

DR. ZWORYKIN

Receives Lamme Medal

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Labs Division, received the



Dr. Zworykin

Lamme Medal for his work on electronic apparatus basic to television at the annual meeting of American Institute of Electrical Engineers Wednesday at Swampscott, Mass.

The award, established in 1928 through a bequest of Benjamin Garver Lamme, chief engineer of Westinghouse Electric & Mfg. Co., was presented by Everett S. Lee, institute president. He was presented for the award by Brig. Gen. David Sarnoff, RCA board chairman, who hailed Dr. Zworykin as the "scientist extraordinary of this age." Gen. Sarnoff summed up the medalist's contributions to television and electronics.

In his acceptance speech, Dr. Zworykin reviewed the development of television, stating that its growth appears to be limited only by the space in the frequency spectrum.

He has received numerous other awards, among them: The Morris Liebmann Memorial Prize of the Institute of Radio Engineers; the Benjamin Count Rumford Medal of the Boston Academy of Arts and Sciences; the Howard N. Potts Medal of the Franklin Institute; the Rumford Medal of the American Academy of Arts and Sciences; the Gold Medal of the Poor Richard Club; the annual award of the Television Broadcasters Assn. and the Cross of the Chevalier of the French Legion of Honor.

'CRUSADE' SEQUEL

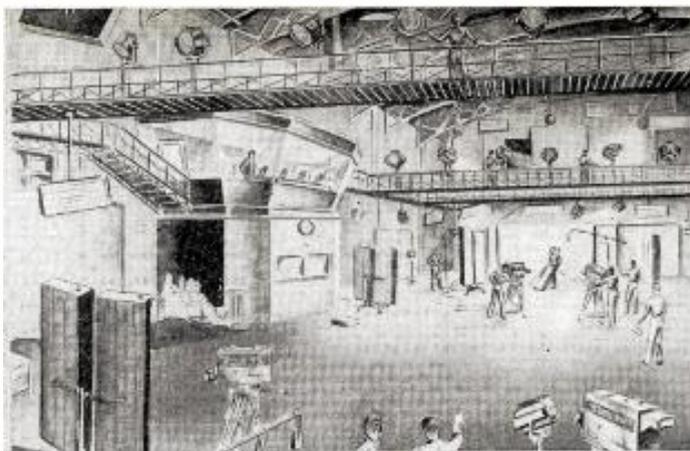
Planned on Pacific War

WHEN the present series of *Crusade in Europe* is completed on ABC-TV (Thursday, 9-9:25 p.m.) it will be followed by a sequel film on the Pacific war. "March of Time" is beginning immediate production on film coverage of the war in the Pacific, Roy E. Larsen, president of Time Inc., publishers of *Time*, *Life*, *Fortune* and *Architectural Forum* and producer of the "March of Time," said.

"We have decided to complete the pictorial documentation of World War II, begun with Gen. Eisenhower's *Crusade in Europe*, with a series on the Pacific war," Mr. Larson explained.

The project will have the cooperation of the National Military Establishment. Young & Rubicam is the agency for Time Inc., sponsor of *Crusade in Europe*.

TELECASTING



ARTIST'S sketch of the television studio which is to be a part of WDSU New Orleans' new radio-TV center in the Vieux Carre district of New Orleans. The studio will be 100 x 60 feet, according to Edgar B. Stern Jr., WDSU Broadcasting Services president. Firm recently acquired Brulatore Court, 522-524 Royal St., New Orleans, which it will occupy as administrative offices, and an adjoining lot 200 x 60 feet at 616 Toulouse St., on which will rise the new radio-TV plant. Work on studio building is expected to start about Aug. 1. When new building is completed, WDSU will vacate the Monteleone Hotel 14th floor location it has occupied since 1935, Mr. Stern said. Cost of AM-TV equipment for the new plant will be approximately \$45,000.

KRLD-TV DALLAS

Plans Oct. 1 Opening

KRLD-TV Dallas is due to take to the air Oct. 1, Clyde Rembert, managing director of KRLD, announced.

Construction is progressing rapidly on the building in downtown Dallas which will house executive offices and studios of the television unit. A tower 566 feet high will top the building.

KRLD-TV will be the exclusive outlet for all CBS-TV productions in the Dallas-Fort Worth area, Mr. Rembert said. As such, the station will have available all CBS-TV releases.

Channel 4 has been assigned to KRLD-TV. The station will be on Patterson Ave., across the street from the Dallas *Times Herald*, the publishing corporation which operates KRLD. The site is about four blocks from the Hotel Adolphus, where KRLD's AM and FM studios are presently located.

Studio 'Rain'

A WOULD-BE miracle was worked at WRGB (TV) Schenectady when actors Howard Reig and Margaret Halbert, spoofing the recent drought in a comedy skit, "How To Make It Rain," did so. The heavy precipitation, which immediately deluged the actors and convulsed the audience, was neither rehearsed, plotted, nor heaven-sent. The break in the dry-spell was caused by a timely but coincidental break in the rubber water-line to the water cooled studio lights.

TV HOOPERATING

Subscribers To Get Results

RESULTS of the first Network TV-Hooperating Report will be divulged tomorrow (June 28) at a subscriber conference in New York's Hotel Biltmore. Meeting will provide a point-by-point analysis of the report, stressing the proper use of its data and their inter-relationship with those of the other Hooper reports on broadcast audiences.

The new Network TV Report, based on random calls made during May in 31 TV cities, will give an estimated network tolerating and share of audience among TV homes for each commercial network video program, plus other data.

'OFFSET CARRIER'

Aids WCBS-TV WMAR-TV

BY AN "offset carrier" operation authorized by FCC, WCBS-TV New York and WMAR-TV Baltimore have extended their interference-free viewing areas by 10 miles, according to a claim by William B. Lodge, CBS vice president and general director of engineering.

The change went into effect June 16 and by the next morning viewers sent in unsolicited reports expressing gratification at the improvement, it was said.

The operation involved a slight shifting of the station frequency, so slight, however, as not to affect the tuning of receivers. Until the change, both stations, which are on Channel 2, maintained their frequencies precisely in step. Now they differ approximately 6,200 cycles—only a tiny percentage of Channel 2's band of 6,000,000 cycles.

FOR SALE

prize TV package

"The Pickard Family," a KNBH TV package, is home-delivered each Sunday night to thousands of Southern California television viewers.

A rich, wholesome, all-family show, it has won the hearts of families throughout America's third television area. Spotted at 7:15-7:30 p.m. Sundays, it enjoys one of the best time periods on NBC's key station in the West.

"The Pickard Family" is one of several prize KNBH packages created by top TV showmen and presently available to advertisers anxious to cover the Los Angeles market through its most potent television station. For details, consult your nearest NBC sales office.



The National Broadcasting Company
Sunset and Vine, Hollywood 28
A Service of Radio Corporation of America