodeling, and gypsy music will provide European flavor for *Cafe Continental*, a group of quarter-hour musical TV films based on visits to well-known boites across the sea. Starring Isabel Bigley, currently in Broadway's "Guys and Dolls," the 13 films are produced by STERLING Television, New York, and will be available for general distribution. Conmar Products Corp. sponsored the films on NBC-TV during their first showing.

Top Secret, U.S.A. will depict government intelligence agents at work. Robert Alda will star in the D-N-S Television Productions show. "Mission Rhino" is the first program. It was scripted by Henry Misrock from an original story by Lt. Col. Donald Robinson, former chief historian for SHAEF in Germany.

TV DISC SERIES

Placed in 17 Markets

INITIAL package of "TV Disc Jockey Toons," film accompaniments to song recordings produced by Screen Gems, New York, has been placed in 17 markets within 10 days, Will Baltin, sales manager of the series, announced last week.

Largest sale of the 15 films was to the Wildroot Co., through BBDO for placement in Los Angeles, Chicago, St. Louis, Minneapolis, Buffalo, Omaha, Dallas, and Oklahoma City. Mail Order Network, through the Dorland Agency, also took the package for use in New York, Newark, Washington, D. C., and possibly in Pittsburgh Birmingham, and Toledo. Direct sales were made to three television stations: WNBK (TV) Cleveland, WCPO-TV Cincinnati and WXYZ-TV Detroit. The song-length films, rented for an introductory six-week period, will go on the air about the middle of this month.

DELEGATES to New York State Food Merchants Assn. convention in New York watched CBS color television program daily during their three-day meeting recently as guests of CBS.

UP-MOVIETONE

ABC-TV Buys Service

PURCHASE of the new United Press—Movietone News Service was announced last week by ABC-TV for an October launching on its owned television stations, WJZ-TV New York, WXYZ-TV Detroit, and KECA-TV Los Angeles.

In making the announcement, Slocum Chapin, vice president for ABC-owned TV stations, said "acquisition of this newest and most comprehensive television news coverage, will bring to millions of ABC viewers the finest and fastest television news available anywhere. We feel that through this service ABC viewers will receive the most complete and up-to-telecast coverage of the news, both live and on film, that has thus far been presented in the television field."

Films and stories from the news service which combines the reportorial and camera staffs of UP and Fox Movietone News will be utilized by WJZ-TV to form an overall "television newspaper, Mondays through Fridays, 7:00-7:15 p.m. The station also plans to incorporate the service in an evening newscast, 11-11:10 p.m. and a mid-day program at 1 p.m., Mr. Chapin said.

The Detroit and Los Angeles stations, Mr. Chapin announced, are working out similar programs based on the UP-Fox service.

DuMONT CAMPAIGN

Spotlights TV Receivers

ALLEN B. DuMONT LABS. last week announced an expansive fall advertising campaign based on the theme, "Look Inside . . . Then Compare. See Why DuMonts Do More," to spotlight its DuMont television receiver. George Hakim, advertising manager of the Labs Receiver Sales Div., said that DuMont wants the American public to become "more conscious of the 'insides' of television receivers."

Media to be used include radio and TV spots, film commercials, newspapers in TV cities, and consumer and trade magazines. DuMont agency is Campbell-Ewald Co., New York.

News Network

INS-Telenews, WXEL (TV) Cleveland and McCann-Erickson Inc. have cooperated in establishing a regional network to distribute the daily TV news programs sponsored in five Ohio cities by Standard Oil Co. of Ohio. Each night at 11 p.m., the 10-minute news show is microwaved from WXEL to WSPD-TV Toledo, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT (TV) Cincinnati, under the supervision of Robert Rowley, WXEL news chief. Programs include the INS-Telenews daily newsreel, plus spot news photos, maps and charts.

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Produced Especially for TV!

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FOR NATIONAL - REGIONAL
OR LOCAL SPONSORSHIP**

Adrian Weiss Productions
present

**CRAIG
KENNEDY**
CRIMINOLOGIST

first

13½-hour films

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Starring
**DONALD
WOODS**
as
CRAIG KENNEDY

SYDNEY MASON
As Inspector Burke

LEWIS G. WILSON
As Walter Jameson
Newspaper Reporter

and

Supporting Cast
of Established Players

★ In the thick of everything is CRAIG KENNEDY, CRIMINOLOGIST — thinking, fighting and risking his life to exciting, startling conclusions!

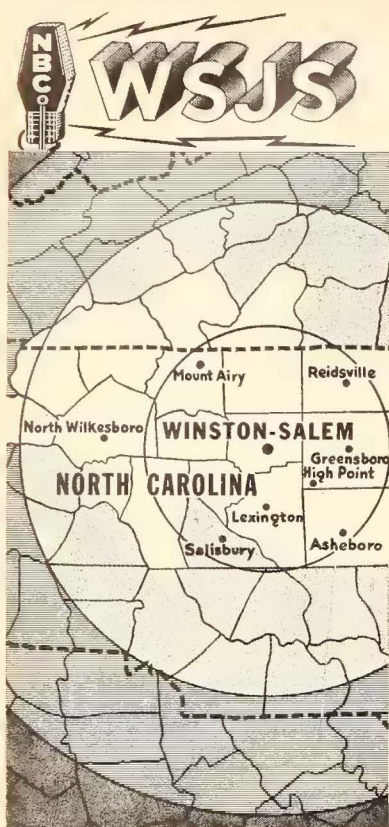
★ FILMED EXCLUSIVELY TO HOLD YOUR VIEWERS THROUGH EVERY COMMERCIAL AND RETURN FOR MORE!

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Write for Catalog of Westerns,
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*Sales Management, 1951

Survey of Buying Power

WSJS
The Journal-Sentinel Station

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TELEMETER

MORE INFORMATION on how Paramount Pictures' "Telemeter" system of subscription-TV works is needed before the FCC can consider granting the request for technical experiments over KTLA Los Angeles. FCC reply last week to Paramount

That was the substance of the Pictures' application for permission to run a technical experiment over its TV station in Hollywood.

FCC wants to know what frequencies will be used for the scrambling devices and the coded pulses, how much of an audience will have the Telemeter instrument, who will participate, how many units will be tested.

How Telemeter works was explained fully for first time in Paramount Pictures' Aug. 21 request for experimental approval. It is described in this manner:

No change is required in any of the transmitting equipment. However, by means of equipment at the station, the video signal is scrambled. Through the use of subcarriers in the audio channel, coded pulses are sent out which when received at the TV set which has telemeter equipment attached thereto remove the jitter from the picture.

The telemeter home equipment consists of two units; first, an unscrambling unit which rectifies the scrambled picture sent from the station and which is placed within the actual TV chassis. The second piece of equipment is called the "comparator." This device is approximately 8½ inches high and 4 inches square, and is attached to the TV set by a coaxial cable. Inside the "comparator" is a magnetic tape which records the code sent out over the subcarriers in the audio channel. The "comparator" is a coin-operated mechanism with one coin slot, taking either nickels, dimes, quarters or halves, and is equipped to receive instructions from the TV station as to the price of the designated programs. Such prices in the present setup range from five cents to two dollars, in any multiple of five cents. On the face of the "comparator" are two small windows. One, which will register the charge demanded by the station and, the other which will register the amount paid by the home consumer. Immediately upon turning to any designated channel, the first window will automatically show the price requested by the station. The other window will show the home consumer how much he has put into the box for each program. When these two amounts match, the 'A' device is automatically operated and the show being broadcast becomes unscrambled and intelligible.

Method of payment was described thus:

The "comparator" can be instructed, by the station, to receive payment in any amount from five cents to two dollars in multiples of five. It will operate if an overage is paid, but will not decode if there is insufficient payment. Each program broadcast over the Telemeter System, from a given station, will carry a code number and when payment is made at the home receiver this code number will automatically register on the magnetic tape in the "comparator" so that there is a positive identification of the money paid, plus a record of the rightful allocation.

At given intervals the part of the

Paramount Explains Its System

★ "comparator" containing the magnetic tape and the money, will be picked up by a Telemeter serviceman and taken to a central point. Here the money will be counted and the magnetic tape read by an electronic computing machine, insuring proper allocation of this money to those persons whose shows were seen via the Telemeter System.

No need for land lines was explained in this manner:

The operation of the Telemeter System requires no land lines of any kind, other than those used in the normal operation of any television set. There is no necessity for telephone or power lines other than those in the norm, as the coded information from the station to the set is completely an air link. The Telemeter System as devised can be used with any existing channel, with any UHF channel, with black and white, or with color and can be attached to any standard television set now being manufactured.

The experimental work will be done in conjunction with International Telemeter Corp., who have designed and built the aforementioned device.

International Telemeter Corp. intends to monitor these experimental programs in locations of weak and strong signals, close to the trans-

WSB-TV SALE

Effective Date Postponed

SALE OF WSB-TV Atlanta Channel 8 facilities was held up until Sept. 14 last week when the FCC issued a stay of execution of its Aug. 9 approval of the transfer until it had time to study charges of hidden and multiple ownership, as well as the legal standing of the two petitioners—WGST and E. D. River Jr. [BROADCASTING • TELECASTING, Aug. 27, 20].

Commission's stay order noted that the WGST and River's petitions raised charges not before the FCC at the time of the original grant.

Since Broadcasting Inc., new owners of Channel 8, and Atlanta Newspapers Inc., which plans to move to Channel 2, had requested a 30-day extension for consummation of the sale, the Commission's stay did not cause them undue alarm.

Under FCC rules, a sale must be consummated within 30 days after the Commission approves a transfer. In this case that would have been Sept. 9. But both Atlanta parties had planned to begin their new operations Oct. 1. Thus they had asked for an extension.

Both Broadcasting Inc. and Atlanta Newspapers denied the charges of hidden and multiple ownership, also questioned the legal standing of the petitioners.

mitter and in fringe areas, and will all makes and models of sets, with and without decoding and coin-operated apparatus, and in the presence of multipath and line of sight signals with the intent of making a thorough survey of any effects of the coded signals on all types of home receiving sets in all locations. . . .

ABC-UPT

(Continued from page 25)

ation and control of the broadcasting facilities proposed to be owned by or its subsidiaries and to obtain full information as to the individual individuals authorized to formulate and execute such policies.

5. To obtain full information with respect to the policies and plans of American Broadcasting-Paramount Theatres Inc., relating to any arrangements contemplated for the televising of selected programs theatres to the exclusion of other outlets.

6. To obtain full information with respect to the restrictions, if any, be imposed by American Broadcasting-Paramount Theatres Inc., on broadcast stations in the use, in whole or in part, of motion picture films or stories exhibited by transferee or restrictions imposed on broadcast stations in the use of talent under contract to or employed by the transferee.

7. To obtain full information with respect to the plans of the transferee for the staffing and programming of the broadcast stations proposed to be owned by them.

8. To obtain full information with respect to the plans of the transferee American Broadcasting-Paramount Theatres Inc., in the event of grant of its above applications, to comply with the Commission's Rules and Regulations relative to multiple ownership.

9. To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce, in any section of the country.

10. To determine in the light of the evidence adduced under the above issues, whether the applicants, the officers, stockholders and directors are qualified from the standpoint of character and conduct to be licensee and whether grant of the above styled applications would be in the public interest, convenience and necessity.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

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



Strictly Business

(Continued from page 16)

[B. F. Goodrich's *Celebrity* on CBS Television]. He did recall ever seeing it. 'It's on WS Cleveland, at 10 p.m. Sun-nights,' I prompted. 'I think are usually watching *Celebrity* about then,' the barber said." Mr. Tucker adds: "So now there still larger B. F. Goodrich sign the curtain in CBS Studio 41." His advertising executive likes think of the days when the rub-company had what he believes one of its best radio buys—the Baer-Primo Carnera heavy-t boxing championship fight 1934.

Will Rogers' Take-off

Will Rogers, he remembers, used present an amusing take-off on announcer, the late Graham McNamee. The great humorist in radio broadcast ribbed the McNamee Goodrich commercials.

Mr. Rogers mimicked: "He's up. down. He's up again." But, Mr. Rogers would continue, Mr. McNamee "would not tell us who was up or who was down until we got a set of B. F. Goodrich shoes."

Coming in on some background, Mr. Tucker says the reason for the commercial was instructions from the firm to use frequent announcements between rounds if it looked like a short fight. The Baer-Primo fight was anything but short, but Mr. McNamee, who thought it would be abbreviated, went heavy through the early rounds, couldn't let up because the audience might forget the sponsorship message.

While B. F. Goodrich manufactures many more products than any company policy, according to Mr. Tucker, makes the massed product commercial a rarity. Extension, he says, was last New York's Eve telecast on CBS on the company's 80th anniversary. That program covered the history of the company and of B. F. Goodrich from 1858 up to Korea.

Mr. Tucker was born in Ottumwa, Iowa, in 1896. When in



UNDERLINING blood plasma drive getting underway next week via radio and television is Army Nurse (Lt.) Helen Gallick of Walter Reed Hospital, Washington, D. C. She holds a bottle of whole blood. Flanking her is Lt. Frank Junell (l), USN, former commercial manager, KEYL-TV San Antonio, now with radio-TV branch of Office of Public Information, Dept. of Defense, and Paul Gaynor, vice president, Buchanan & Co., New York, and on loan to the department in charge of planning and coordinating the blood drive. Purpose of drive is to obtain 2,800,000 pints of plasma to replenish U. S. armed forces' supplies. ➤

high school he started in the newspaper field, working his way through the U. of Wisconsin as correspondent and sportswriter for Chicago and Milwaukee papers. He was sports editor of the *Madison* (Wis.) *Capital Times*.

Next came aviation in the Navy in 1918, followed by more newspaper work.

Mr. Tucker made his bow at B. F. Goodrich in 1919 while he was covering the Wisconsin State Legislature for the *Milwaukee Sentinel*.

In the more than 30-year association with the firm, Mr. Tucker has served in sales, public relations and various advertising divisions.

Most successful company campaign, Mr. Tucker believes, is the one led by the Goodrich president, John L. Collyer, encouraging American rubber-producing facilities to free the U. S. from dependence on foreign rubber supply sources.

Mr. Tucker is married and has two children, a son and a daughter, both in their 20s.

When away from his desk, he grows tall "Iowa" corn in his Akron backyard.

Fraternal organization is Beta Theta Pi. He is a member of the Akron and Cleveland Advertising Clubs and the Congress Lake Club, Hartsville, Ohio.

Robert Mathews

FUNERAL services for Robert Mathews, 37, CBS Television Hollywood production facilities manager who died Aug. 27 following a major operation, were to be held last Thursday at American Martyrs Church, Manhattan Beach, Calif. His widow and three children survive.

BLOOD DRIVE

Network Times Scheduled

NETWORK commitments for radio-TV kickoff of the Armed Forces Blood Donor Program next Monday (Sept. 10) were announced by the Dept. of Defense Office of Public Information last Thursday.

Tentative schedule calls for radio playback of the 15-minute taped program on ABC, 10:15-30 p.m.; CBS and MBS, 11:15-30 p.m., and NBC, 11:30-45 p.m., all EDT. On television, ABC-TV plans to carry the film version from 8:30-45 p.m. and DuMont TV Network, 8:15-30 p.m. NBC-TV and CBS-TV schedules were undetermined Thursday.

The special salute was prepared simultaneously for radio and television broadcast, and features messages from Gen. George C. Marshall, Secretary of Defense; Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Gen. Matthew Ridgway, UN Far Eastern Commander.

The program will launch a year-long campaign to raise 2,800,000 pints of whole blood and plasma for the armed forces, and enjoys the cooperation of The Advertising Council and NARTB. A continuing series of network spots and special shows, plus local station coverage for community tie-ins, will follow up the network premier [BROADCASTING • TELECASTING, Aug. 20].

milestones

► NBC will mark its 25th year of incorporation as a network on Sept. 9, 67 days before it celebrates the "silver anniversary" of the first NBC network broadcast, November 15, 1926. Silver jubilee of the network is being observed from June continuing through November.

► Bill Henry, newscaster for MBS, celebrated his 28th year on the air Aug. 21.

► Ida A. Kohlhas, member of KDKA Pittsburgh's auditing department, celebrated her 27th year with the Westinghouse station Aug. 15.

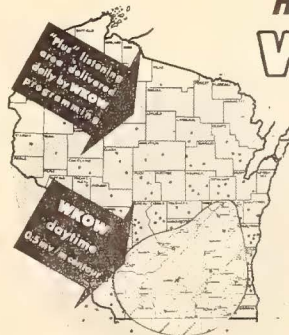
► Columbia Pacific *Meet the Missus Varieties* last month celebrated its seventh year on the air. Harry Koplan, who first joined the show at its inception as an assistant producer, is now producer-m. c. of the audience-participation program.

► Radio director for the Roosevelt Hotel in New Orleans, Charlie Lake, is a 20-year man in the business of radio. First "paid" job was Sept. 1, 1931, at KOY Phoenix. For the past eight years with Roosevelt's radio department, Mr. Lake is only 38 years old.



AND HERE'S HOW...WITH *KOW

It's the knack of knowing "how" that makes the difference... how your product can get its share of Bossy's "moo-la." There's a half-billion dollars' worth of milk checks that will be spent this year. And WKOW will reach these customers in America's rich dairyland.



HERE'S HOW TO GET RESULTS W*KOW-CBS

MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!

WISCONSIN'S MOST POWERFUL STATION



1070 K. C.

Represented by
HEADLEY-REED COMPANY

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

"COVERED" WAGES

GREENVILLE \$112,827,014

Columbia 62,217,401

Charleston 48,677,862

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

TAKE IT YOURS WITH WFBC 5000 WATTS

News-Piedmont Station, Greenville, S. C.

For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

THE ONLY

*50,000

WATT

INDEPENDENT

STATION

IN THE SOUTH

"The Dixie Dynamo"

WINZ

940 K.C.

FORJOE & CO.

National
Representatives

As the largest independent station below the Mason-Dixon and centered in America's most rapidly expanding market (22nd in U.S.) WINZ today mirrors a grand opportunity walking in your door.

It will double the effect of the smallest advertising budget . . . It is an imposing sales advantage for BETTER TIME — or MORE TIME — or MORE POWER — or NEW MARKETS — or GREATER MARKETS.

WINZ

940 K.C.

MIAMI

MIAMI BEACH

304 Lincoln Road

HOLLYWOOD

Hollywood Beach Hotel

*50,000 Daytime, 10,000 Nighttime
Now Under Construction

CBS MORALS CLAUSE Arbitration Favors RWG

DEFEAT of CBS attempts over the past year to insert a morals clause in writers' agreements with the network was ruled last week by the American Arbitration Assn., in proceedings brought by the Radio Writers' Guild. Since CBS agreed to arbitration in its initial contract with the guild, the decision is final.

The CBS clause, considered to have been the network's reaction to *Red Channels* listings, stipulated that contracts could be terminated any time an artist committed "an offense involving moral turpitude . . . or which might tend to bring the artist into public disrepute, contempt, scandal or ridicule or which might tend to insult or offend the community . . . or tend to reflect unfavorably upon CBS, the sponsors, or their advertising agencies or injure the success of the program."

Quotes Arnold

Majority opinion, written by Louis Gannett, writer and critic, and Dr. Harold Taylor, head of Sarah Lawrence College, quoted Matthew Arnold that "Art is a criticism of life." Stating that in the Western democracies in 1951 a creative writer is generally understood to be some one who tells the truth, the opinion said, "it is difficult to see how a writer could avoid tending to offend some seg-

★

ment of the community by what he creates, even apart from other 'acts or things' which he may commit 'at any time,' since this must obviously include what he does in his leisure hours of conversation, study, experience or action, in which the creative process ferments."

RWG, contending that the morals clause violated the spirit of their

PROMOTE FM

Asheville Meet Sept. 5-6

MEETING of FM broadcasters in North Carolina to discuss means of promoting manufacture and sale of FM sets will be held Sept. 5-6 at Mt. Mitchell and Asheville, N. C.

Barbecue and inspection trip is scheduled Sept. 5 atop Mt. Mitchell, with WMIT (FM) as host. WMIT returned to the air July 1 after having been silenced in April 1950. The station will soon be operating with 325 kw power, according to W. Olin Nisbet Jr., president. Jack Erwin, Zenith distributor in Charlotte, is vice president.

Comdr. E. F. McDonald Jr., president, and Ted Leitzell, public relations director, Zenith Radio Corp., have been invited to the two-day session, along with Zenith distributors and dealers. All FM broadcasters will be welcomed.

Business meeting will be held Sept. 6 at the George Vanderbilt Hotel, Asheville.

WCCO PACKAGE

AM, Stage Shows Bought

A TRAVELING weekly stage show and a half-hour Sunday radio program over WCCO Minneapolis-St. Paul have been purchased by the Northern States Power Co. Both will star Cedric Adams, WCCO newscaster and radio personality.

A "Home Town Social" show, with a troupe of five variety acts, will be given in a different town or city of the area each week. The show includes music, comedy and local appeal and is climaxed by a broadcast of Mr. Adams' *Night-time News*. The stage show, free to inhabitants, will be sponsored by the local Northern States Power Co. manager.

On the following Sunday, Mr. Adams narrates the story of his visit to each "home town" at 1-1:30 p.m. The program, *Your Home Town*, also will include portions of interviews with local personalities recorded during the evening stage show. Show was premiered Aug. 26 after heavy promotion.

agreement with the network signed in 1947, initially sought arbitration through the joint adjustment board. CBS, contending that the clause was an out-of-line argument not pertinent to the original pact, first sought a stay of arbitration from the State Supreme Court and later appealed their decision. The five-judge appellate court unanimously ruled that the question was one for arbitration, clearing the way for argument, which was heard in May.

Dissenting opinion in the arbitrators' 2-1 decision was written by Attorney Albert M. Gilbert.

The decision retained for the right to delete offensive material from scripts.

Litvin Burial

DR. PHILIP LITVIN, husband of FCC Examiner Fanney Ney Litvin, was buried Aug. 30 at Arlington National Cemetery, following funeral services that morning. Dr. Litvin's body was found Aug. 24, four days after he drove while vacationing with his wife in Montana [BROADCASTING • TELECASTING, Aug. 27].

S. W. GROSS, president Tele-Radio Corp., announces million-dollar defense order for production of phone-telegraph signal units. Contract is prime agreement with U. S. Army Signal Corps.

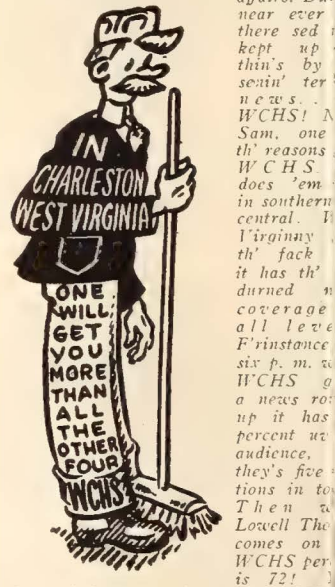
Mr. Sam Margulis

Shaffer-Brennan-Margulis Adv. Co.

St. Louis, Missouri

Dear Sam:

Overheard a hen party 'other n' right after they'd heard a speech on w' affairs. Dan



near ever there sed kept up thin's by sein' ter news. WCHS! N Sam, one th' reasons WCHS does 'em in southern central. W' Virginny th' fack it has th' durned n coverage all leve F'rinstance six p. m. WCHS g a news ro up it has percent audience, they's five tions in to The n ad Lowell The comes on WCHS per is 72! Yrs.

Sam, folks reely lissens ter WCHS on' don't ferget, these Hooper fig is jest fer th' city area. They a include th' big hinterland covered 'n 'scusively by WCHS 5000 watts! Yrs.

WCHS

Charleston, W. V.

RADIO EMPHASIS

In Journalism Stressed

GREATER emphasis on radio journalism instruction was urged by Prof. Mitchell V. Charnley, U. of Minnesota, in a report to the Council on Radio Journalism, which met Aug. 27 at the U. of Illinois, Champaign, Ill.

The council agreed to change its name to Council on Radio-Television Journalism Inc. The action will be submitted to the 1952 meeting, slated during the NARTB convention.

Baskett Mosse, Northwestern U., was elected council chairman succeeding Floyd K. Baskette, U. of Colorado. Robert K. Richards, NARTB public affairs director, was re-elected secretary-treasurer. Karl Koerper, KMBC Kansas City, who has left the broadcasting business, was left the broadcasting business, BROADCASTING • TELECASTING, Aug. 27], resigned. Ben Chatfield, WMAZ Macon, Ga., and president of the National Assn. of Radio News Directors, was elected a member under the automatic provision covering NARND.

Prof. Charnley's report urged more attention to teachers clinic and a study of procedure covering accreditation of journalism schools.

Amend By-laws

By-laws were amended to increase membership from 10 to 12. The council was formed in 1945 by NARTB and the Assn. of Accredited Schools and Depts. of Journalism. It maintains an internship program by which radio journalism teachers spend the summer serving in radio newsrooms.

Attending the Monday meeting were Arthur M. Barnes, State U. of Iowa; Prof. Baskette; Prof. Charnley; Mr. Koerper; Prof. Mosse; Messrs. Chatfield and Richards. Terms of William Brooks, NBC, and Edward Breen, KVFD Ft. Dodge, Ia., expire this year. Vacancies will be filled by President Harold E. Fellows, of NARTB.

RCA Tube Dept. has announced low-priced all-electronic vacuum-tube Junior Voltohmyst meter. It is designed to meet service technicians' demands for low-priced voltohmmeter capable of measuring AC volts and DC volts, and resistance in five different ranges.

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

air-casters



HAL DAVIS, radio and advertising executive, appointed program director **KING** Seattle. **GRANT MERRILL** appointed production manager.



Mr. Brennan

BILL BRENNAN, producer - writer **KTSL** (TV) Los Angeles named program director. He replaces **CECIL BARKER**, who recently resigned to become TV program and production director **ABC** Western Division.

LISLE F. SHOEMAKER, night manager Los Angeles office **United Press**, appointed promotion manager **KFMB-AM-TV** San Diego.

SY MILLER, script writer, and **CAL REED**, floor manager **KLAC-TV** Hollywood, named producer and director, respectively, of **KLAC-TV Hollywood On Television**.

JOHN TILLMAN, chief announcer and newscaster **WPIX** (TV) New York, received second 1951 Community Service Award given by Veterans of Foreign Wars on his *Televnews the News* Aug. 23. He was cited for "the outstanding cooperation he has unstintingly given through his television programs to a wide variety of community endeavors."

BILL GORDON, program staff **WGTM** Wilson, N. C., appointed program director. Mr. Gordon was with **WAYN** Rockingham, N. C., and **WEAT Lake** Worth, Fla.



Mr. Gordon

RICHARD ROSS, announcer **KIRO** Seattle, father of girl, Kimberly.

BROOKS READ, assistant program director **LBS**, appointed network production supervisor. Mr. Read was general manager **WNAT** Natchez.

WALTER LEWIS, program director and chief announcer **WTNJ** Trenton, N. J., to **WHLI** Hempstead, N. Y., as member of announcing and production staff.

MAX BAER, former world's heavy-weight boxing champion and noted entertainer, starts weekly disc jockey show on **KFBK** Sacramento, Calif.

JIM LOWE to **NBC** Chicago as vacation relief announcer. He was with **WBBM** Chicago and **WIRE** Indianapolis.

JACK ANGELL, newsman **NBC** Chicago, father of daughter, Rosalind, born Aug. 16.

PAT FITZGERALD, disc jockey **WNOK** Columbia, S. C., father of boy, Patrick Francis.

JEFF SCOTT to **WFIL** Philadelphia, as disc jockey.

BETTY YEAGER, **WIP** Philadelphia, and James Mossimo, married.

BILL WRIGHT, announcing staff **WONE** Dayton, to **WIP** Philadelphia, as summer replacement on announcing staff.

HOWARD J. SILBAR, promotion director **WOOD** Grand Rapids, Mich., father of daughter, Jean Claire.

TED MEADOWS, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to **KFSD** San Diego.

CY HARLEY, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to **KITO** San Bernardino, Calif.

WILLIAM HUDDY, recent graduate, Don Martin School of Radio & TV Arts & Sciences, Hollywood, to **KOOL** Phoenix.

BOB CUNNINGHAM, Chicago writer, producer and announcer, now handling agency contact and sales work **Universal Recording Corp.**, same city.

SID GARFIELD to **CBS** Radio Network Sept. 10, as director of exploitation. He was eastern publicity and advertising director **Samuel Goldwyn Productions**.

JANET WILLIAMS, personnel department **NBC** New York, to continuity acceptance department **NBC** Chicago.

GUY WALLACE, program manager **WFDR** (FM) New York, resigns to join **Radio Free Europe** as executive producer.

RICHARD L. CASS, promotion department **MBS** Central Div., and **Mart Steuart**, *Chicago Tribune*, married, Aug. 25.

JOHN KERRICK and **TOM LEE**, graduates **Don Martin School of Radio & Television Arts, L. A.**, to **KYUM** Yuma, Ariz. **ANDRO DARCO**, Don Martin graduate, to **KOAL** Price, Utah. **OSCAR SEMONES**, graduate, to **KBIS** Bakersfield, Calif.

VINITA HINDERT to production department **KWK** St. Louis.

JANE KORTE to music department **WCKY** Cincinnati.

News . . .

TOM HARMON, sports director **KNX-KTSL** (TV) Hollywood, starts five-weekly five-minute *Tom Harmon's*

Sports Taps, resume of daily sports events, on **KNX** Hollywood. Bank of America, S. F., sponsors program.

WALTER MURPHY, director of press department **Columbia Records Inc.**, appointed manager of magazine division of press information **CBS** Radio Div. He will assume his new duties Sept. 10.



Mr. Murphy

ANN M. CORRICK, newswoman, **TransRadio**, appointed chief of staff, **Theodore Granik's American Forum of the Air**, effective Sept. 4.

ART WELSH, reporter **CJOR** Vancouver, resigns to become Vancouver school teacher.

WCFL-AFRA TALKS

Resume as Recess Ends

NEGOTIATIONS between **WCFL**, Chicago Federation of Labor station, and **American Federation of Radio Artists (AFRA-AFL)** on wage increases will be resumed this week after a one-week recess petitioned by **CFL** President **William Lee**.

The announcers' union is seeking higher wages for its eight **WCFL** staff announcers, as well as free-lancers, and wants the minimum weekly wage increased from \$114.35 to \$135, in line with that paid to the "big five" stations in Chicago. **AFRA's** old contract at **WCFL**, an independent, expired Oct. 31 last year.

The labor station is also having wage problems with the **International Brotherhood of Electrical Workers (AFL)**, Local 1220, which seeks higher wages on a new contract. Its old one expired 11 months ago, and members reportedly were ready to issue a strike vote until management offered a \$5 general increase for engineers and technicians. This proposal is being studied now.

AFRA's dispute with **WGN** continues unsettled as two arbitrators, one representing each group, attempts to find a third person amenable to both. The **AFRA** contract has more than a year to go.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES From 1949 BMB Survey

DAYTIME	
KGW	350,020
Station B	337,350
Station C	295,470
Station D	192,650

NIGHTTIME	
KGW	367,370
Station B	330,820
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.

DuMONT SEES

Great Electronic Rise

PREDICTION that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 87th Annual convention, Theta Xi Fraternity, told his audience that almost all phases of military operations utilize electronic devices and asserted that "superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an upswing in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season. Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' *Vaughn Monroe Show* Sept. 1 went off the air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. newscast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area

Buy
WFMJ

The Only **ABC**
Station Serving
This Market

5000

All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.

WATTS

CALL

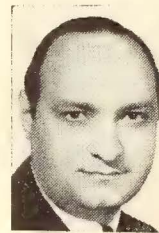
Headley-Reed Co.,
National Representatives

allied arts



HAROLD J. BOCK, manager NBC West Coast TV operations until he joined Foladare & Greer, Hollywood, publicity and public relations firm, in an advisory capacity few months ago, made associate of firm. Concurrently firm name has been changed to Foladare, Greer & Bock. Before being named to most recent NBC post, one which he held for two years, Mr. Bock was for 15 years director of publicity and public relations for NBC's Western Div. Public relations firm handles radio packages and TV films, in addition to motion picture, and commercial accounts and personalities.

CARLO De ANGELO elected presiding activities for Emil Mogul Co. Inc., including new and McCann-Erickson agencies. Company has contracted to handle all tele-ment firm. He was with Compton Adv., Sherman & Marquette, N. W. Ayer, dent Productions for Television Inc., package production-talent manage-half - hour show scheduled for ABC-TV this fall.



Mr. De Angelo

THEOBOLD HOLSOFFLE, RKO-Pathe and Pine-Thomas staffs, to Jerry Fairbanks Productions, Hollywood, as studio art director.

RUDY FLOTOW, Columbia Pictures producer, to Revue Productions, L. A., as producer on *Stars Over Hollywood* half-hour TV film series currently being sponsored on NBC by Armour & Co. He replaces **SHERMAN HARRIS**, who joins TeeVee Film Co., L. A.

REV. ALBERT J. BARRETT named head of consolidated department of communications arts at Fordham U. He will be in charge of television production courses, given in association with CBS-TV, and of student training for WFUV-FM, university's station, in addition to university theatres and newspaper.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WESC Greenville, S. C.

DICK MOORES has withdrawn from Illustrate Inc., with his interest being purchased by two remaining partners, **DON DEWAR**, president, and **JACK BOYD**. Mr. Boyd will absorb Moores' duties.

JERRY ALBERT, national director of advertising and public relations United World Films, N. Y., resigns to devote more time to TV program production company he recently formed in association with **WILLIAM HOLLAND**, president of Hyperion Films. Company, Holbert Productions, will start shooting its first films series, *Rackets Are My Racket*, early next month.

FRED R. HAVILAND Jr., senior associate Stewart, Dougall & Assoc., N. Y., market research and management consulting firm, to Minneapolis-Honeywell Regulator Co. in executive capacity.

WYNN NATHAN, United Television Programs, N. Y., resigning to return to West Coast. His future plans will be announced shortly.

BILL WOLFF, program director WKNK Muskegon, Mich., now on leave with Armed Forces, appointed to news-announcing staff American Forces Network headquarters, Frankfurt, Germany.

Equipment . . .

EUGENE F. HAINES, assistant treasurer RCA Victor Div., retires after 50 years with division and predecessor companies.



Mr. Haines

He succeeds **GEORGE R. MacDONALD**, who retires in December.

BARTON K. WICKSTRUM, general sales manager of Lighting Div., Sylvania Electric Products, elected vice president and director of sales. He succeeds **ROBERT H. BISHOP**, recently resigned to become vice president E. F. Drew & Co., N. Y. **CHARLES A. BURTON**, lamp sales manager for Sylvania, succeeds Mr. Wickstrum.

RCA announces publication of *Ultra High Frequency Fundamentals*, latest booklet in company's electronic series. New manual prepared as technical aid for UHF training and installation, operation and maintenance of UHF electronic equipment.

BERNARD HECHT, RCA Victor, Camden, named general manager Starrett Television Corp., N. Y.

LOUIS M. ROBB, tube divisions General Electric, Schenectady, appointed district tube representative in central and northern California. He will make headquarters in San Francisco.

M. J. YAHN, sales staff engineering product dept., RCA, appointed manager of RCA sound products sales group, for department.

DAVID HARRIS

Veteran Program Dir. Dies

DAVID H. HARRIS, 41, veteran radio program director, died Aug. 25, in New York after a brief illness.



Mr. Harris

Burial was Wednesday morning at Rosehill Cemetery, Linden, N. J. A Requiem Mass was held Friday morning at St. Elizabeth's Church, New York.

Entering the business world a production director of F. K. Glev Advertising Co., Grand Rapids, Mr. Harris in 1932 became production manager of WOOD-WASH Grand Rapids, remaining there until 1940 when he assumed charge of production and traffic for WXYZ Detroit and the Michigan Radio Network.

In 1942, he became program-production manager of WTAG Worcester, where he produced the *Worcester and the World* series, which won for the station the Peabody, duPont, and other award for 1944.

In 1945, Mr. Harris was appointed program director of WOIO Washington. The following year he was made program director of the New York State Radio Bureau in Albany, remaining there until 1948, when he joined WFDR (FM), New York. In recent months he was associated with Chare Productions, New York.

BMI Sept. Clinics

BMI will hold three program clinics in the East during September. Glenn Dolberg, BMI director of station relations, announced: Sept. 17 in Augusta, Me., the following day in Boston, and the 20th in Rochester.

TONY LaFRANO, director of operations, Don Lee Broadcasting System, Hollywood, named broadcasting representative on Southern California executive committee of second Crusade for Freedom by Gen. Frank S. Ross, local chairman.

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

COLD, COLD HEART

On Records: Tony Bennett—Col. 39449;
Tony Fontane—Mer. 5693; Hank Williams—MGM 10904.

On Transcriptions: Leon Payne—Langworth.

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



New Business

(Continued from page 14)

ator of dramatic series, *Crime Syndicated*, over CBS-TV Tues. 9-9:30 p.m. starting Sept. 18. Agency: Kudner Inc., N. Y.

PURE OIL Co., Chicago, renews H. V. Kaltenborn and *Pure Oil News* Time three days weekly on NBC from Sept. 3 through Leo Burnett, same city. Pure Oil sponsors Mon.-Wed.-Fri. segments. Richard Harkness handles Tues. and Thur. commentaries.

ANHEUSER-BUSCH INC. (Budweiser beer), St. Louis, resuming its sponsorship of *Ken Murray Show* over CBS-TV, Sat., 8-9 p.m. beginning Sept. 8. Agency: D'Arcy Adv., St. Louis.

GENERAL FOODS Ltd., Toronto (various products), Sept. 9 to June 2, sponsoring *Father Knows Best* on 39 Dominion Network stations, Sun. 5:30-6 p.m., changing from Trans-Canada Network Sun. 8-8:30 p.m. Agency: Baker Adv. Ltd., Toronto.

LEVER BROS. Ltd. Toronto (margarine), Sept. 10 starts unnamed program to June 6, on 33 Dominion Network stations, Mon.-Fri. 10:45-11 a.m. Agency: Young & Rubicam Ltd., Toronto.

BULOVA WATCH Co. Ltd., Toronto, has purchased *Red Skelton* transcribed show from All-Canada Radio Facilities, Toronto, for use by local dealers on local radio stations.

Agency Appointments . . .

I. E. PLINER SHOE Co., Phila. (women's and children's shoes), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.

COPPER BRITE Inc., L. A. (Copper Brite liquid cleaner), appoints Davis & Co., L. A., to handle advertising. National campaign planned utilizing TV film spots in all major markets.

BUCKEYE BREWING Co., Toledo, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

COCHRAN FOIL Co., Louisville, Ky. (household, industrial and institutional products), names Compton Adv., N. Y., to handle advertising and merchandising of all of company's products.

CENTRAL CHEVROLET Co., L. A. (dealers), appoint Hunter, Patterson & Scott Adv., L. A., to handle advertising. Radio and TV solely will be used. Bill Hunter is account executive. **DULANE MFG. Co.**, L. A. (Fryryte and Butteryte), names same agency to handle advertising for 1 Western states. Firm currently utilizing approximately 10 spots daily on about six TV stations in that area, with further TV and radio plans in offering. Harry Patterson is account executive.

WESTCHESTER PLASTICS Inc., Mamaroneck, N. Y., names Grant & Wadsworth Inc., N. Y., to handle its advertising.

Adpeople . . .

GENE McMASTERS, assistant advertising manager the Denver Chemical Mfg. Co. Inc., N. Y., appointed advertising manager.

ACK HARGER, account executive Wank & Wank Adv., S. F., to Cutter Labs, Berkeley, as advertising manager.

FRED R. McBRIEN appointed vice president and sales manager Bristol-Myers Co. of Canada Ltd., Windsor. He will be in charge of advertising.

M. TESSIER appointed Quebec advertising manager Robin Hood Flour Mills Ltd., Montreal.

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

on "RADIO BALTIMORE"
WBAL
Contact
EDWARD
PETRY CO.

'Bright Star' Sales

FREDERIC W. ZIV Co. reported its new syndicated disc series, *Bright Star*, sold for broadcast in 147 cities during the first two weeks of the selling effort, ending Aug. 30, well ahead of the schedule which sets a goal of 450 cities by Sept. 30.

EMERSON STOCK

Sets Employee Option Plan

EMERSON Radio & Phonograph Corp. last week announced that its board of directors had authorized a restricted stock option plan for key employees of the corporation, with no more than 100,000 shares of unissued capital stock to be available under the plan. Authorization is subject to approval of the stockholders.

Board members, Ferdinand Eberstadt, Richard C. Hunt and George H. Saylor have been named to pass upon qualifications and to select employees to participate in the program. It was made known by Emerson that Benjamin Abrams, president, and Max Abrams, secretary-treasurer, will not participate in the plan.

At the same time, Emerson and its subsidiaries announced a consolidated net profit (before provision for federal income and excess profits taxes) of \$5,762,716 for the 39 week period, ended Aug. 4, 1951, as compared with consolidated net profit (before taxes) of \$6,040,120 for the same period in 1950.

Consolidated net profit for the 39 week period ended Aug. 4, 1951, after taxes, was reported by Emerson as \$3,039,943, equal to \$1.57 per share on 1,935,187 shares outstanding. For the same period ended August 1950, after taxes, Emerson reported \$3,559,827 equal to \$1.84 per share on the same number of shares.

RCA Institute

TOTAL of 178 students were graduated last month from RCA Institutes Inc., one of the oldest technical training schools in America, at commencement exercises held in New York. Maj. Gen. George L. Van Deusen, president of RCA Institutes, reported that during the past year, more than 96% of the school's graduates had found employment in radio, television, or electronics. "At least 100 men in our August class have accepted positions prior to graduation."

Miss Truman To Sing

MARGARET TRUMAN'S singing of "God Bless America" will cap the all-star *Irving Berlin's Salute to America*, a full-hour program of the composer's music to be aired over NBC-TV Wednesday, Sept. 12, 8 p.m. Red Cross Shoes will sponsor the all-star revue, which marks the TV debut of Mr. Berlin, who also is producing and directing the program. The performance will be Miss Truman's first since her recent trip abroad.

RETAIL SALES

Commerce Survey New Eng.

RETAIL sales of independent radio, furniture and other house goods dealers dropped off 10% in Boston for the first seven months of 1951 as compared to a similar period last year, but jumped 5% each in Providence, R. I., and Hartford, Conn., a Commerce Dept. New England survey showed last week.

The radio-furniture-household retail group showed a sharp drop of 31% in retail sales for July 1951 compared to the same month last year, and a 10% decrease off the pace for June. In Providence and Hartford, July '51-July '50 and July '51-June '51 comparisons also showed drops ranging from 5% to 1%. Hartford recorded a monumental slump of 48% for the group during July '51 as against June '51 figures.

The survey did not break down the group into different categories, such as for a similar study of New England counties. In this instance, comprising Suffolk, Providence and Hartford counties, radio-household appliances dealers reported a sharp 25% increase in retail sales for July over June 1951 and a 42% drop in the July '51-July '50 comparisons.

BASEBALL game in Los Angeles between Los Angeles Rams and Chicago Bears recorded by Armed Forces Radio Service for broadcast to servicemen overseas.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas
in TOPEKA

Advisory Board

(Continued from page 23)

came up during a hearing at the suggestion of Sen. Johnson with the support of Sen. Benton. That hearing, July 18, featured testimony by Chairman Coy on a host of subjects, chief among them the freeze and educational television [BROADCASTING • TELECASTING, July 23].

Subsequently, an FCC advisory opinion, authored by the then acting general counsel, Max Goldman, was sent to Sen. Johnson. It indicated that FCC thought Congress should enact a law if it desired the Commission to require commercial broadcast stations to devote a specified percentage of their time to educational programs [BROADCASTING • TELECASTING, July 30].

Mr. Goldman then said that FCC does not have this authority clearly defined.

However, Chairman Coy last week sent a new letter and an additional memorandum, written by FCC General Counsel Ben Cottone, expressing quite a different viewpoint.

In the new memorandum, Mr. Cottone points out that the Goldman memorandum "quite accurately sets out the past attitude of the Commission on the question of the desirability of prescribing specific percentages of time for educational or other uses in the broadcast services."

He said he also thought that

Utica Resolution

UTICA College of Syracuse U. (branch of university located at Utica, N. Y.) has sent to the Senate a resolution adopted by its board of regents supporting the proposed construction of a network of educational TV stations in New York state "as an aid to education." It was referred to the Senate Interstate & Foreign Commerce Committee. Syracuse U. is noted for developing the so-called Syracuse U. Plan featuring cooperative operation between the university and WSYR Syracuse, a commercial station.

"the considerations adduced in that memorandum for the conclusion that clarifying legislation is desirable are considerations of policy and not arguments establishing want of legal authority."

But because FCC thus far has not believed it desirable that in the public interest such action be taken "it cannot be inferred that the Commission lacks authority to take such action under circumstances where it could find, as a matter of policy, that the public interest would be served."

Mr. Cottone pointed out that Congress' clarifying legislation would be useful only as an expression of Congressional "belief that circumstances now warrant

the exercise of the authority . . ."

The section of the Communications Act (Sec. 326) dealing with censorship, Mr. Cottone said, is no bar to the authority of FCC to fix a percentage of time, for "in doing so it is merely specifying classes of stations for which it will issue licenses, and the nature of the service to be rendered as authorized by Sec. 303 . . ." [Sec. 303(b) gives the Commission authority to classify stations and directs it to encourage larger and more effective use of radio in the public interest.]

Chairman Coy, in commenting on Mr. Cottone's memorandum, said he was "especially impressed with his [Mr. Cottone's] observation that the question of statutory authority to allocate percentages of time for educational programs must be kept separate from the policy question of the desirability of making such an allocation."

Chairman Coy said:

I have also given further thought to Mr. Cottone's view that the censorship prohibition of Sec. 326 does not preclude the exercise of authority to make a percentage allocation of broadcast time for educational programs. I am impressed with the point which he makes that in setting up classes of stations, especially in the non-broadcast services, the Commission prescribes the type of communications for which a particular service is available.

I do not think that I would agree that when the Commission provides that commercial programs may not be carried on a non-profit educational station or that entertainment may not be presented on taxicab frequencies, such action is censorship in violation of Sec. 326 of the Act.

In that light, I would now draw a distinction between Commission action in prescribing the nature and content of individual programs, or otherwise intervening in the presentation of individual programs, and in prescribing a general type of service.

Chairman Coy noted, however, that the policy problems involved "are of the most formidable kind, and I have real doubt as to the desirability" of devoting a specified percentage of broadcast time to educational programs.

Foremost difficulty, Chairman Coy emphasized, was an "adequate definition of the term 'educational' program." Educational may be entertaining and vice versa, he explained. Up to now, the FCC has left initial responsibility on the entire problem with the individual station licensee, "acting in the light of his knowledge of local conditions and his practical experience," Chairman Coy concluded.

Meanwhile, Sen. Benton spoke on the floor of the Senate last Monday on the question of educational television and his projected citizens board for the broadcast media.

Again, Sen. Benton announced that "Mr. Wayne Coy has notified me that he is in accord with the bill [to create the board]." The Senator had stressed Chairman Coy's reported agreement to the Senate earlier in August when presenting his revisions in the Senate.

Cites Tideland Rights

During his talk to the Senate, the Connecticut Democrat likened the allocation of television frequen-

upcoming



NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
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	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
		* * *	
Nov. 1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston
		* * *	

Sept. 5-6: Hearing on Benton Bill create National Citizens' Advisory Board on Radio and TV. Senate Interstate & Foreign Commerce Subcommittee. Open. 10 a.m. U. Capitol, Washington.

Sept. 6-7: NARTB TV Board Meeting. Cavalier Hotel, Virginia Beach, Va.

Sept. 6-8: Georgia Assn. of Broadcasters, Summer Meeting, King & Prince Hotel, St. Simons Island, Ga.

Sept. 8-9: Midwestern Adv. Agency Network, quarterly meeting, B. mark Hotel, Chicago.

Sept. 12: UNESCO Special TV Workshop. Panel Group, Office of the U. S. Mission to UN, 2 Park Ave., New York.

Sept. 14-15: Seventh District Meeting. Advertising Federation of America Hotel Peabody, Memphis.

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

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

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission Trade Practice Conference for Radio-TV Industry, Second Session, 10 a.m. National Archives Bldg., Washington.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting. NARTB Hqrs., Washington.

cies to the tideland oil rights, saying: "In my own judgment, at least, these frequencies are a more valuable national asset than the tideland oil."

His comments came while introducing for the record his article "Television With a Conscience" which appeared in an August issue of the *Saturday Review of Literature*.

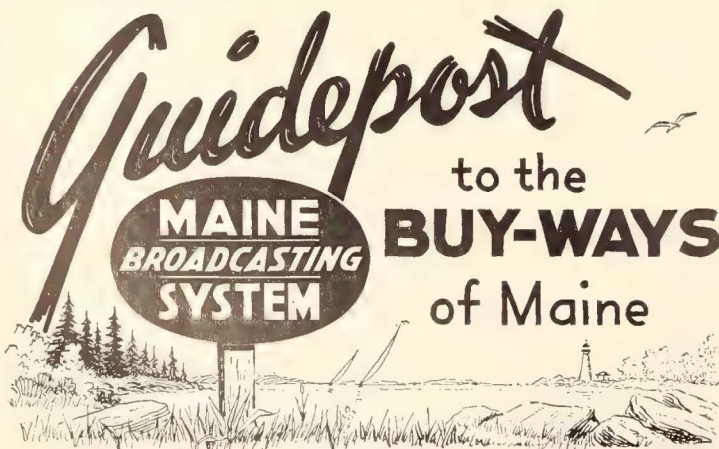
In the article, Sen. Benton developed four main avenues of action in order to save television from "commercialization and trivialization" as he expressed the alternative to using channels "in the interest of the American people."

These four narrow down to (1) the fixed percentage time idea, (2) the pay-as-you-go system or subscription telecasting, (3) the operation of TV stations by educational institutions and (4) the establishment of the advisory board "with annual recommendations to the FCC, the Congress and the public."

There's a lot of space to grow in the Pine Tree State . . . plenty of elbow room between population centers.

NATURALLY, RADIO SERVES MAINE BEST BUT—
NO ONE STATION SERVES ALL MAINE RADIO HOMES.

That's why you need the first-established, long-accepted three-station facilities of The MAINE BROADCASTING SYSTEM for widest coverage at less cost per thousand homes.



WCSH
Portland

WRDO
Augusta

WLBZ
Bangor

Weed & Company
Nationally

Represented by

Bertha Bannan
New England



ther Fuldheim (seated) briefed daughter Fuldheim just prior to taking off for London. ➤

REDITS WATV

Rep. Rodino Cites Programs

CONGRATULATING WATV (TV) on its first year anniversary in programming *Federal Affairs Forum*, a New Jersey Congressman has credited the station taking "the lead in producing educational programs."

In the Aug. 17 *Congressional Record*, Rep. Peter W. Rodino Jr., Democrat, said "at the present time we are hearing a great deal about educational television and the fact that so few television programs have a serious informational content." WATV's programs, including *Know Your State*, are examples of "civic functions that fill a great need on the part of our citizens," he said. "Only with television stations can we here in New Jersey be assured that our citizens are being fully informed through all modern media of communications."

The forum program features interviews with members of Congress and of government by college students from the metropolitan area.

Animal Talent

LIVESTOCK and pets were stars on their own show series via TV in Milwaukee fortnight ago as the American Veterinary Medical Assn. met for a four-day convention. Four hour-long closed circuit telecasts originated from Milwaukee Auditorium with cows, horses, pigs, dogs and cats appearing in medical demonstrations for 2,700 veterinarians. They watched clinical techniques on two 6-by-9-foot screens a floor above the origination site. The telecasts, believed to be the first ever involving animal surgery, included demonstrations of anaesthetizing so that animal operations can be performed painlessly; cattle disease tests, and autopsies on poultry to ascertain the diseases causing death. Equipment was installed in cooperation with WTMJ-TV Milwaukee.

WEWS SHIFT

Daughter Subs for Mother

WHEN Dorothy Fuldheim, news commentator for WEWS (TV) Cleveland, left for a tour of European capitals, her place was taken by Dorothy Fuldheim.

Daughter Fuldheim is taking the air for her mother, regular WEWS commentator, who is taking to the air for her trans-oceanic tour.

Mrs. Fuldheim, during a two-week, 17,000-mile trip, planned to interview important personages in London, Paris, Berlin, Rome and Madrid. While she was away, Miss Fuldheim will serve as her substitute on the Duquesne Brewing Co. news program, *Highlights of the News*.

No stranger to a microphone, Miss Fuldheim has conducted her own TV newscasts. At one time she competed for audience by appearing on FM newscasts while her mother was doing her regular TV stint.

CITES TV THREAT

At Publishers' Meeting

TELEVISION was depicted as a threat to the printing and publishing business fortnight ago at the annual convention of the International Photo-Engravers Union of North America (AFL).

Chairman J. B. Fisher of the Gravure Printers Negotiation Committee told the delegates in New York that TV's growth already has upset the advertising market of the publishing field, and warned that the effect of 16 million sets in use by 1952 would be to "take advertising dollars locally as well as nationally." Advertising money which otherwise would be allocated to the publishing industry, he said, is going at least in part to television.

PRODUCTION FIRM

Set Up for TV in Houston

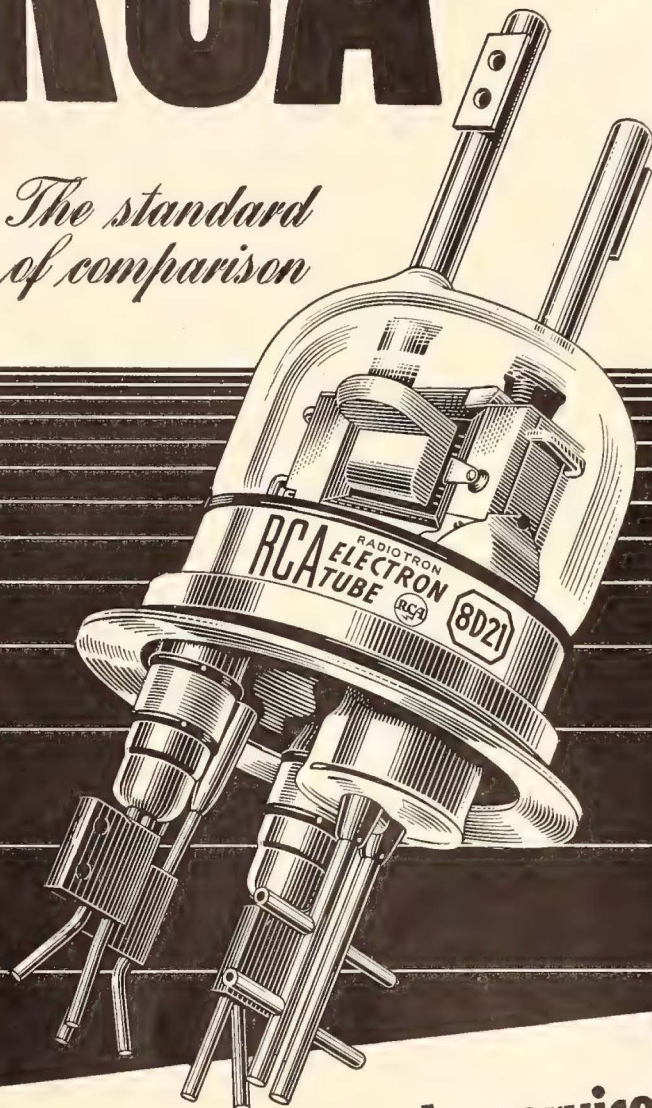
ORGANIZATION of a TV production firm, Montrose Studios, Houston, to turn out spot announcement cartoons, shorts, features and other material has been announced by Bill Wilson, account executive at KCOH Houston, who will head up sales and promotions for the new firm.

Production schedules designed to produce material for KPRC-TV Houston and other TV outlets, with the eventual lifting of the freeze, are now being mapped, according to Mr. Wilson. Organization will comprise staffs for makeup and dance numbers and include two cameramen and film editors, a director to handle scripts and production, and a business manager. Firm will be located at 4401 Montrose Blvd., Houston.

KLAC-TV Hollywood has completed construction of its new art stage unit, erected at cost of \$18,750. It allows 2,500 square feet for construction of props, sets and backdrops for TV programs.

RCA TUBES

The standard of comparison



**Convenient, near-by service
...on tubes for TV***

RCA Tube Distributors are the leading distributors in their territories... and are fully equipped to offer you efficient, local service on your RCA tube requirements.

For the best tubes that money can buy... order RCA quality tubes from the RCA Tube Distributor in your locality.

*RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for... buy RCA quality tubes.



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N.J.

TV DEGREES

Presented at WGN Course

TV B. S. degrees have been awarded five members of the staff of the Chicago Board of Education's Radio Council. The degree—Television, Back Stage—was earned by the quintet after a one-week observation course at WGN-TV Chicago. The project, instigated by Radio Council Director George Jennings, enabled each of the five students to see the various kinds of TV shows, starting with rehearsal and continuing through the on-air telecast.

The group studied all technical aspects, including engineering, film production and camera work, as well as the production and sales angles of programming. They hopped a ride with a station mobile unit from the garage to the ball park to see a remote pickup; accompanied a WGN-TV newsreel cameraman on his assignment, and watch the shooting, developing and editing of film.

Mr. Jennings, long an advocate of educational radio and TV, pointed out that the station's training program for his men "is an outstanding example of helpful service to education by a commercial television station. The educator cannot use these modern technical developments in communication without knowledge of them first hand."

**1ST in
CHATTANOOGA
in the morning**

**2ND in
CHATTANOOGA
in the evening**

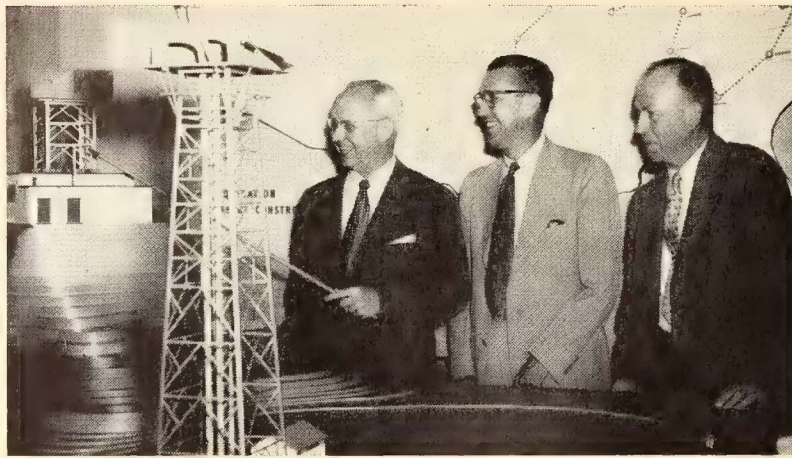
**3rd in the nation
of all ABC Hooper-
rated stations in
A.M. share of
audience**

Source: March, April, May—Hooper

WDEF

CHATTANOOGA
1370 KC • 5000 WATTS
Carler M. Parham, President

Represented by **BRANHAM**



AT INAUGURATION in New York of AT&T's \$40 million, 3,000-mile trans-continental microwave radio relay for telephone service Aug. 17 were (l to r): H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div.; Wayne Coy, FCC chairman, and Cleo F. Craig, AT&T president. Ceremony marked the first phone call to span the country by radio rather than by wire or cable [BROADCASTING • TELECASTING, Aug. 20].

GRIDIRON SPONSORS

Nine More
Set Plans

ON the eve of football's 1951 regular season debut, more than a score additional sponsors have joined the lengthening list of gridiron broadcast sponsors [BROADCASTING • TELECASTING, Aug. 20].

Latest reports include:

Professional, college and high school football will be broadcast this fall by KQV Pittsburgh. Station Manager James F. Murray reports four exhibition games of the Pittsburgh Steelers, MBS' 10 college football *Games of the Week*, and eight Mount Lebanon High School games will be carried. Local sponsor, Sylvania TV dealers, has been signed for the MBS games. High school contests will have local Kaiser-Frazer dealers paying the tab. Professional tilts are being sponsored by Atlantic Refining Co.

On the West Coast, Seattle-First National Bank, through Pacific National Adv. Agency, Seattle, has signed for three weekly sportcasts over KING-AM-TV Seattle, starting Sept. 26. Programs, covering U. of Washington football and basketball with previews and postgame analyses, run for 26 weeks. TV show presents film highlights of previous weekend games with comment by university football coach, Howie Odell, or basketball coach, Tippy Dye.

KWG Schedule

KWG Stockton, Calif., of the McClatchy stations, has a full football schedule: Ten home and road games of the College of the Pacific, sponsor, Tidewater Associated Oil Co.; professional San Francisco '49ers (17 games), sponsor, Goebel Brewing Co., and seven *Game of the Week* (ABC) broadcasts. Station also will air two weekly football programs.

In Albany, N. Y., WPTR will cover four exhibition games and 12 season contests of the New York Giants, professional footballers. Sponsor is Miller's High Life beer.

Eleventh pigskin year for WKRC Cincinnati, with Syd Cornell and Ed Kennedy calling the plays,

again features the complete U. of Cincinnati schedule. Sponsor is Frisch Restaurants of Cincinnati.

WCFL, Chicago Federation of Labor station, after prolonged negotiation, has obtained rights to 17 Chicago Cardinals contests which include both regular and exhibition games of the professional team. Package, with pre and postgame shows, will sell for about \$45,000. Sinclair Oil Co. is picking up the check for the regular season games. American Vitamins, U. S. Steel, Atlas Brewing and Sandra Motors are expected to be adjacent sponsors of exhibition slate.

KYW Philadelphia has been granted exclusive air rights to the 10-game home and road schedule of Temple U. Plans call for Sportscasters Allan Gans and Lee Allen to handle four night and six afternoon contests commencing Sept. 21. Games will be played on Fridays and Saturdays.

Stations also reported other pigskin activity. WWSW Pittsburgh Sports Director Joe Tucker has completed a series of tape-recorded interviews with Pittsburgh Steelers stars for use on his sportscasts. Mr. Tucker will handle play-by-play of pro games on WWSW for the 16th consecutive year this season.

Philco Distributors Inc., and metropolitan Philco dealers will present play-by-play broadcasts of the Notre Dame football schedule over WMCA New York, starting with the Indiana game on Sept. 29.

Joe Boland, one-time Notre Dame player and line coach, will handle the broadcasts, which will include all of the "Fighting Irish" games except the Notre Dame-Navy game on Oct. 6. Substitute for Navy game is Army-Northwestern.

CD MONIES

Media Spending Tops C

RADIO and television stations advertising industry and public media "have already spent far more money in terms of space and time than has been spent by the federal, state or local governments" on civil defense, men of Congress have been told.

Millard F. Caldwell Jr., Federal Civil Defense Administrator, told a House Appropriations subcommittee that civil defense would "fared badly" if it had been forced to rely on the federal government. Hearings on civil defense and appropriations were released last night ago [BROADCASTING • TELECASTING, Aug. 27].

"We have received remarkable support from all the media organizations and have assurance of greater support in the future," Caldwell said, citing radio and other media activity.

FEDA funds were pared almost 90% by the House—from \$535 million to \$65,255,000—although \$100 million for the communications war system (\$4,170,000) and public information and education (\$1,000,000) were approved without reduction. The House committee stressed the importance of education (media) as the "basic" corner for national civil defense.

Protests over the broad cuts in CD funds have been lodged by National Civil Defense Advocates Council and other groups. A bill for supplemental funds is pending before the Senate Appropriations Committee.

SAG-AMPP

Negotiate New Cont

SCREEN ACTORS GUILD has opened negotiations for a new contract with the Assn. of Motion Picture Producers on Sept. 17, it has been announced jointly by Dales Jr., SAG executive secretary and Charles Boren, vice president in charge of industrial relations at AMPP.

Among major proposals the guild will present to the producers are the calling for repayment of actors of their original salaries each reshooting of a motion picture on television in the same view area, and the banning from television showing of all theatrical pictures made after Aug. 1, until an agreement can be reached on the conditions of TV exhibition [BROADCASTING • TELECASTING, Aug. 20].



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

LIP PRINT

WINX Washington, *WINX Variety*, Mon.-Fri., 9:30 a.m.-1 p.m., featuring Jack Laurence, as m.c., conducting "Miss Kissable Lips" test. Contest started as gag when Mr. Laurence asked listeners to send in lipstick imprints. Mail began pouring into station along with offers from local business firms with prizes. Panel of prominent people selected to serve as judges in contest.

SWAPPING PARTY

WVA Charleston, W. Va., recently held fourth annual *Swap Shop* party at home of listener. *Swap Shop* program airs swaps listeners would like to make. Mike Hann, m.c., reports swaps that are a wide variety, and one swapper is awarded a cash prize. Each year one volunteer volunteers her services for party, inviting listeners. Each listener brings articles for swap. If not suitable, swapping ends.

RD GUESSING

WGM Fitchburg, Mass., *Coffee with Curtis*, telephone contest featured old record of Sammy Kaye singing "Blue Skies." Difficulty in identifying band was that song was changed by Ralph Flanagan, noted bandleader, and therefore not played in usual Sammy Kaye manner. After 31 calls in period of five minutes, Allan Curtis, m.c., awarded housewife winner five non-breakable records.

MYSTERY VOICE

WUB Watsonville, Calif., in cooperation with local Chamber of Commerce sponsored two-week "Mystery Voice" contest. Gifts were donated by local merchants. Winner, who guessed "Mystery Voice." Promotion featured Marie Windsor, movie star, who was awarded prizes to winners. Station conducted redwood cabin in city to stimulate interest in con-

programs promotion premiums



DUTCH SAYINGS

WTMJ - A-M - TV Milwaukee has published *Milwaukee Talk* based on typical sayings of old German population in city. Expressions collected through contest on *WTMJ Grenadiers* show. Booklet used colorful English translations of old German and other sayings along with illustrations.



TAKE a gander at this, says Ol' Doc Lemon, disc jockey at WCOL Columbus, Ohio, as he shows off his newly won golf trophy. Using his mighty drives and dead-eye putting, Mr. Lemon breezed through the Disc Jockey Tournament in the National Celebrity Golf Tournament, held in Columbus Aug. 20. His final remark to his faithful audience was: "How did I do it?"

GUARDSMAN AWARD

WFDF Flint, Mich., has established an award to be presented to best Michigan National Guardsman from Flint. "WFDF Distinguished Flint Guardsman Award" will be made annually. Station for second year covered Guard's annual encampment, broadcasting news coverage from camp. Winner of award will be presented portable radio.

BLOOD NEED

WSYR-TV Syracuse and WFMY-TV Greensboro, N. C., have brought need for blood donations to public through TV shows. WSYR-TV had entire local blood bank in studio to show viewer how easy it was to give donations. Director Tom McCollum gave bank pint of blood as viewers watched. WFMY carried entire process of blood from taking to testing. Complete operation was topped with Program Director Gomer Lesch's donation. During donation Mr. Lesch relayed his feelings to audience. Local Greensboro Red Cross official reported public service show drew great many responses.

FIRST HAND SELLING

KNBC San Francisco sending small recording to timebuyers and agencies based on *Judy Deane Show*. Record is sales pitch beamed to timebuyers by Judy Deane herself. Station officials think record will attract more interest than printed promotion. Unique promotion comes in small envelope saying "This package contains a personal message from Judy."

CAN GOODS SELLING

WFBR Baltimore sending trade and advertisers promotion piece accompanied by small can of beets. Piece explains that Gibbs Packing Co. received wonderful results through station advertising of beets. Letter on inside of folder from Gibbs' president praised use of WFBR in advertising product. Piece headed "How to bring Gibbs to his nibs . . . on the right Baltimore station!"

AUDIENCE PROBLEMS

KTTV (TV) Los Angeles, *Opinion Please*, Tues., 9:30-10 p.m. (PDT), started Aug. 28. Panel of five station "experts" attempt to answer problems submitted by home audience. Prizes are given for best problem submitted on basis of human interest and humor. Additional prize of Benrus wrist watch given bearer of problem getting best reaction from studio audience and panelists. Permanent members of panel are Bill Welsh, sports and special events announcer; Freda Nelson, m.c. of KTTV's *Come Into the Kitchen*, and Judd Leatherman, station stage hand. Two additional guest panelists are chosen weekly.

OLD PRODUCTIONS

KTLA (TV) Hollywood, *Flicker Snickers*, Thurs., 7:15-7:30 p.m. (PDT). Oldtime comedy film shorts of 1915-1918 era, with suitable comment by Bud Stefan.

FIRE SCOOP

WCSC Charleston, S. C., broadcast on-the-spot coverage of last Tuesday's water-front fire. Charles Hall, station news staff, arriving before several fire companies, broadcast description via telephone. He followed that up few minutes later with complete narrative picture of disaster.

ENTERTAINS VISITORS

OVER 500 North Carolinians attending the opening of the Rocky Mount tobacco market accepted the broadcast invitation of WFMA (FM) Rocky Mount to visit station. They met staff members, President Josh Horne and General Manager Melvin J. Warner. WFMA served several thousand glasses of lemonade and reminded visitors station had been operating in black for some time.

BREAKFAST PARTY

WLWT (TV) Cincinnati's *Breakfast Party* is gathering place for visitors from faraway places. During week beginning Aug. 6, two visitors were from Australia. Others came from 22 states and District of Columbia. Cast celebrated program's first anniversary Aug. 29.

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

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

experienced sales personnel will sell community programs throughout your coverage area

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting

LANG-WORTH
FEATURE PROGRAMS

SELL

FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.

113 W. 57th ST. NEW YORK 19, N. Y.

Network Cable Programs at Local Station Cost

August 24 Decisions . . .

BY THE COMMISSION EN BANC Mod. CP Granted

KTSL (TV) Hollywood, Calif.—Granted application for mod. CP to change trans. site of KTSL (TV) now on Ch. 2, from Mt. Lee to Mt. Wilson, Calif., operating with reduced power from 9.3 kw vis. and 6 kw aur., to 500 w vis. and 300 w aur.; install new ant., and make other changes; estimated new construction cost \$130,569.

BY THE SECRETARY

KPIX San Francisco, Calif.—Granted increase in trans. output power from vis. 4.9 kw to 5 kw, and aur. 2.45 kw to 2.5 kw.

WLAV-TV Grand Rapids, Mich.—Granted increase in trans. output power from vis. 3.5 kw to 5 kw, and aur. 1.76 kw to 2.5 kw.

August 24 Applications . . .

ACCEPTED FOR FILING Modification of CP

WNPT Tuscaloosa, Ala.—Mod. CP new AM station for approval of ant. and change trans. etc. AMENDED to change trans. and studio locations from Tuscaloosa to Northport, Ala.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

WNBT (TV) New York—Mod. CP to change ERP, type ant. etc. for extension of completion date to 12-15-51.

AM—1340 kc

KAGH Crossett, Ark.—CP to change from 1240 kc 100 w unl. to 1340 kc 250 w unl.

AM—1430 kc

WMOC Covington, Ga.—CP to change from 1490 kc 250 w unl. to 1430 kc 1 kw D etc.

AM—1600 kc

WNOW York, Pa.—CP to change from 1250 kc 1 kw D to 1600 kc 1 kw unl. DA-N.

AM—920 kc

WTND Orangeburg, S. C.—CP to change from 1270 kc to 920 kc AMENDED to change name of applicant from Sims Pub. Co. to WTND Inc.

FOR FINEST TAPE RECORDING

KDTH
Dubuque, Iowa

USES
Magnecorder



—FIRST CHOICE
OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!



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



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



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

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

fcc actions



AUGUST 24 THROUGH AUGUST 30

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
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

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

License Renewal

Following stations request license renewal: **WGSV** Guntersville, Ala.; **WMLS** Sylacauga, Ala.; **WAVZ** New Haven, Conn.; **WTOC** Savannah, Ga.; **WIOU** Kokomo, Ind.; **KWWL** Waterloo, Iowa; **WLYN** Lynn, Mass.; **WPPA** Pottsville, Pa.; **WCMN** Arcibo, P.R.; **WLAG-FM** LaGrange, Ga.; **KFXD-FM** Nampa, Idaho; **KFH-FM** Wichita, Kan.; **WRNL-FM** Richmond, Va.

License for CP

WSPD-FM Toledo, Ohio—License for CP new FM station.

APPLICATION RETURNED

KCSB San Bernardino, Calif.—RETURNED request for license renewal.

August 27 Decisions . . .

BY THE COMMISSION EN BANC Petitions Granted

Granted petition of **High Point Enterprises Inc.**, High Point, N. C., requesting Commission to accept late comment in current TV proceedings (Docket 8736 et al); interested parties may file oppositions thereto within 10 days from Aug. 24.

Granted petition of **Central Wilamette Broadcasting Co.**, Albany, Ore., for waiver of provisions of paragraph 12(b) of the Third Notice of Further Proposed Rule Making in current TV proceedings, and accept its opposition in TV proceedings, containing new proposal; interested parties may file oppositions thereto within 10 days from Aug. 24.

Granted joint petition of **Cleveland Bcstg. Co. Inc.**, United Bcstg. Co., **WGAR** Bcstg. Co., and **WJW** Inc. (all applicants for TV stations in Cleveland, Ohio), for leave to amend a comment in opposition filed jointly in current TV proceedings.

SEA Granted

WHDH-FM Boston, Mass.—Granted special experimental authority to operate **WHDH-FM** by remote control from studios without licensed operator in attendance at trans., for the period ending Feb. 29, 1952.

BY THE COMMISSION EN BANC Designated for Hearing

Radio Tahoe, Tahoe Valley, Calif.—Designated for hearing in Washington Oct. 2 application for new station 1240 kc 100 w unl.

WFEC Miami, Fla. and **Circle Bcstg. Corp.**, Hollywood, Fla.—Designated for hearing application change from 1220 kc 250 w, D to 1240 kc 250 w, unl., in consolidated proceeding with **Circle Bcstg. Corp.** Hearing in Washington Oct. 7; **WINK** Fort Myers, Fla., party to proceeding with respect to **WFEC**.

Luke H. Wetherington, New Bern, N. C. and **Eastern Carolina Bcstg. Co.**, Greenville, N. C.—Designated for hearing in consolidated proceeding in Washington Oct. 8 applications requesting simultaneous operation on 1490 kc 250 w unl. in cities having physical separation of 38 miles.

KWBR Oakland, Calif.—Designated for hearing in Washington Oct. 5 application to install new trans. increase D power from 1 to 5 kw on 1310 kc with 1 kw N.

WBUD Trenton, N. J.—Designated for hearing in Washington Oct. 8 application to change trans. location and type trans.

Grant Modified

WVCH Chester, Pa. and **Williamsburg**

Radio Co. Inc., Williamsburg, Va.—Modification of April 5 grant of application **Williamsburg Radio Co.** to include condition that **Williamsburg Radio Co.**, agrees to accept such interference as may be caused by subsequent grant of application to increase power of **WVCH** Chester, Pa. to 1 kw, and dismissed petition of **WVCH** for reconsideration of grant of **Williamsburg** application.

CP Reinstated

KSOX Harlington, Tex.—Granted application for reinstatement of expired CP, which authorized new station on 1530 kc 10 kw-N, 50 kw-LS DA-2, cond.

Silence Authorized

WSKB McComb, Miss.—Granted authority to remain silent for 30 days for refinancing.

Renewals Granted

WATL-AM-FM Atlanta, Ga.—Granted renewal of licenses and denied petition of **American Federation of Radio Artists** filed Aug. 2, 1949, requesting revocation of licenses.

Following stations were granted renewal of licenses:

KFBW Helena, Mont.; **KROG** Senora, Calif.; **KTRM** Beaumont, Tex.; **WBCC** Bethesda, Md.; **WCUM** Cumberland, Md.; **WDHL** Bradenton, Fla.; **WFEC** Miami, Fla.; **WKID**, Urbana, Ill.; **WLIO**, East Liverpool, Ohio; **KIMO**, Independence, Mo.; **WLAT** Conway, S. C.; **WSHB** Stillwater, Minn.; **KNEU** Provo, Utah; **KTER** Terrell, Tex.; **KWED** Sequin, Tex.; **KWPM** West Plains, Mo.; **WHBS** Huntsville, Ala.; **WHWB** Rutland, Vt.; **WKLO** Louisville, Ky.; **WMAF** Monroe, N. C.; **WNEL** San Juan P.R.; **WPLA** Plant City, Fla.; **WTOD** Toledo, Ohio; **WAEI** Mayaguez, P.R.; **WTAM** Cleveland, Ohio; **WLCR** Torrington, Conn.; **KGAR** Garden City, Kans.; **KCU** Ft. Worth, Tex.; **KOFJ** Webster City, Iowa; **KLRA** Little Rock, Ark.; **KSTT** Davenport, Iowa; **KSWI** Council Bluffs, Iowa; **WBRD** Ft. Lauderdale, Fla.; **WEGO** Concord, N. C.; **WEWO** Laurinburg, N. C.; **WHEE** Boston, Mass.; **WPRA** Mayaguez, P.R.; **WPTW** Piqua, Ohio; **WRIO** Rio Piedras, P.R.; **WUSN** Charleston, S. C.; **WXRF** Guayama, P.R.; **WIBV** Belleville, Ill.

Extensions Granted

Following stations were extended on temporary basis to Dec. 1, 1951:

KCSJ Pueblo, Colo.; **KMPK** Los Angeles, Calif.; **KSCV** Richfield, Utah; **KTHS** Hot Springs National Park, Ark.; **KTXC** Big Spring, Tex.; **KXLA** Pasadena, Calif.; **WGAR** & **Aux.** Cleveland, Ohio; **WINS** & **Aux.** New York, N. Y.; **WINX** (Synchronous amplifiers only) Washington, D. C.; **WJR** Detroit, Mich.; **WJVA** South Bend, Ind.; **WOL** (Synchronous amplifiers only) Washington,

D.C.; **WOW** Omaha, Nebr.; **WRIA**guas, P.R.; **WSNY** Schenectady, N. York; **KBMW** Breckinridge, Minn.; **KBOK** Waterloo, Iowa; **KBUC** Corcoran, Calif.; **KBYR** Anchorage, Alaska; **KJ**Lampasas, Tex.; **KIND** Independence, Kans.; **KLPR** Oklahoma City, Okla.; **KOLS** Pryor, Okla.; **KPUC** Bellham, Wash.; **KRKL** Kirkland, Wash.; **KXSA** Seattle, Wash.; **KXRX** San Jose, Calif.; **WACR** Columbus, Miss.; **WCEffingham**, Ill.; **WDWD** Dawson, Ga.; **WEEB** Southern Pines, N. C.; **WIKinston**, N. C.; **WHHH** Warren, Ohio; **WIBG** & **Aux.** Philadelphia, Pa.; **WLa Porte**, Ind.; **WPLH** Huntington, Va.; **WMUS** Muskegon, Mich.; **WFDuluth**, Minn.; **WRJM** Newport, R.I.; **WRJN** Racine, Wis.; **WRNO** Orangeburg, S. C.; **WSYB** Rutland, Vt.; **WVAM** Altoona, Pa.; **WVWW** Rio Hdras, P.R.; **KTAN** Sherman, Tex.; **KVSM** San Mateo, Calif.; **KWEM** W Memphis, Ark.; **WJMW** Athens, Ala.; **WLOA** Braddock, Pa.; **KJBS** San Francisco, Calif.; **KSAN** San Francisco, Calif.; **WANN** Annapolis, Md.; **WPN** New York, N. Y.; **WOPA** Bethlehem, Pa.; **WJJD** and **Aux.** Chicago, Ill.; **WMEX** Boston, Mass.; **WRIB** & **A** Providence, R. I.; **KDKA** Pittsburgh, Pa.; **KEX** Portland, Oreg.; **KYW** Philadelphia, Pa.; **WBZ** Boston, Mass.; **WBZA** Boston, Mass.; **WGY** & **A** Schenectady, N. Y.; **WMGM** & **A** N. Y., N. Y.; **WOWO** Ft. Wayne, Ind.; **KPRO** Riverside, Calif.; **KREO** In Calif.; **KYOR** Blythe, Calif.; **KR** Ballinger, Tex.

Renewals Granted

Following stations were granted renewal of licenses:

KLUF-FM Galveston, Tex.; **KRFM** Clinton, Iowa; **KWOC-FM** Point Bluff, Mo.; **KWOS-FM** Jefferson City, Mo.; **WDET-FM** Detroit, Mich.; **WKFM** Muskegon, Mich.; **WKID** Urbana, Ill.; **WRDL-FM** Lanett, Ala.; **KTNT** Tacoma, Wash.

Extensions Granted

Following stations extended on temporary basis to Dec. 1, 1951:

KARM-FM Fresno, Calif.; **KDRO** Sedalia, Mo.; **KERN-FM** Bakersfield, Calif.; **KFMV** Hollywood, Calif.; **KFM** Denver, Colo.; **KOKX-FM** Keokuk, Iowa; **WCBT-FM** Roanoke Rapids, N.C.; **WCFM** Washington, D. C.; **WDFM** Providence, R. I.; **WEAU-FM** Claire, Wis.; **WFNM** Alpine, N. W.; **WGOV-FM** Valdosta, Ga.; **WISR** Butler, Pa.; **WICA-FM** Ashtabula, Ohio; **WIMS-FM** Michigan City, Ind.; **WJFM** Jacksonville, Fla.; **WKJG-FM** Wayne, Ind.; **WNDR-FM** Syracuse, N. Y.; **WRJN-FM** Racine, Wis.; **WSI** FM New Orleans, La.

August 28 Decisions . . .

BY THE SECRETARY

WICU (TV) Erie, Pa.—Granted to change type vis. and aur. trans.

WTTV Bloomington, Ind.—Granted mod. CP to change rated power of trans. from 1 kw to 2 kw, etc.

Woke Oak Ridge, Tenn.—Granted mod. CP for approval of ant. trans. location, etc.

WTNB Birmingham, Ala.—Granted license for installation of new trans.

KPAM Portland, Ore.—Granted CP for approval of ant. and trans. location.

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

KCBS-FM San Francisco, Calif. 3-1-52; **WFSS** Coram, N. Y. to 3-13; **KFUO-FM** Clayton, Mo. to 12-1; **KA-8042**, Gallipolis, Ohio to 10-31; **KA-8187** Chicago, Ill. to 10-1-51; **WIMarquette**, Mich. to 10-2-51; **WKR** St. Joseph, Mo. to 11-21-51, etc.

WRAG Carrollton, Ala.—Granted mod. CP to change type trans.

CBS, Inc., New York, N. Y.—Granted extension of authority to transmit programs to **CFRB**, **CKAC**, **CJAD** other stations under control of **Canadian Bcstg. Corp.** for period beginning

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15-51.

KSIB Creston, Iowa—Granted request
r authority to sign-off at 6 p.m. CST
rough Sept. 30.

WEST-FM Easton, Pa.—Granted li-
cense for FM broadcast station; Chan-
el 300 (107.9 mc) 11 kw, ant. 50 ft.

WDSU-FM New Orleans, La.—Grant-
l license for FM station; Channel 287
05.3 mc), 17.7 kw; ant. 390 ft.

WFMY-TV Greensboro, N. C.—
anted CP to change type trans.

WPAC Patchogue, N. Y.—Granted
od. CP for approval of ant. and
ans. location and change type trans.

WAFM Birmingham, Ala.—Granted
od. CP for extension of completion
ate to 12-1-51.

WCMN Arecibo, P. R.—Granted mod.

CP for extension of completion date
to 12-8-51.

August 28 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KJCF Festus, Mo.—CP to change
from 1010 kc 250 w D to 1450 kc 250 w
unl.

FM Changes

KXEL-FM Waterloo, Iowa—CP to
change ERP, ant. height, trans. and
studio location etc.

Modification of CP

WPAR-FM Parkersburg, W. Va.—
Mod. CP new FM station for extension
of completion date.

TV—Ch. 5

KSTP-TV St. Paul, Minn.—CP to
change ERP from 24.7 kw vis. 17.3 kw
aur. to 98.7 kw vis. 54.3 kw aur. and
add power amp. to trans. equip.

License Renewal

Following stations request license re-
newal: KWHN Fort Smith, Ark.; KBNY
Newport, Ark.; KFTM Ft. Morgan,
Col.; KSTR Trinidad, Col.; WIRK West
Palm Beach, Fla.; KMAN Manhattan,
Kan.; WARA Attleboro, Mass.; WLS
Lansing, Mich.; WTNJ Lansing, Mich.;
WGAT New Hartford, N. Y.; WCB
Corning, N. Y.; WHKY Hickory, N. C.;
WHVR Hanover, Pa.; WBTM Danville,
Va.; WNEF-FM Binghamton, N. Y.;
WLWA Cincinnati, Ohio; KOIN-FM
Portland, Ore.; WFIL-FM Philadelphia,
Pa.; WRAC-FM Williamsport, Pa.;
WCAC Anderson, S. C.

APPLICATION RETURNED

KXIT Dalhart, Tex.—RETURNED re-
quest for assignment of license.

August 29 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

KROY Sacramento, Calif.—Granted

petition for continuance of hearing
from Sept. 7 to Dec. 7 in Washington
in proceeding re application.

KIRO Seattle, Wash.—Granted peti-
tion for continuance of hearing from
Sept. 12 to Dec. 12, in Washington,
D.C., in proceeding re application.

Desert Radio and Telecasting Co.,
Palm Springs, Calif.—Granted petition
for continuance of hearing to Oct. 23
in Washington in proceeding re appli-
cation.

The Gadsden Radio Co., Mobile, Ala.
—Granted petition of Aug. 17 for leave
to amend application so as to specify
950 kc 1 kw D in lieu of 1340 kc 250 w
unl.; application, as amended, removed
from hearing docket. Dismissed peti-
tions filed on July 3 and 5 for leave
to amend.

WMGR Bainbridge, Ga.—Granted peti-
tion for dismissal without prejudice
of application.

Tri-County Bestg. Co., Inc., Hawkins-
ville, Ga.—On Commission's own mo-
tion, removed from hearing docket.

State Capital Bcstrs., Raleigh, N. C.
—Granted petition for dismissal with-
(Continued on page 87)

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Help Wanted

Managerial

North midwestern 250 watt network affiliate wants all-round manager. Solid market and a proven station. Salary open. Present manager receives \$8,000. Send complete and detailed information together with photo. Box 773K, BROADCASTING.

Salesman

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first letter. Box 660K, BROADCASTING.

Salesman with car. Rocky Mountain ABC affiliate, promotional, stable station. Permanent. Excellent opportunity. Send snapshot with full details in first letter to Box 758K, BROADCASTING.

A good sales position with excellent opportunity for advancement now open in growing industrial market of 50,000 in Oklahoma. Good living conditions. 250 watt fulltime well established network affiliate. Good guarantee against billing on air, with liberal commission on new business. No high pressure selling. Send detailed resume and references. Box 776K, BROADCASTING.

Salesman, male or female, for one of Connecticut's leading independents in major market. Base salary, commission, expense account. Write to Box 814K, BROADCASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Salesmen: 1000 watt independent. Single station market 14,000 population. Will guarantee up to \$400 month plus commission for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Salesman-announcer wanted for independent station. Good proposition for right man. Send disc, full details, first letter to R. L. Fowler, WGAT, Utica, N. Y.

Experienced salesman, prefer man familiar with Washington, D. C. market. Salary, plus commission. Contact Carl Lindburg, WPIK, Alexandria, Virginia.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Opening in Minnesota station for announcer interested in selling time. Must have car. Good deal for right man. Box 701K, BROADCASTING.

Immediate opening for combination announcer-engineer with Rocky Mountain network affiliate. Ideal working conditions, station splendidly equipped. Permanent position. Wonderful climate and outdoor paradise. Small but congenial staff. Send full details to Box 755K, BROADCASTING.

Announcer-salesman with car. Wyoming ABC affiliate. Picture and disc required with application letter giving all information. Write Box 759K, BROADCASTING.

Fulltime two-fifty watt regional station Oklahoma needs good versatile announcer. Excellent working and living conditions. Plenty of opportunity for advancement. Must know how to operate General Electric studio control board. Send full particulars and disc. Box 775K, BROADCASTING.

Help Wanted (Cont'd)

Announcer, some experience—1/4 kw near N. Y. No prima donnas. Box 778K, BROADCASTING.

Announcer for general staff work. Sports shows available if qualified. Send letter, disc and snapshot. Box 797K, BROADCASTING.

Announcer—Staff man with disc-jock background for existing vacancy at top mid-south independent station. 3-5 years experience preferred. Must be able to operate console. We are looking for a man who has lost the wanderlust. State all particulars in first letter with disc or tape. Box 815K, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Combination man wanted for immediate opening. Send letter, disc and snapshot. KHIT, Lampasas, Texas.

Immediate opening, experienced announcer with first telephone ticket, \$280 per month start. Elk hunting sports area. Air mail photo and disc KPRK, Livingston, Montana.

Network station needs good announcer with first class license. Ability to do some interview work preferred. Permanent position in excellent community. Write, phone, or wire Bill Bradford, KSST, Sulphur Springs, Texas.

\$325 monthly. Need experienced announcer with first class ticket. 40 hour 6 day week. Prefer applicant from south or southwest who will appreciate ideal working conditions in modern plant. Send details, Manager, KTFY, Brownfield, Texas.

Immediate opening for experienced announcer, man with some sports play-by-play preferred. Salary is dependant on ability. Send disc and details. WDBL, Springfield, Tenn.

Wanted by southeastern network affiliate. Capable announcer for news and general staff duties. No floaters. Attractive salary and ideal working conditions. WHMA, Anniston, Alabama.

Wanted. Two experienced announcers, prefer men who have worked leaf tobacco markets and from North Carolina, South Carolina, Virginia or Georgia. Good working conditions, no floaters need apply. Radio Station WHNC, Henderson, telephone 736.

Announcer with first class license, will consider inexperienced man having training and ability. WIKC, Bogalusa, Louisiana.

Wanted: Reliable combo man. Emphasis on announcing. Good deal for right man. Write, call or see Jim McDougall, WKLK, Cloquet, Minnesota.

Immediate opening. Experienced announcer with board knowhow. Opportunities for capable man. 40 hour week, 250 watt Mutual. Send resume, photo and disc. Ed Eckert, Program Director, WKNY, Kingston, N. Y.

Announcer-operator wanted. Regional ABC. WKTY, LaCrosse, Wisconsin.

NBC affiliate has opening for above-average, thoroughly experienced announcer. Good opportunity for solid, draft exempt man seeking permanent connection with leading station. Send disc, snapshot, complete outline qualifications including past and expected earnings, WSAV, Savannah.

Help Wanted (Cont'd)

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

Technical

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

Transmitter operator, mid-September opening. Must have first phone. Experience unnecessary but prefer man with amateur or servicing background. Box 715K, BROADCASTING.

First class operator in upstate New York. Good wages. Write Box 729K, BROADCASTING.

Immediate opening for combination operator-announcer with first class license. Audition disc is required. Good salary in western network affiliate. Box 753K, BROADCASTING.

Engineer wanted for immediate employment. Experience unnecessary. Send letter of details. Box 798K, BROADCASTING.

Wanted—Engineer, first class license, no car or experience necessary. \$1.25 per hour, 40 hours. Western Pennsylvania. Box 805K, BROADCASTING.

Wanted: Engineer capable assuming duties and responsibilities of chief in long established southwestern 250 network affiliate. If interested, kindly contact Box 806K, BROADCASTING.

Wanted—Engineer with first class license. Experience not required. Western Penna. 250 watt. State minimum starting requirements. Address Box 812K, BROADCASTING.

Texas independent wants female engineer. Some typing ability. No engineering ability or experience required, just a first class license. Box 818K, BROADCASTING.

Wanted, engineer with some announcing ability. Permanent position with future for right man in 5 kw ABC affiliate in Colorado. KGHF, Pueblo, Colo.

Engineer or combo. 1000 watt independent. Will pay up to \$350 a month for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Wanted—Chief engineer for 1000 watt daytime station, KPBM, Carlsbad, New Mexico.

First Class engineer. No experience necessary. WASA, Havre de Grace, Md.

Wanted: Combination engineer - announcer for 250 watt Mutual outlet, 40 miles north Atlanta. \$55.00 for 45 hours to start. WBHF, Cartersville, Georgia.

Wanted: First phone or combination man, no experience required. WCFV, Clifton Forge, Virginia.

Engineer, first class license for 1000 watt daytime station, experience desirable but not necessary. Car essential. WDBL, Springfield, Tenn.

Need first class licensed operator. No announcing, 6 day week. Time and half for over 40 hours, car not necessary. WDIG, Dothan, Ala.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

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

Help Wanted (Cont'd)

Wanted: Engineer with first class ticket, NBC station, WGRM, Greenwood, Mississippi.

Immediate opening for engineer first class. Experience not necessary. Starting salary \$50.00 44 hours. WINK, Clearwater, Florida.

Have immediate opening for transmitter engineer. No experience necessary \$55.00 for 45 hours. Contact Chief Engineer, WJBF, Augusta, Georgia.

Wanted, engineer for AM and FM NBC affiliate, WKPT, Kingsport, Tenn.

Transmitter engineer with car wanted Regional ABC station. Contact Harold White, WKTY, La Crosse, Wisconsin.

Engineer-announcer, auto necessary. Send salary requirements and full details first letter to WRZE, York, Penn.

Production-Programming, Other

News director, able to take full charge of a live wire news room in a leading 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. Reply confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo. Box 672K, BROADCASTING.

Experienced secretary-copywriter Western Pennsylvania independent. Position opening in September. Please send full details, photo, copy sample and salary required. Box 673K, BROADCASTING.

Experienced writer for large copy department in midwest radio-TV station \$70 AFRA minimum. Box 817K, BROADCASTING.

Newsman: We are interested in a responsible man with a good news voice to take charge of news programs in this station; must know how to collect, write, rewrite local, state and national news. Write WHDL, Olean, New York.

Situations Wanted

Managerial

Experienced executive, former NAB official, twenty years operating, administrative and legal background, past nine years in Washington, available for capital connection or assignment, limited travel. Own Chevy Chase home, extensive civic, club and government affiliations. Present connection, \$25.00 per year, now requires too long absence from home. Will consider less. Can make change on thirty to sixty day notice. Write Box 556K, BROADCASTING.

Experienced station manager with successful record and clean, sober habits. Making change for understandable personal reason, with recommendation of all previous station owner employers. Can bring topnotch engineering and commercial staff if desired. Please address: Manager, Jonesboro Box 2, Sanford, North Carolina.

Salesmen

Fifteen years NBC sales, local, spot work, excellent record, best references. Currently employed. Considering leaving New York City. Box 744K, BROADCASTING.

Announcer: Salesman, good record, references, full details and audition return mail. Two weeks notice required. Box 808K, BROADCASTING.

Account executive desires position station reps, N. Y. or Phila. Box 810K, BROADCASTING.

Announcers

Play-by-play football, basketball, baseball. Five years experience. New without sponsor, seek sports station. Assist in programming, production, announcing. Box 551K, BROADCASTING.

Situations Wanted (Cont'd)

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

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

College grad., 25, seeks first announcing job, any location. Courses in announcing, copywriting, news writing. Short on experience, long on talent, eas. Disc, photo. Box 699K, BROADCASTING.

Announcer. Writing and musical ability. Seeks position with progressive station. Box 700K, BROADCASTING.

Announcer-engineer, former reservist returned to permanent civilian duty desires position as combo man or engineer in New England area. One year experience, 1st phone, draft exempt. Box 737K, BROADCASTING.

Experienced announcer, copywriter. Work board. Specialty: news, classics. Sixty minimum. Box 743K, BROADCASTING.

Top disc jockey, currently conducting evening show in the east. Four years experience. Desired change to progressive station as PD or DJ and special events. Fully experienced in all phases of announcing. Married. \$75.00 guarantee plus talent. Go anywhere. Box 772K, BROADCASTING.

News—DJ. General staff: Two years experience. Presently employed. Dissatisfied but not hard to get along with. Prefer east coast. Box 774K, BROADCASTING.

Network experienced sports man wants employment preferably west. Board experience, news, DJ. Married, draft exempt. Presently employed, no drifter. Box 777K, BROADCASTING.

Will you pay for experience and ability? I'm your man. Box 779K, BROADCASTING.

Experienced announcer-news-caster-disc jockey. Trained Radio City. All phases. Young, ambitious. Wants golden opportunity. Box 782K, BROADCASTING.

Versatile announcer wants position here board work not required. Contentious, draft exempt, excellent references. Box 783K, BROADCASTING.

Announcer, 3 years experience all phases, first phone license, college, vet, married. Want change for advancement in south or west. Box 786K, BROADCASTING.

Straight morning man with sense of humor, zing and sell. Proven sales on liberal market. Morning show suitable for late night. MC audience shows. Prefer east, southwest or midwest. Can build up sales and audience. Just ordinary fellow that can do an extraordinary job. Present position four years. Available around November first. Box 787K, BROADCASTING.

Announcer: Experienced, production, hard work, script writing, dramatics. Prefer New England region. Box 788K, BROADCASTING.

Announcer-24. First class license. 2 1/2 years experience. Strong news, DJ, special events, sports, vet. Good references. \$75 per week. Box 789K, BROADCASTING.

Ambition with a voice! Leading DJ state, topnotch emcee, now employed with 5,000 watt midwest major network affiliate. Four years experience, single, veteran. Seeking TV work. Will consider all offers-radio or TV. \$50.00 minimum. Box 791K, BROADCASTING.

Sportscaster, former professional baseball player desires minor league and other sports play-by-play, year-round. Married, veteran, college, best references. Box 792K, BROADCASTING.

Announcer — Experienced — operate hard. Write excellent commercial copy. Age: 27—married—veteran. Draft exempt—no floater, very reliable. Box 793K, BROADCASTING.

Announcer. 6 years experience all phases. Family. Now employed large metropolitan market. Best references. Box 796K, BROADCASTING.

Situations Wanted (Cont'd)

Production-minded combo man. Presently employed, offered \$72.50. Versatile, unique DJ approach, news, actor, Northwestern University School of Speech grad., Ex-ham, married, vet. East or midwest. Box 799K, BROADCASTING.

Announcer, five years experience AM and TV. BA Speech-Theater Minnesota. Currently on TV series with top reviews. Best references. Available September 15. Will consider all offers. Box 800K, BROADCASTING.

Experienced, formally trained newscaster. Past year been doing top sponsored cast on station. Reporter, newswriter, caster, all phases. Two years college radio work. Although experienced staff, prefer straight news. Married, 28, two children, veteran, undraftable, college graduate, journalism. Minimum salary \$65 a week. Box 801K, BROADCASTING.

Top newscaster. Authoritative (natural). Experienced and trained in writing, reporting, airing news—editing wire. Want to affiliate with station large enough to afford separate news operation. Minimum salary \$75 a week. Family man, 28. References, tape. Station manager knows of this ad. Box 802K, BROADCASTING.

Recent graduate from the School of Radio Technique available immediately. Strong on DJ, news, commercials. Some console. Will travel. Young, draft exempt. Disc and photo available upon request. Box 803K, BROADCASTING.

Announcer — 7 1/2 months experience. Have done all phases announcing. Desire night turn. Would like network station. Go anywhere on first immediate offer. Box 813K, BROADCASTING.

Sportscaster with outstanding college and major league experience. Draft exempt. Box 816K, BROADCASTING.

Missourian, 3 years experience all phases broadcasting in local stations. Box 821K, BROADCASTING.

Announcer, disc jockey, copywriter. 4 years varied experience in everything from 250's to 5 kw. Have set up and run copy departments in 4 stations. New ideas, veteran, 28, single, will travel. Disc and references readily available. Box 822K, BROADCASTING.

Persons involved: Husband and wife. Draft exempt. College. Two years AM, FM, TV experience. Strong in all phases of news, editing, rewrite and local reporting. Excellent DJ team. Continuity and commercial writing. Production and direction. Available immediately. Permanent. Peter Newton, #1 Stuyvesant Oval, New York City, New York.

Technical

Engineer, degree, license, 15 years experience chief, combo. Box 652K, BROADCASTING.

Experienced chief engineer desires chief of small station or engineer in larger station. Prefer Kentucky, Tennessee or bordering states. Married, family. Box 702K, BROADCASTING.

You need chief? I need change! Presently chief small market AM. Desire move for advancement and personal satisfaction. Southeast. Please forward your requirements and proposition. I can't afford to tell all in this ad—you'll be pleasantly surprised after writing. Box 771K, BROADCASTING.

Engineer: 12 years experience, majority as combination engineer-announcer. 4 years chief engineer at same station. Construction, maintenance and assistant managerial experience. Will be released September 25th from active duty with the Naval Reserve. Prefer western states. Box 785K, BROADCASTING.

Present chief engineer wants chief small station or consider engineer of large station or TV. 10 years in radio. Box 820K, BROADCASTING.

Good voice quality, first phone, strong on commercials, minimum \$65 weekly. Box 303, McCook, Nebraska, or phone 1055W.

1st class operator. Excellent technician with experience and car. Available September 7 plus travel to anywhere. Box 695, Butler, Penna. Phone 23002.

Chief engineer and experienced station manager, two man team, not available separately. For details write Engineer, Jonesboro Box 247, Sanford, N. C.

Straight first phone engineer desires position with station 1000 watts or over with possibilities. Experience six months. Write Gilbert Legler, 616 S. Second, Clinton, Mo.

Situations Wanted (Cont'd)

Production-Programming, Others

Increase business. Improve your station. Cut expenses. Experienced program director and promotion manager looking for station with work to be done. Extensive education and background. Personnel, programs, sales, public relations specialties. 28, aggressive, intelligent. Save money on my salary. Save all the way. Box 770K, BROADCASTING.

Experienced copywriter, creative, ambition to progress. Sound commercial copy, for you and your sponsors. Write for samples. Box 780K, BROADCASTING.

News director, able to meet requirements of live wire news room. Currently in charge of leading 5000 watt midwest network affiliate. Thoroughly experienced in top-flight newscasting and local reporting. A. P., U. P., correspondent. Interested in eastern metropolitan areas only. Box 790K, BROADCASTING.

Experienced program director, announcer, copywriter. Age 27, married veteran. Presently employed 250-watt PD. Want permanency. Only reasonable salary expected. Box 794K, BROADCASTING.

Program Director—Plenty of experience in all phases of radio; programming, production, continuity, traffic, sales ideas and presentations, promotion, air work (no sports) etc. Would like location in or near eastern coastal states. College graduate—no drifter. Best references in the business. Reply Box 795K, BROADCASTING.

Copywriter-male. Experience on network affiliate wants progressive station. Hard worker. Draft exempt. No announcing. Box 807K, BROADCASTING.

Showmanship plus production skill equal higher station profits. I have worked for seven years as staff announcer, chief announcer and now news editor for 5 kw. I want to prove my ability to be the program director of your local or regional station. Married, 27. Box 811K, BROADCASTING.

Crack reporter, rewrite man needs western location for health. Now covering large midwest city for top rated station. Journalism grad, vet, family. Disc on request. Write Box 819K, BROADCASTING.

News editor. Three years experience writing own world, local, sports shows. Experienced local coverage, special events, play-by-play. MS radio journalism Northwestern. Marine veteran —25. Fletcher Latta, Phi Gamma Delta, NU. Evanston, Ill.

Television

Salesmen

TV film buyer-salesman. 10 years experience motion picture exhibition and distribution. Box 781K, BROADCASTING • TELECASTING.

Seasoned time salesman. Best qualifications, success, results. Desires position TV. Box 809K, BROADCASTING • TELECASTING.

Production-Programming, others

TV newsreel cameraman available for studio or newsreel assignment. Box 724K, BROADCASTING • TELECASTING.

For Sale

Stations

Western local station in good farm town. Owners wish to devote themselves to other business. Low price for cash. Low-cost operation ideal for owner-manager-engineer and wife. Replies confidential. Box 804K, 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.

Rel. 10 kw FM transmitter. Includes driver unit power supply and amplifier. Perfect condition. Never been used. Make best offer. This is a real bargain! Box 698K, BROADCASTING.

For sale, Gates 250A, 250 watt transmitter with 1490 kc crystals. Contact Eli Daniels, KDSJ, Deadwood, So. Dakota.

For Sale (Cont'd)

For sale: One composite 250 watt transmitter, tower, Quonset hut, two turntables and console. Complete 250 watt station except for frequency and modulation monitors. First \$5,000 takes it. WBSC, Bennettsville, S. C.

Stancil Hoffman minitape recorder. Used two hours. Condition and complete as new. First check \$180 takes it. Jack Stone, WRVA, Richmond, Virginia.

Wanted To Buy

Stations

Owner-operator will purchase regional or local network station. West, south-east preferred. Box 713K, BROADCASTING.

Equipment, etc.

Wanted: 2 RCA transcription arms with Universal heads. Radio Station KVAN, Vancouver, Washington.

260-foot guyed tower. Must be complete and dismantled. Write Radio Station KXRJ, Russellville, Arkansas.

Wanted—Used RCA "88"-A microphone. Will pay cash. WIMS, Michigan City, Indiana.

Am constructing one kw station. Need all equipment, write Rose M. Kirby, WROS, Scottsboro, Alabama.

500 watt transmitter and frequency modulation monitor and guyed tower. Contact C. Chamberlain, P. O. Box 438, Bellefontaine, Ohio, or phone 9-2398.

Miscellaneous

Learn how to speak and write for radio. Send for practical text book with comprehensive Home Study Course. Introductory offer (two months only) complete with 15 printed lessons. Address Box 784K, BROADCASTING.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential. BOX 450K, BROADCASTING

Situations Wanted

Announcers

MORNING DISKER

Well-known in East Coast trade circles . . . successful in highly competitive metropolitan markets.

WANTS

Morning show and Production Directorship of medium indie in West. I want relatively free hand and small budget to develop and sell commercially-sound ideas. Offer must match my present \$10,000 in high-cost-index area. Write or wire Box 722K, BROADCASTING.

For Sale

Equipment etc.

TOWER FOR SALE:

Erected 411 ft. self-supporting Truscon Type D 30 tower. Designed to resist 30 pound wind pressure in accordance with specifications of Radio-Television Manufacturers Association. Tower located near District of Columbia. Can be dismantled or sold with 8½ acres of ground. Box 747K, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

Schools

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey. 100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

SOLD

The property that was scheduled in this issue of BROADCASTING has been sold to one of Blackburn-Hamilton Company's qualified buyers. For careful handling, on a strictly confidential basis, to buyers we have checked and know are qualified—not just information seekers—please list your property with our national organization.

Appraisals • Negotiations • Financing BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Harold R. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

GAB MEETING

Full Program Announced

COMPLETE program of the Georgia Assn. of Broadcasters summer meeting was announced last week by Ben Williams, GAB president and commercial manager of WTOG Savannah. The meeting will be held at the King and Prince Hotel on St. Simons Island, Ga., Sept. 6-8.

Among speakers scheduled are Oliver S. Gramling, assistant to the general manager for radio AP, Tucker Wayne, president of Tucker Wayne & Co.; Wythe Walker, station representative; and Thurman Sensing, executive vice president, Southern States Industrial Council.

The program follows:

Thursday: Afternoon registration. Friday: Morning registration; 12 noon, Opening session with Dorsey Owing presenting the BMI-Young Composers Award for adoption by GAB; 1 p.m., Lunch with a talk by Mr. Gramling; 3 p.m., Mr. Wayne's address; 3:45 p.m., James Cobb, public relations director, Delta Airlines; 6 p.m., Convivial Hour; 7 p.m., Dinner with talk by Mr. Sensing.

Saturday: 12 noon, Miss Gertrude Gordon, groups liaison representative, Office of Price Stabilization; 1 p.m., Lunch with talk by Mr. Walker.

WEATHERS TO WBS

83 New Stations Added

JAMES WEATHERS has resigned as commercial manager of WNEX Macon, Ga., to join World Broadcasting System as a field sales representative, Robert W. Friedheim, general manager of World, announced Thursday. Cy Kaplan, previously with Tel-air Assoc., has also been added to the World field force, Mr. Friedheim said, noting that the two appointments are the first step in a WBS program to expand services to its more than 800 affiliated stations.

WBS during the period June 1-Aug. 27 added 83 stations to its list of library affiliates to bring the total to 827 subscribers. WBS also signed 197 renewals of existing contracts during the summer, which showed a 48% over-all increase in business compared to the same period of 1950. The 1951 summer record, best in the company's 20-year history, was attributed to local programming and local sales.

New England

\$15,000

Down Payment

The only station in a very attractive New England city with a population of more than 35,000 having retail sales in excess of \$45,000,000.00. This is an unusual opportunity for a qualified operator to purchase an important facility on a very favorable financing arrangement.

Radio Network Clients for Fall 1951

(Continued from page 23)

Sponsor	Program	Hours per Week	Agency
General Mills	Lone Ranger	1½	Dancer-Fitzgerald-Sample
	Edward Arnold, Story Teller	25 mins.	Tatham-Laird Inc.
	Betty Crocker Magazine of the Air	1¼	Dancer-Fitzgerald-Sample
	Mr. Mercury	½	Knox, Reeves Adv.
	Silver Eagle	½	Knox, Reeves Adv.
	Henry J. Taylor	¼	Kudner Agency
General Motors	Gillette Fights	Varies	Maxon Inc.
Gillette Safety Razor Co.			
Goodnews Broadcasting Assoc.	Back to The Bible	½	J. M. Camp
Goodyear Tire & Rubber Co.	The Greatest Story Ever Told	½	Kudner Agency
Gospel Broadcasting Assoc.	Revival Hour	1	R. H. Alber Co.
Evangelistic Assoc. Inc., Billy Graham	Hour of Decision	1½	Walter F. Bennett &
Heinz, H. J., Co.	Adventures of Ozzie & Harriet	½	Maxon Inc.
Jergens, Andrew, Co.	The Jergens-Woodbury Journal	¼	Robert W. Orr & As
Kellogg Co.	Victor Borge	¼	Kenyon & Eckhardt
	Mark Trail	1¼	Kenyon & Eckhardt
Lorillard, P., Co.	Stop The Music	¼	Lennen & Mitchell
	The Original Amateur Hour	¾	Lennen & Mitchell
Philip Morris Co.	(To be announced)	1¼	Cecil & Presbrey
	Break The Bank	1	Cecil & Presbrey
	The Romance of Evelyn Winters	1¼	Cecil & Presbrey
Philco Corp.	Breakfast Club	1¼	Hutchins Adv.
Prudential Insurance Co. of America			Calkins & Holden, C
	Jack Berch Show	1¼	lick, McClinton & Smith Inc.
Ralston Purina Co.	Space Patrol	½	Gardner Adv.
Reynolds, R. J., Co.	Richard Diamond, Private Detective	½	William Esty Co.
Seeman Bros. Inc.	Monday Morning Headlines	¼	Wm. H. Weintraub
Serutan Inc.	Victor H. Lindlahr	1¼	Roy S. Durstine Inc
Sterling Drug Inc.	My True Story	2 hrs., 5 mins.	Dancer-Fitzgerald-Sample
			Dancer-Fitzgerald-Sample
Swift & Co.	Mystery Theatre	½	J. Walter Thompson
Sylvania Electric Products Inc.	Breakfast Club	2½	
U. S. Army & U. S. Air Force Recruiting Service	Sammy Kaye Sunday Serenade	½	Roy S. Durstine Inc.
Voice of Prophecy Inc.			
Warner-Hudnut Inc.	Game of the Week	TBA	Grant Adv.
	The Voice of Prophecy	½	Western Adv.
	Walter Winchell	¼	Kenyon & Eckhardt
* * *			
C B S Radio			
American Home Products Corp.	Romance of Helen Trent	1¼	John F. Murray Adv
	Harry Babbitt Show	½	John F. Murray Adv
	Our Gal Sunday	1¼	John F. Murray Adv
	Edward R. Murrow	1¼	Joseph Katz Co.
American Oil Co.			
American Safety Razor Corp.	Frank Goss—News	½	McCann-Erickson
American Tobacco Co.	Jack Benny Show	½	BBDO
Armstrong Cork Co.	Armstrong Theatre of Today	½	BBDO
Bank of America National Trust & Savings Assn.	Ralph Story Show	1¼	Charles R. Stuart
Bekins Van & Storage Co.	Bekins Hollywood Music Hall	½	Brooks Adv.
Book Assoc.	TBA	¼	Huber Hoge & So
	Sidney Walton Show & Magic of Believing	½	Huber Hoge & So
Campana Sales Co.	Bill Shadel	5 min.	Wallace-Ferry-Hanle Co.
Campbell Soup Co.	Club 15	1¼	Ward Wheelock Co.
Carnation Co.	Contented Hour	½	Erwin, Wasey & Co
	Stars Over Hollywood	½	Erwin, Wasey & Co
Carter Products Inc.	Songs For Sale	¼	Sullivan, Stauffer, well & Bayles
Chemicals Inc.			
Chesebrough Mfg. Co.	CBS Newsroom—Sunday Desk	¼	Sidney Garfield & As
Coca-Cola Co.	Dr. Christian	½	McCann-Erickson
	Charlie McCarthy Show	½	D'Arcy Adv.
Colgate-Palmolive-Peet Co.	Strike It Rich	1¼	Wm. Esty & Co.
	Kings Row	1¼	Wm. Esty & Co.
	Mr. & Mrs. North	½	Sherman & Marquett
	Our Miss Brooks	½	Ted Bates & Co.
Continental Baking Co.	Grand Slam	1¼	Ted Bates & Co.
Cream of Wheat Corp.	Let's Pretend	25 min.	BBDO
Economics Laboratory	Galen Drake	5 min.	Cunningham & Wals
Electric Auto-Lite Co.	Suspense	½	Cecil & Presbrey

BROADCASTING • Telecasting

Sponsor	Program	Hours per Week	Agency
Electric Companies Adv. gm.	Corliss Archer	1/2	N. W. Ayer & Son
General Electric Co.	CBS Football Round-up	3	Maxon Inc.
General Foods Corp.	Renfro Valley—Sunday Morning Gatherin'	3/4	Benton & Bowles
	Renfro Valley—Country Store	1/4	Benton & Bowles
	Gangbusters	25 min.	Young & Rubicam
	Hopalong Cassidy	1/2	Young & Rubicam
	Second Mrs. Burton	1 1/4	Young & Rubicam
	News	5 min.	Benton & Bowles
	Wendy Warren	1 1/4	Benton & Bowles
1 Brothers Inc.	Hallmark Playhouse	1/2	Foote, Cone & Belding
Geo. Hamm Brewing Co.	Edw. R. Murrow	1 1/4	Campbell-Mithun
D. A. Hormel & Co.	Music With the Hormel Girls	1/2	BBDO
Household Finance Corp.	Edw. R. Murrow	3/4	Needham, Louis & Brorby
	CBS Newsroom—Sunday Desk	1/4	Needham, Louis & Brorby
agan & Co.	King Arthur Godfrey & His Roundtable	1/2	Warwick & Legler
er Bros., Thos. J. Lip-	Arthur Godfrey's Talent Scouts	1/2	Young & Rubicam
on Div.	Lux Radio Theatre	1	J. Walter Thompson Co.
	Arthur Godfrey Show	1 1/4	Ruthrauff & Ryan
	Aunt Jenny	1 1/4	Ruthrauff & Ryan
gett & Myers Tobacco Co.	Arthur Godfrey Show	2 1/2	Cunningham & Walsh
	Bing Crosby Program	1/2	Cunningham & Walsh
Engines-Wittnauer Watch Co.	Longines Symphonette	1/2	Victor A. Bennett Co.
	Choraliers	1/2	Victor A. Bennett Co.
Manhattan Soap Co.	Frank Goss, News	3/4	Duane Jones Co.
ers Inc.	People Are Funny	1/2	Leo Burnett Co.
annen Co.	Frank Goss, News	3/4	Duane Jones Co.
Metropolitan Life Insurance Co.	Allan Jackson and The News	1 1/4	Young & Rubicam
es Labs.	Hilltop House	1 1/4	Geoffrey Wade Adv.
	Curt Massey Time	1 1/4	Geoffrey Wade Adv.
rton Sales Co.	Visitin' Time	1/2	Klau-Van Pieterston-Dunlap Assoc.
ional Biscuit Co.	Arthur Godfrey Show	1 1/4	McCann-Erickson
ost Sales Co.	Pabst Blue Ribbon Bouts	1/2	Warwick & Legler
er Paul Inc.	Frank Goss	1/2	Maxon Inc.
Pepper Co.	Dr. Pepper's Southern Sports Roundup	1/4	Ruthrauff & Ryan
lip Morris & Co.	Horace Heidt Show	1/2	The Biow Co.
llips Petroleum Co.	Rex Allen Show	1/2	Lambert & Feasley
sbury Mills Inc.	House Party 1 hr., 25 min.		Leo Burnett Co.
	Cedric Adams 25 min.		Leo Burnett Co.
	Arthur Godfrey Show	1 1/4	Leo Burnett Co.
nters Nut & Chocolate Co.	Edward R. Murrow	1/2	Raymond R. Morgan Co.
cter & Gamble Co.	Beulah	1 1/4	Dancer-Fitzgerald-Sample
	Brighter Day	1 1/4	Compton Adv.
	Big Sister	1 1/4	Compton Adv.
	Young Dr. Malone	1 1/4	Compton Adv.
	Guiding Light	1 1/4	Compton Adv.
	Rosemary	1 1/4	Benton & Bowles
	Lowell Thomas	1 1/4	Compton Adv.
	Jack Smith Show	1 1/4	Dancer-Fitzgerald-Sample
	Ma Perkins	1 1/4	Dancer-Fitzgerald-Sample
	Perry Mason	1 1/4	Benton & Bowles
d-Murdoch	Arthur Godfrey (alt. days with Toni)		Weiss & Geller
all Drug Co.	Amos 'n' Andy	1/2	BBDO
J. Reynolds Tobacco Co.	Vaughn Monroe Show	1/2	Wm. Esty Co.
	Bob Hawk Show	1/2	Wm. Esty Co.
hfield Oil Corp. of N.Y.	Larry Lesueur	1/4	Morey, Humm & Johnstone
	Charles Collingwood	1/4	Morey, Humm & Johnstone
W Fine Foods Inc.	Harry Babbitt Show	3/4	Foote, Cone & Belding
ly Mattress Co.	The World Today, Carroll Alcott	3/4	Alvin Wilder
nal Oil Co.	The Whistler	1/2	Barton A. Stebbins Adv.
rling Drug Inc.	Songs for Sale	1/2	Dancer-Fitzgerald-Sample
vania Electric Products Inc.	Grantland Rice	1/4	Roy S. Durstine Inc.
Toni Co.	This is Nora Drake	1 1/4	Foote, Cone & Belding
	Arthur Godfrey (alt. days with Reid Murdoch)		Foote, Cone & Belding
	Alias Jane Doe 25 min.		Foote, Cone & Belding
	Mystery Singer 5 min.		Foote, Cone & Belding
S. Army & U. S. Air Force Recruiting Service	Frankie Laine Show	1/2	Grant Adv.

Sponsor	Program	Hours per week	Agency
Wildroot Co.	F.B.I. in Peace & War	1/4	BBDO
	The World Today, Carroll Alcott	3/4	BBDO
Wm. Wrigley Jr. Co.	Life with Luigi	1/2	Arthur Meyerhoff & Co.
	Gene Autry Show	1/2	Ruthrauff & Ryan
M B S			
American Fed. of Labor	Frank Edwards	1 1/4	Furman, Finer Co.
American School	Gabriel Heatter	1/4 EOW	Olian Adv. Co.
American Tobacco Co.	Les Higbie & the News	25 min.	BBDO
	Talk Back With Happy Felton	25 min.	BBDO
Beltone Hearing Aid	Gabriel Heatter	1/4 EOW	Olian Adv. Co.
B. T. Babbitt Inc.	Bab-O-Reporter	2 1/2	Wm. H. Weintraub
Capehart-Farnsworth	News With Vandeventer	1/4	J. M. Mathes Adv.
Christian Reform Church	Back to God	1/2	Glenn-Jordan-Stoetzel
Dawn Bible Students Assn.	Frank and Ernest	1/4	Wm. Gleeson Co.
Derby Foods	Sky King	50 min.	Needham, Louis & Brorby
*Gillette Safety Razor Co.	World Series (time indef.)		Maxon Inc.
Johns-Manville Corp.	Bill Henry and the News	25 min.	J. Walter Thompson
Kellogg Co.	Clyde Beatty	1 1/4	Leo Burnett Co.
	Wild Bill Hickok	25 min.	Leo Burnett Co.
Kraft Foods Co.	Queen for a Day	1/2	J. Walter Thompson
Lorillard, P., & Co.	Queen for a Day	1 1/2	Lennen & Mitchell
Lutheran Laymen's League	Lutheran Hour	1/2	Gotham Adv. Inc.
Miles Labs	Curt Massey Time	1 1/4	Geoffrey Wade Inc.
Murine Co.	Cedric Foster and the News	5 min.	BBDO
Pal Blade Co.	Rod & Gun Club of the Air	25 min.	Al Paul Lefton Adv.
Pearson Pharmacal Co.	Gabriel Heatter	1/4	Harry B. Cohen
Personna Blade Co.	Gabriel Heatter	1/4	J. D. Tarcher & Co.
Quaker Oats Co.	Challenge of the Yukon	1 1/2	Sherman & Marquette
	Man on the Farm	1/2	Sherman & Marquette
Radio Bible Class	Radio Bible Class	1/2	Stanley G. Boynton
State Farm Mutual Auto Ins. Co.	Cecil Brown	10 min.	Needham, Louis & Brorby
Sterling Drug Inc.	Ladies Fair	2 hrs. 5 min.	Dancer-Fitzgerald-Sample
VCA Labs.	Gabriel Heatter	1/4	Harry B. Cohen Adv.
Voice of Prophecy Inc.	Voice of Prophecy	1/2	Western Adv.
Williamson Candy Co.	True Detective Mysteries	1/2	Aubrey, Moore Wallace Inc.
N B C			
Allis-Chalmers Mfg. Co.	The National Farm & Home Hour	1/2	Bert S. Gittins
American Cigarette & Cigar Co.	The Big Story	1/2	Sullivan, Stauffer, Colwell & Bayles
American Dairy Assn.	David Lawrence	1/4	Campbell-Mithun Inc.
American Tobacco Co.	Kenneth Banghart & the News	25 min.	BBDO
	Your Hit Parade	1/2	BBDO
American Trucking	American Forum of the Air	1/2	Biow Co.
Armour & Co.	Dial Dave Garroway	1 1/4	Foote, Cone & Belding
Assn. of American Railroads	The Railroad Hour	1/2	Benton & Bowles
Bell Telephone System	The Telephone Hour	1/2	N. W. Ayer & Son

* Only in October.
EOW—Every other week.

(Continued on page 86)

GATES

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LABOR CASES

NLRB Acts on WPEN, WWOL and WNBTV

IBEW complaint that William Penn Broadcasting Co. (WPEN-AM-FM Philadelphia) had "illegally interfered" with employees' rights by renewing its contract with American Communications Assn. is pending once again before the National Labor Relations Board.

The board last April overruled the findings of a trial examiner and dismissed for lack of proof the complaint that the unit sought by IBEW was appropriate for collective bargaining. But it reopened the case, remanding it to the examiner for further evidence.

Examiner George A. Downing last week found that the unit was appropriate and concluded that William Penn "unlawfully rendered support and assistance" to ACA by renewing its contract. Bargaining history with ACA, he added, was "at best a defective one," because that union bargained "for a group of heterogeneous classifications such as have never been recognized as constituting an appropriate unit . . ."

In another case, NLRB handed down a decision touching on the status of Frank Saj, a non-supervisory employee at WWOL Buffalo, N. Y. (Greater Erie Broadcasting Co.). Issue hinged on Mr. Saj's right to vote in an election involving NABET. The board ruled that Mr. Saj had not become a non-supervisory employee during the period between a hearing and the election. WWOL claimed it bestowed supervisory authority on Mr. Saj in the interim period, and that he was not eligible to vote.

WNBTV Ruling

In a third case, NLRB said NBC engineers and other employees at WNBTV (TV) New York "who regularly spend more than 50% of their time handling and placing television lights . . . are in effect stage electricians" and would belong in the unit represented by International Alliance of Theatrical Stage Employees.

This ruling was handed down last Tuesday in a decision clarifying unit descriptions set forth last July. A joint petition asking for clarification had been filed by IATSE (AFL) and NABET (CIO), along with NBC Inc. Balloting held in May 1950 resulted in the election of

IATSE as bargaining agent for stage electricians, carpenters and property men.

The petitioners sought a clarification to determine whether the classification of "stage electricians" was intended to cover only employees bearing those titles on the payroll or those spending more than 50% of their time in placement of TV lights. NBC previously testified that engineers had spent only a minor portion of their time on lighting duties.

In its initial decision, the board noted that under a compromise in effect at NBC in May 1950, TV lights were handled and placed by engineer members of NABET and stage electricians belonging to IATSE at NBC Radio City studios. At NBC's 106th St. Theatre and International Amphitheatre, only electricians handled lighting.

The order represented another NABET defeat inasmuch as NLRB bracketed engineers spending majority of their time on lighting with electricians. Originally, the board had concluded that engineers should constitute a distinct unit. It noted, however, that the ruling applied only to NBC employees, in the case at hand, and implied it might be interpreted differently in other instances [BROADCASTING • TELECASTING, Aug. 6].

In the NBC case, to which ABC originally was a party, NLRB explained its "reconsideration of the record" thusly:

... It is evident from the delineation of lighting duties . . . that these duties whether carried out by stage electricians or engineers, do not bring into play advanced electronic knowledge or skills acquired through higher learning or special training and experience. . . . When an engineer ceases to perform such work as a mere incident to his all-around engineering functions, but regularly takes on these duties as his main operation, he thereby forsakes his special field and assumes the character of a stage electrician.

Radio Network Clients for Fall 1951

(Continued from page 85)

Sponsor	Program	Hours per week	Agency
Belmont Radio Corp.	John Cameron Swayze Highlighting the News	1/4	Henri, Hurst & McDonald
Brown Shoe Co.	Smilin' Ed McConnell & his Buster Brown Gang	1/2	Leo Burnett Co.
Campbell Soup Co.	Double or Nothing	2 1/2	Ward Wheelock Co.
DeSoto-Plymouth Dealers	It Pays to Be Ignorant	1/2	BBDO
E. I. duPont de Nemours & Co.	Cavalcade of America	1/2	BBDO
Faultless Starch Co.	Faultless Starch Time	1/4	Bruce B. Brewer & Co.
Firestone Tire & Rubber Co.	The Voice of Firestone	1/2	Sweeny & James C.
General Foods Co.	Father Knows Best	1/2	Benton & Bowles
General Mills Inc.	Hymn Time	1 1/4	Knox Reeves Adv.
	Live Like a Millionaire	2 hrs. 5 min.	Knox Reeves Adv.
Gulf Oil Corp.	Counterspy	1/2	Young & Rubicam
George A. Hormel Co.	Music with the Hormel Girls	1/2	BBDO
Hudson Coal Co.	The Hudson Coal Miners	1/4	Clements Co.
Kraft Foods Co.	The Falcon	1/2	Needham, Louis & Brorby
Lever Bros. Co.	Big Town	1/2	Sullivan, Stauffer, Colwell & Bayles
Lewis-Howe Co.	The Carmen Dragon Show	1/2	Dancer-Fitzgerald-Sample
Liggett & Myers Tobacco Co.	Bob Hope Show	1/2	Cunningham & Walsl Inc.
	Dragnet	1/2	Cunningham & Walsl Inc.
Manhattan Soap Co.	The Women in My House	1 1/4	Duane Jones Co.
Miles Labs	News of the World	1 1/4	Geoffrey Wade Adv.
	One Man's Family	1 1/4	Geoffrey Wade Adv.
Mutual Benefit Health & Accident Assn. of Omaha	On the Line with Bob Considine	1/4	Bozell & Jacobs
Pet Milk Sales Corp.	Jack Pearl & Mimi Benzell	1/2	Gardner Adv.
	Mary Lee Taylor	1/2	Gardner Adv.
Petroleum Advisers Inc.	Cities Service Band of America	1/2	Ellington & Co.
Philip Morris Tobacco Co.	Philip Morris Playhouse on Broadway	1/2	Biow Co.
Procter & Gamble Co.	Welcome Travelers	2 1/2	Biow Co.
	Life Can Be Beautiful	1 1/4	Benton & Bowles
	Road of Life	1 1/4	Compton Adv.
	Pepper Young's Family	1 1/4	Pedlar & Ryan
	Right to Happiness	1 1/4	Compton Adv.
	Backstage Wife	1 1/4	Dancer-Fitzgerald-Sample
	Lorenzo Jones	1 1/4	Young & Rubicam
Pure Oil Co.	Kaltenborn Edits the News (M-W-F)	3/4	Leo Burnett Co.
	Harkness of Washington (Tues.-Thurs.)	1/2	Leo Burnett Co.
RCA	The Private Files of Rex Saunders	1/2	J. Walter Thompson
	Musical Merry-Go-Round	1/2	J. Walter Thompson
	Phil Harris-Alice Faye Show	1/2	J. Walter Thompson
Reynolds Metals Co.	The Big Show	1/2	Buchanan & Co.
R. J. Reynolds Tobacco Co.	Grand Ole Opry	1/2	Wm. Esty Co.
Skelly Oil Co.	Alex Dreier (M-F.) This Farming Business (Sat.)	1 1/2	Henri, Hurst & McDonald
Sterling Drug Inc.	Stella Dallas	1 1/4	Dancer-Fitzgerald-Sample
	Young Widder Brown	1 1/4	Dancer-Fitzgerald-Sample
Sun Oil Co.	Sunoco Three Star Extra	1 1/4	Hewitt, Ogilvy, Benson & Mather
Swift & Co.	The Red Foley Show	1 1/4	J. Walter Thompson
United States Steel Corp.	Theatre Guild on the Air	1	BBDO
United States Tobacco Co.	Martin Kane-Private Eye	1/2	Kudner Agency
Wesson Oil & Snow Drift Sales Co.	Dr. Paul	1 1/4	Fitzgerald Adv.
Whitehall Pharmacal Co.	Just Plain Bill	1 1/4	John F. Murray Adv.
	Front Page Farrell	1 1/4	John F. Murray Adv. W. Earl Bothwell

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FCC Actions

(Continued from page 81)

Decisions Cont.:

at prejudice of application.
Waldo W. Primm, Sanford, N. C.—On commission's own motion, removed application from hearing docket.
WMPM Smithfield, N. C.—Granted request to dismiss petition to intervene in proceeding re applications of Waldo W. Primm, Sanford, N. C. and late Capital Bresters, Raleigh, N. C.

Hearing Examiner James D. Cunningham

WVOW Logan, W. Va.—Granted petition insofar as it requests continuance of hearing re its application and that KJEF Jennings, La.; hearing continued from Sept. 5 to Nov. 20 in Washington.

WARM Scranton, Pa.—Granted petition for continuance of hearing from Aug. 28 to Sept. 27 in Washington in proceeding re its application.

Hearing Examiner Hugh B. Hutchison

WMOD Moundsville, W. Va. and Greater Newcastle Bestg. Corp., Newcastle, Pa. and Sanford A. Schafitz, Carroll, Pa.—Dismissed as moot petitions by WMOD and Greater Newcastle require Schafitz to amend his application to specify trans. site, ant. and ground system. Granted petition Mr. Schafitz for leave to amend his application by substituting new engineering data specifying definite trans. site, ant. and ground system. Ordered at further hearing in proceeding re application of Greater Newcastle and that of Mr. Schafitz shall be held Oct. 1 in Washington.

Hearing Examiner Elizabeth C. Smith

The Opp Bestg. Co., Inc., Opp, Ala.—Granted petition for continuance of hearing from Aug. 27, to Oct. 26 in Washington in proceeding re its application and that of Covington Bestg. Co., Inc., Opp, Ala.

Capitol Radio Enterprises, Sacramento, Calif.—Granted petitions—one requesting leave to amend application correct typographical error with respect to phasing of ant. system contained in engineering data attached to application and other asking leave to amend such application in order to show maximum expected operating time which was omitted from application. Record closed.

By Hearing Examiner Leo Resnick

WPAW Pawtucket, R. I.—Granted petition for dismissal of petition for waiver of provisions of Sect. 1.821 of Commission's Rules, subject matter of which were depositions received in evidence; dismissed petition for waiver.

WKSJ Pulaski, Tenn.—Deferred action on petition for order to take depositions.

August 29 Applications . . .

ACCEPTED FOR FILING Modification of License

KDON Palm Beach, Calif.—Mod. license to change main studio location AMENDED to change to Salinas-Santa Cruz, Calif.

Modification of CP

WIMS Michigan City, Ind.—Mod. CP, as mod., authorizing increase in power etc. for extension of completion date to 180 days after grant.

WIVI Christiansted, V. I.—Mod. CP, as mod., new AM station for extension of completion date to 90 days after grant of mod. CP AMENDED to change completion date to 60 days after grant.

WEHS (FM) Chicago, Ill.—Mod. CP to change ERP, ant. height etc.

AM-1440 kc

WJLL Niagara Falls, N. Y.—CP to change trans. location to Long Rd., near Sandy Beach, Grand Island, N. Y. and install new vert. ant.

FM-106.5 mc

WSTP-FM Salisbury, N. C.—CP new FM station AMENDED to change from Ch. 291 (106.1 mc) to Ch. 293 (106.5 mc).

License Renewal

Following stations request license renewal: WSOY-FM Decatur, Ill.; KYBS (FM) Dallas, Tex.; WHBL-FM Sheboygan, Wis.

APPLICATION RETURNED

WIBS Santurce, P.R.—RETURNED application for assignment of license.

August 30 Decisions . . .

BY THE COMMISSION EN BANC SEA Granted

WRFL(FM) Winchester, Va.—Granted request for extension of special experimental authority to operate by remote control from studios, to March 1, 1952 under same conditions.

FM Plan Amended

The Commission proposed to amend Revised Tentative Allocation Plan for Class B FM Stations to substitute Ch. 281 for Ch. 290 at Madison, Wis., and transfer channel 266 from Albany, Ga., to Dawson, Ga.

SSA Extended

KOB Albuquerque, N. M.—By order, granted extension of SSA to operate on 770 kc 25 kw-N 50 kw-LS, unl., for 6 months from Sept. 1; grant is without prejudice to any action the Commission might take during this period to comply with the decision of U. S. Court of Appeals for the District of Columbia Circuit in this matter.

Silence Authorized

KODI Cody, Wyo.—Granted authority to remain silent for 90 days for purpose of selling station.

Authority Extended

WIOD Miami, Fla.—Granted extension of authority for 6 months from Sept. 5 to operate with nondirectional ant. and power reduced to 2 kw, pending reconstruction of authorized DA.

Transmitter Move

WBEN-TV Buffalo, N. Y.—Granted CP to move trans. site 22 miles from center of Buffalo to Colden, N. Y.

License Renewals and Extensions

Following commercial TV, experimental and aux. stations were granted further temporary extensions of licenses to Dec. 1:

WBKB, KA-3428, KA-3429, Chicago, Ill.; WABD New York, N. Y.; KCA-61, Oxford, Conn.; KE2XDR, KE2XDR, KA-3431, KA-3432, near New York, N. Y.; KA-4448, near Pittsburgh, Pa.; KA-3433, KA-3434, near Washington, D. C.; KM2XBB Los Angeles, KA-3436, KA-4841, KA-4842, near Los Angeles; KPIX San Francisco, Calif.; KA-2086, near San Francisco, Calif.; WRGB Schenectady, N. Y.; KA-2106, KA-2107, near Schenectady, N. Y.; KA-4858, near Boston, Mass.

Following noncommercial educational FM stations were granted renewal of licenses on a regular basis:

KRVM Eugene, Ore.; KSLH St. Louis, Mo.; KWGS Tulsa, Okla.; WABE Atlanta, Ga.; WBEH New Orleans, La.; WBOE Cleveland, Ohio; WBUR Boston, Mass.; WEPS Elgin, Ill.; WGRE Greencastle, Ind.; WITJ Ithaca, N. Y.; WKAR-FM East Lansing, Mich.; WSDX Louisville, Ky.; WSHS Floral Park, N. Y.; WUOA Tuscaloosa, Ala.; WUOT Knoxville, Tenn.

Following FM stations were granted further temporary extensions of licenses to Dec. 1:

KDKA-FM Pittsburgh, Pa.; KYW-

FM Philadelphia, Pa.; WBZ-FM Boston, Mass.; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne, Ind.; KBON-FM Omaha, Neb.; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis, Mo.; WAJL Flint, Mich.; WGTR Paxton, Mass.; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J.; WEAW Evansville, Ind.; WEHS Chicago, Ill.; WMMW-FM Meriden, Conn.; KRKD-FM Los Angeles, Calif.; WLDW Oak Park, Mich.; WKJF Pittsburgh, Pa.; WWDC-FM Washington, D. C.; WLRD Miami Beach, Fla.

Following FM stations were granted renewal of licenses on a regular basis: KQV-FM Pittsburgh, Pa.; WJHP-FM Jacksonville, Fla.; KALE-FM Yakima, Wash.; KDNT-FM Denton, Tex.; KWIL-FM Albany, Ore.; WBUT-FM Butler, Pa.; WBYS-FM Canton, Ill.; WDLB-FM Marshfield, Wis.; WEXI St. Charles, Ill.; WFAH Alliance, Ohio; WFMH-FM Cullman, Ala.; WFOV Madison, Wis.; WKBR-FM Manchester, N. H.; WLBR-FM Lebanon, Pa.; WTAL-FM Tallahassee, Fla.; WWOD-FM Lynchburg, Va.; WWON-FM Woonsocket, R. I.

Following FM stations were granted temporary extension of licenses to Dec. 1:

WIFM Elkin, N. C.; WABX Harrisburg, Pa.

WOI-FM Ames, Iowa—Granted temporary extension of license of noncommercial educational FM station to

(Continued on page 88)

OPS FORMULAS

Could Affect Radio-TV

STABILIZATION officials were busy in Washington last week promulgating orders and regulations which will affect the advertising and radio-TV industries.

Office of Price Stabilization permitted advertising and other costs involved in promoting private brand products by grocery wholesalers to be reflected in jobbers' selling prices. Probably this will be a precedent for large food chains, supermarkets and other types of food retailers.

On another front, OPS is proceeding to revise Ceiling Price Regulation 22 to permit advertising and other overhead costs to be accounted in a product's selling price. This is for manufacturers. For advice, OPS last Tuesday consulted with 16 manufacturers. The new system will be patterned after the Capehart formula [BROADCASTING • TELECASTING, Aug. 27] that is contained in the amended Defense Production Act.

The Wage Stabilization Board still must come up with ruling on whether radio-TV workers are to be exempt from wage ceilings in the way their industry is exempt under price control.

The Salary Stabilization Board last Wednesday appointed a committee to study the salaries of screen, radio, state and television employees who come under its jurisdiction.

The three-man committee, chaired by Roy Henrickson, formerly of the Agriculture Dept., will confer with employers and employees in the talent field and present recommendations. Other members are Philip F. Siff, formerly with Lehman Bros., N. Y., and former director of Selznick International & United Artists, and Neal Agnew, former vice president of Paramount Pictures, now consultant to independent motion picture distributors.

The Salary Stabilization Board last week set up a three-man committee to confer with radio, TV and other entertainers in an effort to work out a salary formula for talent. Thus far the board has passed individually on unusual high pay increases.

TWA Changes Plans

TRANS-WORLD Airlines will not resume the weekly half hour transcribed NBC *The Blandings* in fall as planned because Cary Grant and his wife, Betsy Drake, who played the leads, are unable to continue in the series due to heavy movie commitments. Agency is BBDO, New York. Don Sharpe, Hollywood program packager, has auditioned Robert Cummings and Jane Wyatt for the title roles with expectation of originating from New York with a new sponsor.

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(See Two Page Ad)

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FCC Actions

(Continued from page 87)

Dec. 1:
General Electric Co., Syracuse, N. Y.—Granted further temporary extension of license of developmental broadcast KE2XCV to Dec. 1.
Gates Radio Co., Quincy, Ill.—Granted renewal of license for developmental broadcast station, with certain modifications KS2XAO.
KSIW Woodward, Okla.—Granted renewal of license.
Following AM stations were granted further temporary extensions of licenses to Dec. 1:
KALA Sitka, Alaska; KHRB Hillsboro, Tex.; KVVV Ventura, Calif.; WINK Ft. Myers, Fla.; WKOW Madison, Wis.; WNVA Norton, Va.

August 30 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. lic. to change from DA-DN to DA-N.

Modification of CP

KBOX Modesto, Calif.—Mod. CP, as mod., new AM station for extension of completion date.

KGDE Fergus Falls, Minn.—Mod. CP to change frequency etc. for extension of completion date.

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

WRRF Washington, N. C.—Mod. CP to change hours, increase power etc. for extension of completion date.

License for CP

WLEA Hornell, N. Y.—License for CP, as mod., new AM station on 1480 kc.

WRIC Richlands, Va.—AMENDED to change name of applicant for license for CP new AM station from partnership d/b as Clinch Valley Bestg. Co. to Clinch Valley Bestg. Corp.

AM—1420 kc

Chehalis, Wash.—CP new AM station 810 kc 1 kw D AMENDED to change to 1420 kc.

License Renewal

Following stations request license renewal: KMCM McMinnville, Ore.; WGRO Bay City, Mich.; WMPM Smithfield, N. C.

HALL TO WCCO

Appointed Sales Manager

ROY W. HALL, account executive on the television sales staff of CBS Radio Sales since January, preceded by three years as an AM account executive for Radio Sales, has been appointed sales manager of WCCO Minneapolis, CBS-owned station, effective immediately.

Starting with the Hearst newspapers in 1936, Mr. Hall next joined the sales staff of James Leeds & Sons, manufacturing company, returning to advertising and entering radio in 1940 with the sales service department of WOR New York. Two years later he moved to ABC as an account executive in the network's spot sales division. After three years war service in the ETO as a first lieutenant in the Army Air Corps, he returned to ABC, then moved to CBS Radio Sales in 1945.

WJR Dividend

DIVIDEND of 10 cents per share, payable Sept. 14 to shareholders as of Sept. 7, was declared last week by directors of WJR The Goodwill Station Inc., Detroit, according to President John F. Patt.

fcc roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY THROUGH AUGUST 30

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,291	2,255	136		299	125
FM Stations	654	543	117	*1	11	3
TV Stations	107	87	22		432	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

Wichita Falls, Tex.—Announced final decision denying application of James H. Sligar for new AM station on 860 kc, 250 w, daytime. Decision Aug. 27.

Cumberland, Ky.—Announced final decision granting application of Blanford Radio Co. Inc. for new AM station on 1490 kc with 250 w fulltime; subject to condition that applicant make satisfactory adjustment of all reasonable complaints of blanket interference within its 250 mv/m contour. Decision Aug. 29.

WORD Spartanburg, S. C.—Announced final decision granting switch in facilities from 1400 kc, 250 w, fulltime, to 910 kc, 1 kw, fulltime, directional; engineering conditions including provision that WORD be responsible for eliminating any objectionable interference with WSPA Spartanburg. Decision Aug. 27.

WWST Wooster, Ohio—Announced final decision granting increase in power from 500 w to 1 kw, operating daytime only on 960 kc. Decision Aug. 27.

KLOK San Jose, Calif.—Announced final decision granting request for change in facilities from 5 kw, daytime only, to 5 kw-day, 1 kw-night, night-directional, on 1170 kc; conditions. Decision Aug. 29.

INITIAL DECISIONS

KFXD Nampa, Idaho—Hearing Examiner Leo Resnick issued initial decision favoring grant of application to increase power from 1 kw to 5 kw on 580 kc with day-night directional; conditions. Favored denial of KOPR Butte, Mont. application to switch from 550 kc, 1 kw, fulltime to 580 kc, 1 kw-night, 5 kw-day, night-directional. Decision Aug. 24.

MEMORANDUM OPINIONS AND ORDERS

Oak Harbor, Ohio—Adopted memorandum opinion and order denying petition of The Rural Bestg. Co. of Ohio for review of examiner's ruling in memorandum opinion of Feb. 16 denying leave to amend application for new AM station (on 1470 kc, 1 kw, fulltime) to show redesign of daytime directional array. Order Aug. 27.

Ft. Stockton, Tex.—Announced memorandum opinion and order denying petition and motion of Trans-Pecos Bestg. Co. for leave to intervene and enlarge issues in matter of revocation of KFST Ft. Stockton's construction permit. Order Aug. 27.

WTUX Wilmington, Del.—By order, granted authority to continue temporary operation until midnight, Dec. 10, pending action on petition for rehearing and other relief filed by WTUX on Nov. 1, 1950, directed against FCC decision released Oct. 12, 1950 denying renewal of license. Order Aug. 29.

KABI Ketchikan, Alaska—By memorandum opinion and order, denied petition by KTKN Ketchikan and KINY Juneau requesting FCC to set aside grant of construction permit for KABI and designate Aurora Bests. Inc. application for Juneau station for hearing. Order Aug. 29.

WSB-TV Atlanta, Ga.—On its own motion, Commission postponed effectiveness of Aug. 8 memorandum opinion and order granting assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. and stayed the same until Sept. 14. Order Aug. 29.

Non-Docket Actions . . .

AM GRANTS

Prairie Du Chien, Wis.—Prairie Bestg. Co. Granted 1280 kc, 500 w, day-

time; engineering conditions. Principals include President Edwin W. Erdman (11.6%), technician Draves Radio Lab; Vice President Jasper J. Harwood (5%), technician Mueller Radio Inc.; Secretary-Treasurer Walter C. Schlau-gat Jr. (13.3%), engineer WFOX Milwaukee; Thomas N. Gallagher (10%), owner Gallagher Real Estate Co.; Arthur F. Vahovious (13.3%), civilian air technician, Air National Guard. Granted Aug. 24.

Wildwood, N. J.—Francis J. Matrangola. Granted 1230 kc, 100 w, fulltime. (Removed from hearing docket.) Estimated construction cost \$6,504. Applicant is instructor for New York Technical Institute of Maryland, Baltimore. Granted Aug. 24.

Juneau, Alaska—Aurora Bests. Inc. Granted 630 kc, 1 kw-day, 500 w-night; engineering condition. Permittee is also permittee of KABI Ketchikan. Granted Aug. 29.

WILS Lansing, Mich.—Granted increase in daytime power from 1 kw to 5 kw on 1320 kc with 1 kw-night, directional antenna 2; engineering conditions. Granted Aug. 24.

KLIX Twin Falls, Idaho—Granted reduction in daytime power from 5 kw to 1 kw, change in daytime directional system and transmitter; engineering conditions. (Presently licensed on 1340 kc, 250 w, fulltime; has construction permit for 1310 kc, 5 kw-day, 1 kw-night, directional. Granted Aug. 24.

WSKY Asheville, N. C.—Granted switch in facilities from 1490 kc to 1230 kc, 250 w, fulltime and changes in antenna system; engineering conditions include stipulation that program tests will not be authorized until WISE Asheville shifts from 1230 kc to 1310 kc. Granted Aug. 29.

WWSC Glens Falls, N. Y.—Granted increase in nighttime power on 1410 kc from 500 w to 1 kw, directional; change transmitter location and directional antenna system; specified new completion date eight months from date of grant; engineering conditions. Dismissed related WWSC petition as moot. Granted Aug. 29.

KBND Bend, Ore.—Granted switch in facilities from 1270 kc to 1110 kc with 1 kw, fulltime, night-directional. Granted Aug. 29.

FM GRANTS

WAGA-FM Atlanta, Ga.—Granted decrease in ERP from 50 kw to 42 kw. Granted Aug. 24.

WTOL-FM Toledo, Ohio—Granted decrease in ERP from 50 kw to 1.3 kw and antenna from 340 ft. to 160 ft. Granted Aug. 24.

WFBC-FM Greenville, S. C.—Granted decrease in ERP from 160 kw to 8.7 kw and antenna from 1,120 ft. to 170 ft. Granted Aug. 29.

WORZ-FM Orlando, Fla.—Granted decrease in ERP from 18.5 kw to 16.5 kw; conditions. Granted Aug. 29.

KOA-FM Denver, Col.—Granted decrease in ERP from 43 kw to 23.5 kw and antenna from 405 ft. to 185 ft.; condition. Granted Aug. 29.

TRANSFER GRANTS

WRNO Orangeburg, S. C.—Granted transfer of control WRNO Inc., licensee, from R. L. Easley to Frank S. Best and Frank S. Best Jr. through purchase of 90 shares by Mr. Best Sr. for \$1,700. Granted Aug. 24.

KTAN Sherman, Tex.—Granted transfer of control Sherman Bestg. Corp., licensee, from E. T. Fant Jr. and F. W. Anthony to Charles L. Cain for \$7,600. Mr. Cain has been a KTAN employee. Granted Aug. 24.

WSKI Montpelier, Vt.—Granted transfer of control Montpelier-Barre Bestg. Co. Inc., licensee, from Christian Leader Pub. Co. to Nathan Greenburg and Charles W. Grinnell through pur-

chase of stock from several pre-se stockholders for \$35,000. Purchase represents all of outstanding stock except one share. Mr. Greenburg is director of Capital Savings Bank, Montpelier and Mr. Grinnell is director Civil Defense Agency State of Vermont, District 3. Granted Aug. 24.

WIBC Indianapolis, Ind.—Granted acquisition of control WIBC Inc., licensee, by Richard M. Fairban through stock reorganization plan which gives him a 51% Class B voting stock. Granted Aug. 24.

KEVA Shamrock, Tex.—Granted assignment of license from Albert Coop and James Daniell Abbott to new partnership including Farrell M. Brool chief engineer and commercial manager. Mr. Brooks pays \$6,000 for 120% interest. Granted Aug. 30.

New Applications . . .

AM APPLICATIONS

Ozark, Ala.—Ozark Bestg. Corp., 1 kw, 1 kw, daytime; estimated construction cost \$11,900; first year operating cost \$24,000; first year revenue \$30,000. Principals include President Doug Brown (21%), attorney; Vice President Bertram Bank (33%), 1/2 owner WTBC Tuscaloosa; Secretary-Treasurer W. S. Garner (21%), owner Garr Insurance Co.; V. P. Taylor (21%), automobile dealer; J. W. H. Belcher (1/2%), 1/2 owner Belcher Produce Co. J. H. Kelley (1%), owner Kelley Brokerage Co.; T. A. Goff (1/2%), undertaker-attendant; W. C. Brown (22%) drug store owner; Fred B. Saliba (10%) merchant; Jimmy Seaborn (10%) broadcast engineer; Jesse Strickland (10%), merchant. Filed Aug. 28.

Cocoa, Fla.—Brevard Bestg. Co., 1 kw, 250 w, daytime; estimated cost \$15,700; operating cost \$26,800; revenue \$42,848. Partners are W. D. Wils (22 2/9%), attorney; Seay Dormay Wils (22 2/9%); Davis E. Wils (22 2/9%), chief engineer WDLF Panama City, Fla.; Emerson W. Brown (16 2/3%), chief engineer WTRR Sanford, Fla.; Sarah A. Browne (16 2/3%) Filed Aug. 29.

FM APPLICATIONS

Portland, Ore.—Pioneer Bests. Inc. Ch. 262 (100.3 mc), 57 kw, antenna 15 ft. No construction cost as applicant owns KGW-FM facilities, formerly licensed to Oregonian Pub. Co. Applicant is licensee of KGW (AM). Filed Aug. 23.

Olney, Ill.—Olney Bestg. Co., Ch. 9 (92.9 mc), 18.38 kw; estimated cost \$9,315; operating cost \$4,800; revenue \$12,000. Applicant is licensee of WVI Olney. Filed Aug. 29.

TV APPLICATIONS

Meridian, Miss.—Birney Imes Jr., Ch. 11 (198-204 mc), 11.6 kw visual, 5.8 l aural, antenna height 250 1/2 ft. Estimated cost \$90,000; operating cost \$10,000; revenue \$100,000. Applicant is licensee of WMOX Meridian. Filed Aug. 24.

TRANSFER REQUESTS

WJBO and WBRL (FM) Baton Rouge, La.—Transfer of control Baton Rouge Bestg. Co. Inc., licensee, from Charles P. Manship Jr. and Douglas L. Manship, co-executors of estate of Lee D. Manship, to Charles P. Manship Jr. and Douglas L. Manship, Douglas L. Manship Jr., Richard F. Manship, and David C. Manship. Transfer is for purpose of carrying out terms of Mrs. Lee D. Manship's will. Filed Aug. 29.

KSMO San Mateo, Calif.—Assignment of license from Amphlett Printing Co. to Bay Radio Inc. for \$80,000. Principals in transferee are President S. A. Cisler (55%), part-owner WKY Louisville, WXLW Indianapolis, WX Richmond; Rachel W. Cisler (45%) wife of S. A. Cisler. Filed Aug. 30.

WIRO Ironton, Ohio—Assignment construction permit from Glacus Merrill to Iron City Bestg. Co. Inc., corporation owned 99% plus by him. Filed Aug. 24.

WCHI (FM) Chicago Heights, Ill.—Acquisition of control Chicago Heights Bestg. Co., licensee, by President Anthony Santucci through purchase of the corporation of Secretary F. J. Abruster's 22.6% for \$2,394. Mr. Santucci will own 60% after transfer. Filed Aug. 28.

Deletions . . .

TOTAL deletions to date since Jan. AM 24, FM 53, TV 0. New deletions and effective dates follow:

WBND Belleville, Ill.—Belleville News Democrat, construction permit. Aug. 29.

WCUO Cleveland, Ohio—UAW-C Bestg. Corp., licensee, Aug. 20. Applicant's request.

Engineers Buffaloeed

RADIO ENGINEERS arriving at a construction site at Avalon on Santa Catalina Island, Calif., to set up equipment for a new station, KBIG, were ill-prepared for the obstacle that confronted them. They found the site had been taken over by a herd of American buffalo. It took the engineers several hours of friendly persuasion before these "vanishing Americans" would relinquish the site. The wilds of Avalon are one of the few remaining sanctuaries of the bison.

TRADE RULES

FTC Sets Meet Sept. 26

FEDERAL Trade Commission last Friday unveiled a tentative draft proposed new trade practice rules for the radio-TV industry and simultaneously set Sept. 26 as the date for a second conference of government and industry representatives.

The conference will be held in the National Archives Bldg. auditorium, Washington, at 10 a.m. Subsequent sessions are slated for Sept. 27-28 if necessary. FTC chairman James Mead is expected to preside.

The FTC tentative draft, prepared by its staff and released last week, conforms substantially to recommendations set forth by the Radio-Television Mfrs. Assn. and other groups. These representatives attended the first conference last June [BROADCASTING • TELECASTING, June 25] when color TV was upped as a bitter controversial issue in the one-day proceedings.

At that time, the commission agreed to compile a summary of suggested rules and regulations and distribute them to industry parties, a procedure which it set in motion last week. The rules are merely tentative and have no official FTC approval.

These proceedings are designed to formulate trade practice rules which would eliminate and prevent unfair methods of competition, deceptive practices and other abuses existing within the commission's jurisdiction. The rules will replace those now governing the radio manufacturing industry and also be extended to TV set makers.

Significant provisions in the staff draft are those which deal with presentations for color TV. It could be "an unfair trade practice" for any industry member to advertise or represent that:

- A television receiving set is a color television receiving set, or a color television receiving set when parts or accessories are added, unless such television receiving set is capable, as so constituted, of reproducing color television signals in color from a color television transmitting station.

- An adaptor or other device for color television is capable of producing television pictures in color when such is not the fact.

COPPER STRIKE

MATERIALS scarcity problems appeared seriously compounded for manufacturers of radio-TV appliances and military electronic orders Thursday as the nation found itself tied up with a copper strike of threatening dimensions.

Industry authorities generally conceded that, if the work stoppage continues for another week, production of copper would scale down through the present stockpile, let alone dislocate the whole chain of electronic output for both civilian and defense orders.

Equipment manufacturers have continuously faced shortages, dating back to last fall when the government imposed gradual cutbacks. But the present strike of mine, mill and smelter workers portends a more ominous spectre. Seven unions are involved in negotiations with companies which produce 95% of the nation's copper, much of it going into highly-developed electronic weapons.

Aside from copper, for which manufacturers have devised substitutes, lead, zinc and other output would be affected. Another example is selenium, a scarce by-product of the smelting and refining process, used in rectifiers. Allocation is now under study by the government. Employment disruption in a number of plants, especially those in plants handling government contracts, appeared certain pending settlement of the strike.

There has been a critical scarcity of copper scrap and base alloy right along, not to mention steel scrap—so critical that the government had to draw out some 25,000 pounds from its already low stockpile.

Truman Acts

Another effect of the strike, which prompted President Truman to wield the Taft-Hartley injunctive axe, could be drastic cuts in the allocation of basic materials (copper, steel and aluminum) under the government's Controlled Materials Plan. Consumer durable makers are down to 65% below pre-Korean levels.

Late Thursday government mediators tried to set up new bargaining sessions. While union and company officials met, the President signed an executive order invoking the Act. He also set up an inquiry board to investigate and report to him by Tuesday.

Even with early settlement of the strike, further cutbacks in copper for non-defense projects seemed almost a certainty, perhaps late this month. Factory schedules for September already are in effect.

Copper is used in many portions of TV sets, with pound ratio for television about five times greater than that needed for radio receivers. It also is used to plate steel chassis, and in AC power trans-

formers, filter chokes and coils, and antennae. Cadmium has been utilized as a substitute, but this metal is scarce too.

Supplies of galvanized sheet, copper, aluminum and zinc also are in short supply, with no prospect of relief in the foreseeable future. Additionally, the government has called an emergency conference in Washington for Sept. 11 to discuss methods of uncovering new supplies of iron and steel scrap. In another move, President Truman set up a Defense Materials Procurement agency under Jess Larson, General Services Administrator, to look into means of obtaining materials in the U. S. and abroad.

The situation on nickel is perhaps just as acute. The direct effect here is on manufacturers of permanent magnetic loudspeakers and assemblies of cathode ray tubes. A Senate Small Business subcommittee, headed by Sen. Blair Moody (D-Mich.), has been exploring an alleged black market in this metal.

Still in all, the National Production Authority last week notified manufacturers who use copper, steel or aluminum that they now may appeal any previous denials of requests for adjustments of their allotments under CMP. NPA said it has set up a three-man board which would grant relief "to the extent permitted by the availability of materials."

The need for greater conservation

Creates Manufacturer Threat

in use of mica for condensers in electronics and radio equipment and a proposed order designed to give amateur radio operators priority assistance in obtaining equipment also were reviewed by government authorities past fortnight.

CHICAGO REUNION

Bermuda Trip Recalled

CHICAGOANS reminisced on Shangri-La, the exclusive Westinghouse retreat, last Tuesday when the company entertained agency buyers and media directors at luncheon in the Racquet Club. The reunion of midwesterners who went to Bermuda on the original surprise trip to Shangri-La included:

Phil Bowman and Marion Reuter, Young & Rubicam; Hal Rorke, J. Walter Thompson; Jane Daly, Earle Ludwig; Kay Kennelly, Olian Adv.; John Platt, McCann-Erickson; George McGovern, Grant; Genevieve Lemper, Foote, Cone & Belding; Jane McKendry, Needham, Louis & Brorby; Lou Nelson, Wade Adv.; Ray H. Reynolds, Rogers and Smith; Holly Shively, Ruthrauff & Ryan, and Evelyn Vanderploeg, Schwimmer & Scott; Carl Georgi Jr., D. P. Brother and Co., and Bill Bryan, Free & Peters came from Detroit. Westinghouse officials on hand were President Walter Evans, Sales Manager E. R. Borroff, J. E. Baudino, Eldon Campbell, W. E. Wiemers, W. B. McGill, Bob Duffield, Dave Lewis, Franklin Tooke, Bill Swartley and George Tons.

TRIED and PROVED for 5 YEARS

A Dramatized Industrial Educational Program for Employees

On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 minutes: Can be adapted to special local situations.

FOR AUDITION RECORDS
AND INFORMATION
WRITE

WBRY

5,000 WATTS

CBS in Waterbury, Conn.



...at deadline

FELLOWS ASKS CHANCE TO OPPOSE BENTON BILL

"URGENT" desire of broadcasters and telecasters to be heard in opposition to Benton legislation (S 1579, SJ Res-76) expressed to Chairman Edwin C. Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, by Harold E. Fellows, NARTB president (see story page 23).

Legislation considered "the most dangerous and far-reaching to come before Congress in recent years," Mr. Fellows said, terming this unanimous opinion of industry. He indicated "substantial number" of witnesses both within and without industry will want to testify.

TV PLAN CHANGED FOR SOUTHERN CALIFORNIA

CHANGE IN TV allocations along Southern California-Mexican border officially made public Friday when FCC released text of Aug. 29 letter from Chairman Coy to Will C. Crawford, San Diego school superintendent. Instead of proposed Channels 7 and 9 to Mexicali, new allocation proposes only Channel 3, deleted from San Diego [BROADCASTING • TELECASTING, Aug. 13].

Mr. Coy assures Mr. Crawford that educators who favored FCC's plan to reserve Channel 3 for education in San Diego would have a chance to file new comments on remaining channels allocated—8 and 10 or 21, 27, 33. In any event, Mr. Coy says, Commission will reserve one of UHF channels for educational TV.

WAUSAU, WIS. TV BID

ONLY TV application filed last week was request for Ch. 7 in Wausau, Wis., by Rib Mountain Radio Inc., owned 60% by the Morgan Murphy-Walter C. Bridges interests and 40% by *Wausau Record-Herald*. Rib Mountain Radio wants 48.6 kw from 814 ft. antenna. Construction cost estimated at \$240,445, first year operating expenses, \$150,000. President and general manager is W. C. Bridges; vice president is J. C. Sturtevant, publisher *Record-Herald*; secretary-treasurer is Morgan Murphy. Bridges-Murphy stations are WEBC Duluth, WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, WISC Madison, Wis. Mr. Bridges owns controlling interest in WJMC Rice Lake, Wis., and Mr. Murphy owns majority in KVOL Lafayette, La. On Friday, WOW-TV Omaha got STA to run transmitter at full 5 kw, boosting output from 16.7 kw to 17.5 kw.

FLYNN PROMOTED

HENRY FLYNN, account executive, promoted Friday to assistant general manager, CBS Radio Sales.

RELAY OPERATIONS

TRANSCONTINENTAL TV relay facilities will be in operation 5½ hours weekly starting Sept. 30, according to Donn Tatum, western director of ABC television.

CROSS-COUNTRY RATE ON NEW CBS-TV CARD

CBS-TV Rate Card No. 6 for first time offers advertiser live transcontinental TV program service, with addition of KTSN (TV) Los Angeles, KSL-TV Salt Lake City, KPIX (TV) San Francisco and KFMB-TV San Diego to CBS-TV interconnected stations, which now total 51 out of 61 affiliates. Base evening hour rate for 51 interconnected station network is \$39,200; for full 61 stations, \$44,000. New card shows 45-minute rate at 80% of hourly rate instead of 85% as heretofore. Facilities charges are set at \$325 an hour within eight consecutive hours, \$350 an hour otherwise. Remote facilities are priced at \$1,250 per pickup. Card is dated Sept. 1.

DuMONT TO LEND SETS TO WORLD SERIES VIEWERS

PROMOTION of DuMont television receivers tying in with World Series this fall announced by Walter L. Stickel, national sales manager of Receiver Sales Division.

DuMont will form World Series clubs whenever group of five or more people register with dealer, signifying their intent to watch series telecasts in group. Sets will be installed wherever "club members" choose—in home, barbershop, hotel, or bus terminal—in time for opening game and for duration of series. Promotion is open to all authorized DuMont dealers through their distributors.

TV'S SOCIAL IMPACT CITED BY PSYCHOLOGISTS

SCIENTISTS' view of TV's impact on public reflected in three papers on television slated for presentation at four-day American Psychological Assn. Convention which opened Friday at Chicago's Hotel Sherman.

In papers scheduled to be given Dr. Thomas E. Coffin, supervisor, program research division, NBC TV Dept., suggested that video's success as advertising medium is measurement of TV's success as training medium. Dr. G. D. Wiebe, research psychologist, CBS Radio Div., contended that television, under certain demonstrable conditions, can help achieve social and cultural objectives.

SADDLER, PETERSON NAMED

MAY BROADCASTING Co., owner-operator of KMA Shenandoah, Ia., and KMTV (TV) Omaha, has named Owen Saddler, general manager, as executive vice president. Howard O. Peterson, sales manager, was advanced to vice president in charge of sales. President Edward May said action was based on expansion of company and growth of Omaha operations to major proportions.

WNEX MACON JOINS ABC

WNEX Macon, Ga., 250 w on 1400 kc, effective Sept. 30 becomes an affiliate of ABC. Station also is MBS affiliate. WBML Macon moves from ABC to NBC Sept. 30 (see photo page 26).

Closed Circuit

(Continued from page 4)

was under RCA sponsorship 3½ years. Plan contemplates Sunday afternoon time on its radio network, with rotation of "blue chip" advertisers. Pickups would be world-wide from "battle stations." Col. E. M. Kirby, radio-TV chief of Army, who created World War II series in collaboration with RCA-NBC, has been contacted by Robert Woodruff, Coca-Cola chairman and other officials about development of program.

NEW holdup on Senate Judiciary Committee hearing of FCC Comr. Frieda B. Hennock, judgeship nomination attributed to Chairman Pat McCarran's (D-Nev.) absence. Nevada is on West Coast attending Japanese peace treaty observances. Date now pegged for next week to give interested parties advance notice. FCC Chairman Coy and Vice Chairman Walker also expected to testify.

NEXT PHASE of RCA-NBC color demonstrations, to get under way Sept. 10, will include "networking" of its electronic color. While date hasn't been set, series contemplates transmission over AT&T coaxial cable of color program from New York to Washington where all in government (including FCC) can see for themselves. Sometime soon it's indicated RCA will seek FCC authority to field test its compatible color, in accordance with criteria laid down by Commission last year.

COMMENT of Frank Folsom, RCA president on statement by CBS Laboratories Division Vice President Peter C. Goldmark that laboratory tests with RCA tri-color tube are nearly as good as color disc: "So what."

CHAIRMAN Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee may have given industry members indication of speedy consideration of dormant McFarland Bill (S658). But there are few reports of action. House is on extended recess. Besides, some of Rep. Crosser's key committee staffers are vacationing, along with members.

SNARL developing in NARTB aural and TV dues plan, with aural members paying extra for video services. Meantime BAB is getting jump by signing stations in advance of NARTB-BAB divorce next April. Join NARTB boards not to work out aural-video BAB dues formula until December.

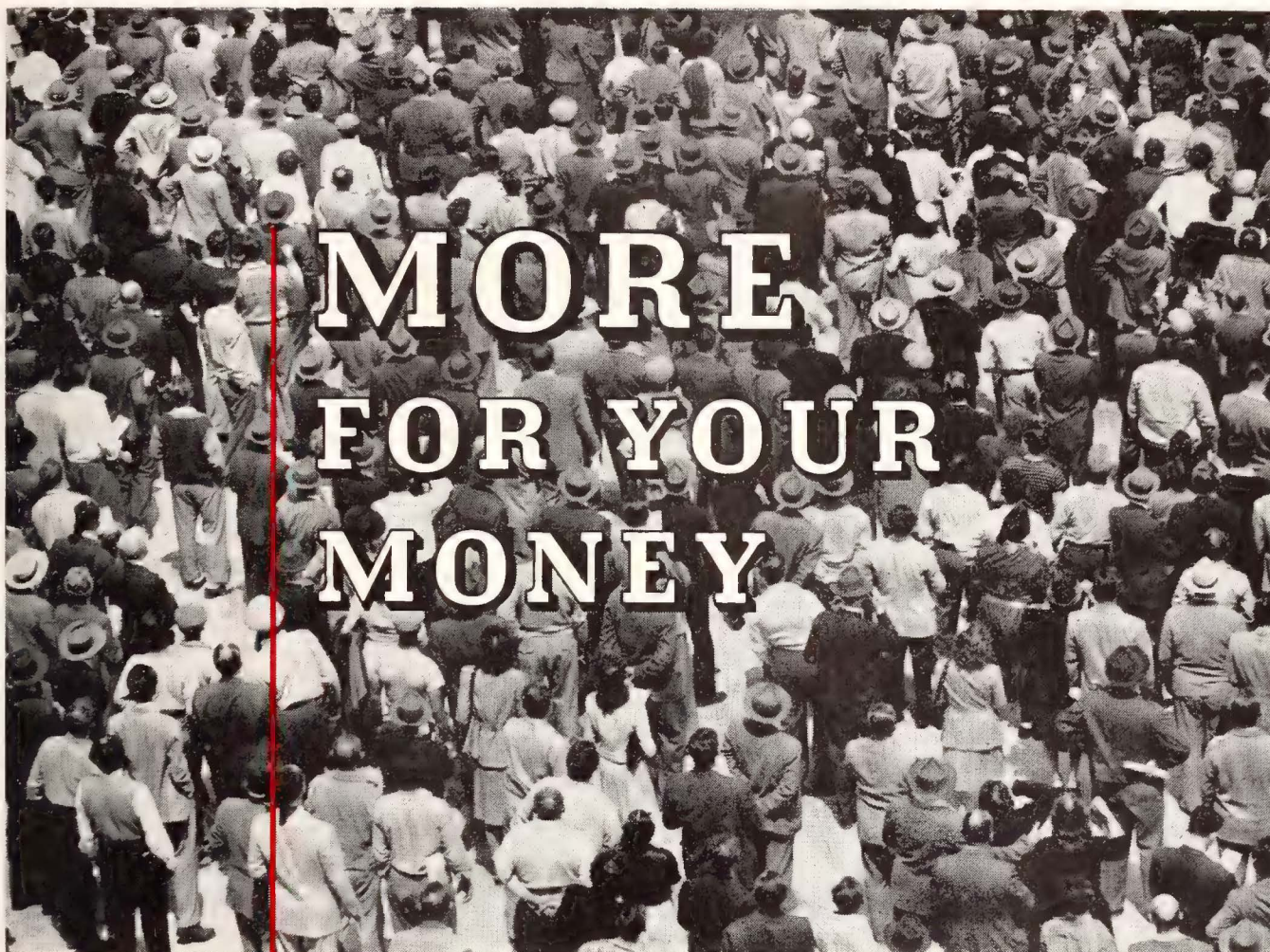
NARTB quietly preparing up-dated data on TV station construction costs to meet rapidly growing demand as thaw approaches. Section will be added on UHF.

TELEPROMPTER RULING

TELEPROMPTER employees don't have to be NABET members, National Labor Relations Board ruled last week. In decision on complaint of Teleprompter principals (Irving Kahn, Twentieth Century-Fox executive), NLRB ruled that visual prompter aid shall be operated by Teleprompter's own employees—members of International Alliance of Theatrical Stage Employees. Dispute between NABET and Teleprompter forced several stoppages of NBC *Little Show* rehearsals last February.

MEYERS TO MATHES

CHARLES H. MEYERS, Grey Adv., New York, to J. M. Mathes, New York, as account executive.



MORE FOR YOUR MONEY

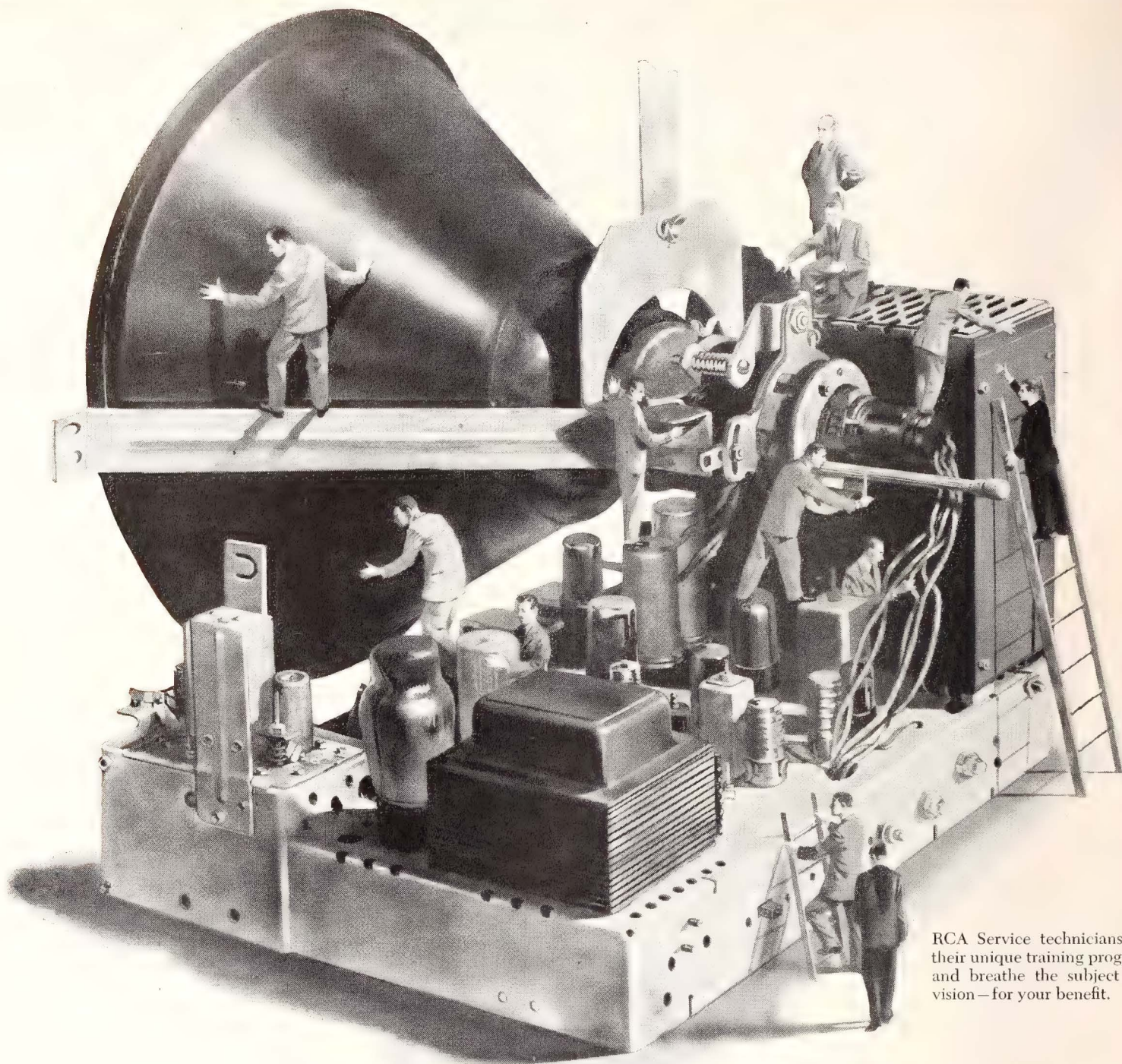
That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW— reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



RCA Service technicians, during their unique training program, learn to breathe the subject of television—for your benefit.

These men get TV's Inside Story

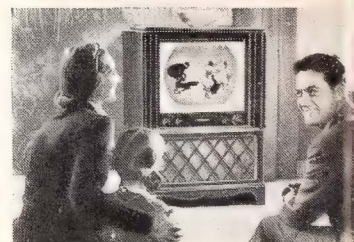
When you buy a fine television receiver, correct installation and maintenance are as important as the set. For service technicians, RCA has developed the only training program of its kind—a *factory* program.

During their studies, these men learn the basic facts of modern, all-electronic TV. . . how it reached its present perfection by research at RCA Laboratories . . . how to build a television receiver . . . how to select and install the right antenna for

your home . . . all the complexities of kinescopes, electron guns, tubes, TV cameras and transmitters.

When their studies are complete, they have a grasp of television's *inside story* that assures you the most perfect possible installation and maintenance—under your RCA Victor Factory-Service Contract.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



Get all the performance that's built into your new RCA Victor home television receiver through an RCA Victor Factory-Service Contract.



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