

At Deadline...

AFRA SEEKS REVOCATION OF WATL-AM-FM LICENSES

AFRA said it would petition FCC today (Monday) for revocation of license of WATL-AM-FM Atlanta on grounds that Owner J. W. Woodruff, Columbus, Ga., has engaged in labor law violations, has demonstrated absence of sense of public responsibility, has permitted station to operate under several technical violations. Although Atlanta local of AFRA has been on strike at WATL since Jan. 1, AFRA said its petition would be processed to end regardless of outcome of that dispute. A. Frank Reel, national assistant executive secretary, who signed complaint, said AFRA is determined to take similar action in case of any other radio employers "who deliberately and consistently violate the labor laws of the land."

WATL told BROADCASTING it has observed all legal processes in dispute and awaits report of NLRB field examiner after extensive hearing in May. Station said strike began without notice or reason. WATL said FCC investigator studied technical setup early this year and any citations have been complied with. As to public interest, WATL said it airs as many, if not more, public service shows than any Atlanta station. WATL is assigned 5 kw on 1380 kc.

DECISION CLEARS WIBS

INITIAL decision to rescind FCC's order revoking license of WIBS Santurce, P.R., reported by Commission Friday. Failure of Jose E. del Valle, licensee, to report promptly changes in manner of financing station held not sufficient grounds for revocation, hearing officer Comr. Paul A. Walker ruled. Unable to secure proposed bank loan, Mr. del Valle borrowed funds from father-in-law and business associates, decision said. WIBS assigned 10 kw on 740 kc.

LANDON SELLS KTLN TO COE

ALF M. LANDON, 1936 Republican Presidential candidate, Friday filed application at FCC to sell his KTLN Denver for \$45,000 to Leonard Coe, general manager and 35% owner KVLC Little Rock, Ark. Denver is too far from his other interests in Topeka, Mr. Landon told Commission. He also owns KCLO Leavenworth, Kan., and 65% of KSCB Liberal, Kan. KTLN is 1 kw daytimer on 990 kc.

DUMONT SIGNS 3 IN OHIO

DuMONT TV Network signs affiliation contracts with WEWS Cleveland, WCPO-TV Cincinnati, and WTVN Columbus, Ohio. These, plus DuMont's WDTV Pittsburgh, allows network to blanket strategic Ohio markets, according to Director Mortimer W. Loewi. WEWS and WCPO-TV are owned by Scripps-Howard Newspapers; WTVN by Edward Lamb, also owner of WICU Erie. WEWS is also affiliated with ABC and CBS; WCPO-TV is also ABC affiliate.

ABC-TV ADDS TWO

ABC TV network signed by WJAC-TV Johnstown, Pa., and WFMY-TV Greensboro, N. C. WFMY-TV joins today (Aug. 1) bringing network affiliates to 59. WJAC-TV, also DuMont and CBS affiliate, joins Sept. 15 when operation start is planned.

BAB-NAB SEPARATION TO TAKE ABOUT YEAR

SEPARATION of BAB from NAB will take about a year because of tax and other problems involved, NAB General Counsel Don Petty reported to BAB executive committee Friday in New York. Committee authorized NAB President Justin Miller, BAB Director Maurice B. Mitchell and Mr. Petty to go ahead with separation plans and organization. BAB committee heard progress of all BAB projects and were told success of its recently released slide film "How to Turn People into Customers" has caused it to plan for one in national spot field to reach distributors, brokers, wholesalers, manufacturers representatives and other local business men who influence placement of national advertising. Committeemen attending:

Robert Enoch, KTOK Oklahoma City, chairman; Frank U. Fletcher, WARL-FM Arlington, Va.; Howard Lane, WJJD Chicago; G. Richard Shaffo, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha. Representing NAB were C. E. Arney Jr., secretary-treasurer, and Messrs. Miller, Petty and Mitchell.

GENERAL MILLS AD BUDGET AT NEW HIGH, BULLIS SAYS

GENERAL MILLS is spending more money on advertising this year than ever before, in neighborhood of \$18 million, Harry A. Bullis, chairman of board, disclosed Friday. (Its advertising reportedly is divided about 50-50 between radio and printed media.) Despite increased advertising budget, Mr. Bullis stated advertising cost per unit sale is constantly decreasing.

Much of new advertising is devoted to home appliance line recently introduced by General Mills. Company's gross sales for fiscal year ended May 31, 1949, totaled \$410,646,564 compared with \$458,473,576 previous year. Earnings were \$11,654,036, compared with \$13,068,057 preceding year, which was company's all-time high, with year just ended ranking second in earnings.

MILLION TV SETS PRODUCED IN FIRST HALF OF 1949

TV RECEIVER output for first half of 1949 soared over 1,000,000, exceeding total set production for all 1948, according to estimates of Radio Mfrs. Assn. released today. RMA membership output totaled 913,071, more than half of them table models. Production for June almost equalled records for April and May, but weekly average dropped due to plant shutdowns for vacation periods. Second-quarter production was 490,534 compared to first-quarter total of 422,537.

FM and FM-AM set output during June recovered slightly from May slump with total of 40,512, for six-months' figure of 424,381. AM home receivers numbered 1,220,098 for half year, remaining at low level reached early this year. In addition, RMA members reported 1,150,905 auto sets, 686,474 portables during six months.

KBKI STAFFER SHOT

W. H. (Bill) MASON, 51, program director of KBKI Alice, Tex., died of gunshot wounds Friday. Deputy Sheriff Sam Smithwick surrendered after the shooting. According to reports, Mr. Mason had referred to the deputy in a Thursday broadcast as owner of a building which houses a dime-a-dance-palace. "It is tragic," said Frank B. Lloyd, co-owner of KBKI, "that Bill Mason should die for using his freedom of speech."

CBS CLINIC TO HEAR FALL PROMOTION PLANS

CBS fall program promotion plans to be outlined at network two-day program clinic opening today (Monday) at New York's Waldorf-Astoria. Subject will be covered by Victor M. Ratner, vice president in charge of advertising and sales promotion; Louis Hausman, director of advertising and sales promotion; and Neal Hathaway, director of program promotion.

CBS President Frank Stanton to welcome 150 promotion managers and other executives from more than 125 affiliates. Hubbell Robinson Jr., vice president and director of programs, will discuss relation of promotion to programming, and Sales Manager John Karol to speak on program promotion in relation to sales. Tuesday to feature promotion round-table; Wednesday CBS open house.

Attending clinic will be CBS Affiliates Advisory Board members, also holding meeting today and tomorrow at New York headquarters. On CAAB agenda is discussion of CBS TV network.

Closed Circuit

(Continued from page 4)

Clark to Supreme Court would place on highest tribunal jurist conversant with radio. Mr. Clark for past two years has made "Voice of Democracy" presentations under auspices of NAB, RMA and Junior Chamber of Commerce and has worked with radio intensively on his juvenile delinquency crusade.

SEQUEL to Clark appointment—designation of Senator J. Howard McGrath of Rhode Island to Attorney Generalship—would place another public figure identified in more than cursory way with radio in that office. As chairman of Democratic National Committee, Sen. McGrath had directed his party's use of radio in politics. He's also author of pending bill to place sanctions upon stations which charge more than card rates for political time [BROADCASTING, July 18, July 25].

GENERAL FOODS, New York, through its agency, Young & Rubicam, New York, will sponsor television version of *Henry Aldrich* on NBC. Although sponsor has been using Sunday 8:30-9 p.m. period on NBC-TV, with *Author Meets the Critics*, it is understood it will release that time and is currently dickering with network for another time segment to start in early fall.

BBD0, New York, shopping for another TV show for its client Lucky Strike Cigarettes.

MINUTES of FCC's executive session ordering full-dress hearing on G. A. Richards' trustee plan for KMPC Los Angeles, WJR Detroit and WGAR Cleveland will show dissent by Comr. Rosel H. Hyde. He suggested Mr. Richards be asked first to submit information which FCC wants. Vote to adopt hearing orders was 5 to 1 (see story page 29).

DR. CHARLES SIEPMANN, one of authors of FCC *Blue Book*, has been invited to appear before Canadian Royal Commission on Arts, Letters and Sciences late in August at Ottawa. Recommendations of Commission will set new pattern for Canadian broadcasting and television just as 1928 Royal Commission on Radio Broadcasting set pattern for present Canadian dual system of government and independent-station operation. Dr. Siepmann known to favor Canadian and British systems over American system which Canadian broadcasters want to see followed in Canada.