

# TELECASTING

A Service of BROADCASTING Newsweekly

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At Hand  
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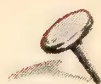
Network Daytime Gross  
\$15 Million a Year  
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Latest Set Count  
By Markets  
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"We would like to go on record with the statement that lovely Frances Langford has outstanding talent as a comedienne. Catch her on Du-Mont's STAR TIME during the 'Bickerson Family' skits and see what we mean. She and her video partner, Lew Parker do full justice to Phillip Rapp's brilliantly penned skits."

*Radio Daily — Television Daily*  
January 1951



"THE BICKERSONS" The outstanding husband and wife comedy team of all time, is presented as a regular feature of Du Mont's talent-packed 60-minute revue:—

**"STAR TIME"** — seen every Tuesday at 10 P.M., E. S. T.

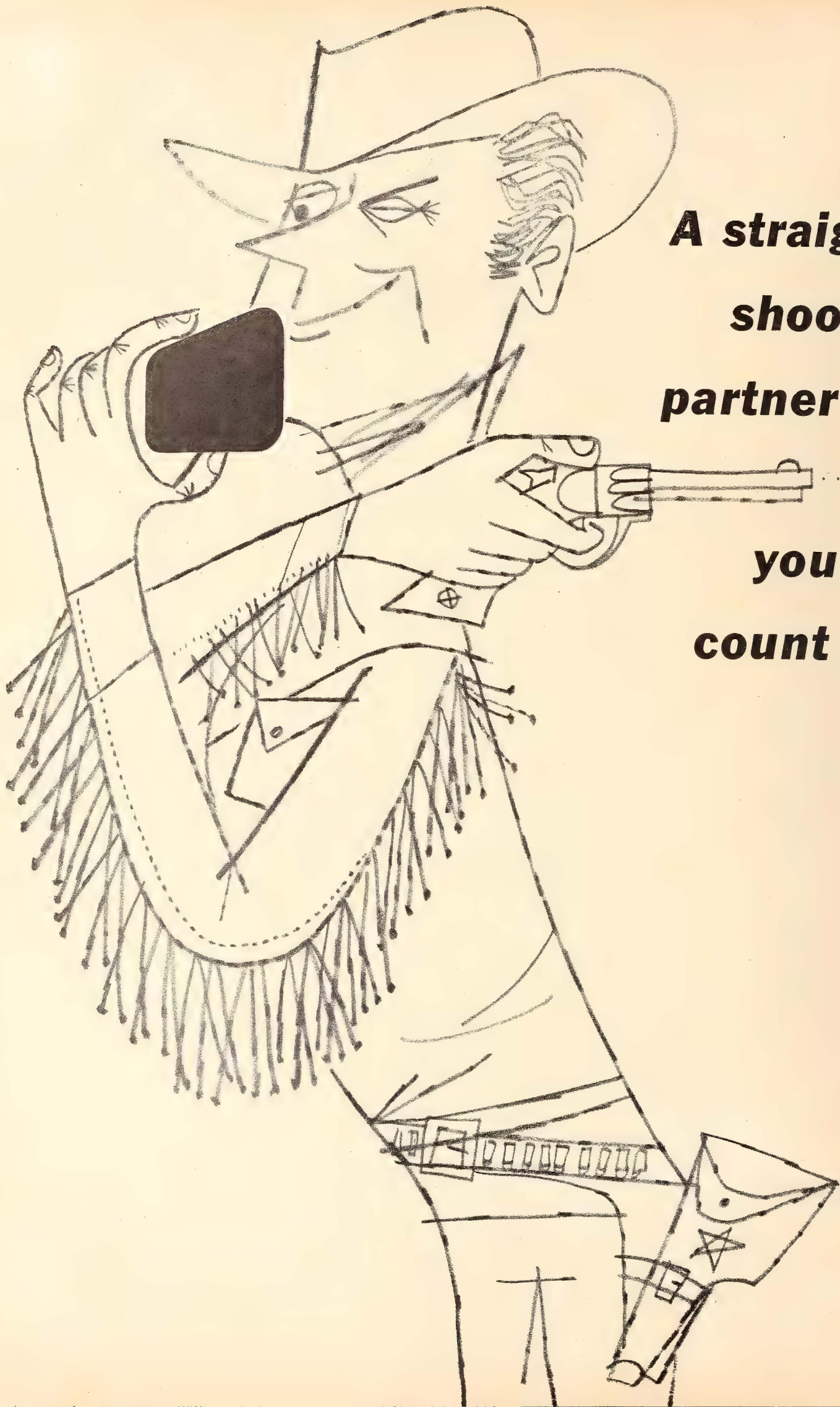
TELEVISION  
**DU MONT**  
NETWORK

62 AFFILIATED STATIONS

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A Division of the Allen B. Du Mont Laboratories Inc., 515 Madison Ave., N. Y. 22, N. Y. Phone MUrray Hill 8-2600





**A straight  
shooting  
partner**

**you can  
count on**



*Range Rider can't miss.* This he-man hero is a dead-center choice as America's newest television cowboy star. As distinctly different a Western personality as ever saved a maiden, a mortgage or the U.S. Mail, Range Rider towers a lean six feet four inches, wears fringed buckskin and moccasins (juvenile fashion editors, please note) and lives by his brain and his fists as well as his six-guns.

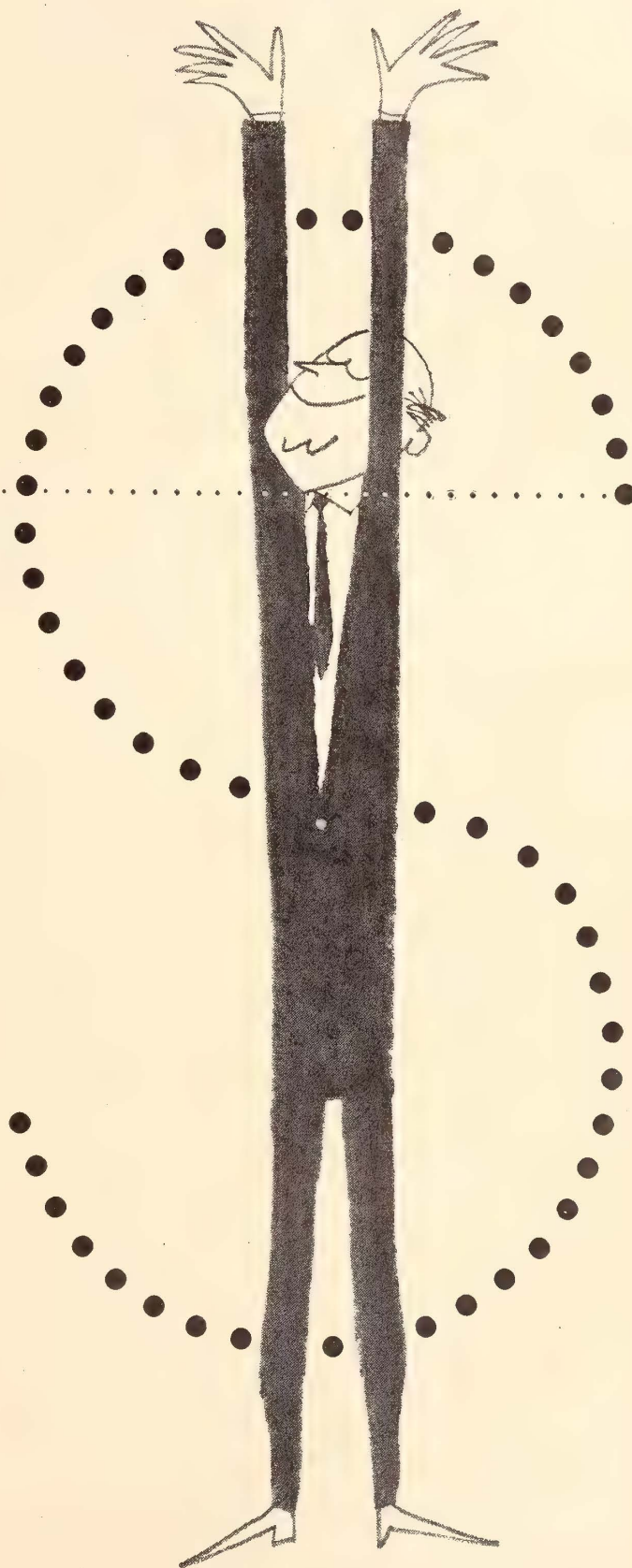
And Range Rider's new series of 26 half-hour films—made especially for TV—has everything to rope and tie a huge audience...Hollywood featured players Jack Mahoney as Range Rider and Dick Jones as his sidekick, Dick West, the All-American Boy... hard-riding, hair-trigger action scripted by top movie writers...and the *same* production company (Gene Autry's Flying-A Pictures), the *same* camera techniques and *same* Sierra Madre locale that won critics' cheers for Gene's current TV series as one of the best of the year.

Straight from the shoulder...here is one of the biggest bonanzas since Sutter's Mill for a fast-acting advertiser. Just completed, the Range Rider series is not yet identified with any sponsor or product. You can get into the act with exclusive first-run rights in your area (subject of course to prior sale). Your nearest Radio Sales representative will be pleased to arrange a command showing—even more pleased to discuss details and availabilities.

## **RADIO SALES**

*Radio and Television Stations Representative...CBS*

RADIO SALES TV PRODUCTIONS: Range Rider, World's Immortal Operas, Vienna Philharmonic Orchestra, Hollywood on the Line, Gene Autry Show, Strange Adventure.





# EDUCATORS' SURVEY

## Highlights JCET Hearing Testimony

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<b>SIGN-ON TO 5:00 P.M.</b>								
WCBS-TV	71	5.7	47	0.7	100	5.9	74	5.4
WNBT	146	32.7	85	3.8	59	7.3	133	24.4
WABD	108	19.1	...	...	96	4.1	108	17.6
WJZ-TV	86	14.2	104	9.6	48	8.1	84	13.7
WOR-TV	68	5.1	117	18.5	...	...	74	6.0
WPIX	142	10.0	48	1.9	61	10.2	107	8.8
WATV	84	3.1	54	3.3	135	8.2	88	3.8
<b>5:00 P.M. TO 7:00 P.M.</b>								
WCBS-TV	64	4.1	60	1.7	95	10.6	72	4.9
WNBT	55	16.7	55	6.1	65	9.9	56	14.7
WABD	46	2.9	85	2.2	55	1.8	49	2.7
WJZ-TV	82	3.3	...	...	52	10.1	64	4.7
WOR-TV	56	3.2	108	16.4	272	18.9	102	7.3
WPIX	51	8.3	66	15.4	43	5.4	53	8.9
WATV	144	14.4	98	8.1	102	7.1	133	12.4
<b>7:00 P.M. TO 11:00 P.M.</b>								
WCBS-TV	42	12.3	49	10.8	76	15.3	46	12.5
WNBT	48	14.3	43	13.0	58	14.6	49	14.2
WABD	50	7.9	42	4.4	75	4.2	50	6.9
WJZ-TV	52	10.0	101	11.2	37	3.9	56	9.3
WOR-TV	48	6.6	90	12.4	59	5.8	55	7.3
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WOR-TV	126	8.9	150	19.1	287	24.0	158	13.4
WPIX	50	9.0	128	29.8	166	16.7	75	13.3
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TBA and NAB counsel questioned the witness closely on what they considered was a limited presentation. They particularly criti-

(Continued on page 88)





At last  
a complete  
television  
program...

**service**

**UNITED**

→ Creation

→ Production

→ Distribution

**FIRESIDE THEATER**

for Procter and Gamble

**ROYAL PLAYHOUSE**

Fireside's new name  
for regional sponsors

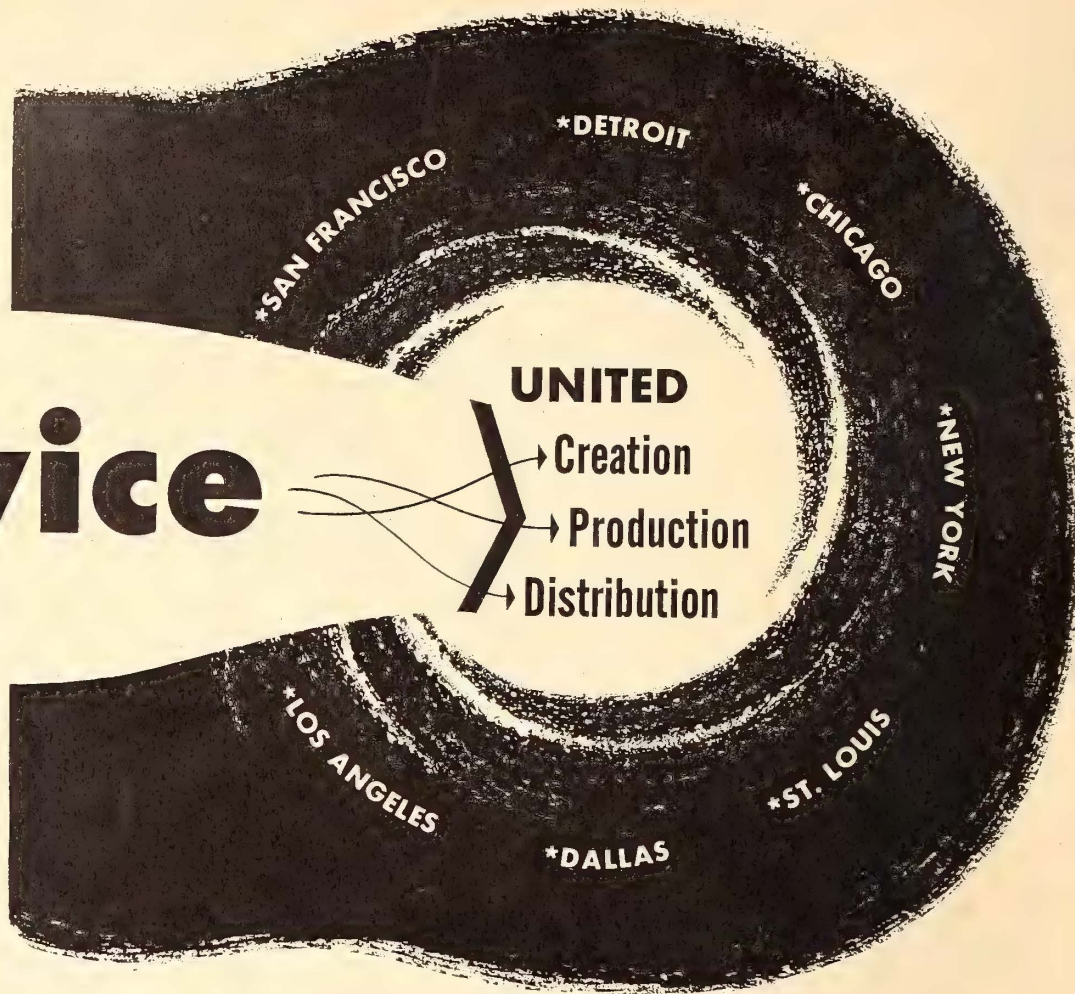
**NIGHT EDITOR**

The famous Hal Burdick radio series  
brought to television

**PROFESSOR LIGHTSKULL,  
THE MIGHTY CHIMP**

Mysteries solved by Professor  
Lightskull, the great chimpanzee  
detective, his assistant  
Doc Twiddle, and his all chimp cast

*Several additional film packages  
under preparation*



**Congratulations, United Television Programs, Inc.**

In particular, congratulations for your speed in setting a record volume of sales for our Royal Playhouse, America's great television dramatic program.

Yours is truly more than a name. In Petry, Standard Radio Transcriptions, and Century Artists you have united the skill and the background of three top flight successful organizations in the radio, recording and talent fields.

This combination of creative, production, and selling know-how with service offices in strategic markets is bound to prove of inestimable help to agencies and their clients alike.

Crosby Enterprises is happy to place the distribution of its television film productions in your experienced hands.

***Bing Crosby Enterprises, Inc.***

TELEVISION

DIVISION



9028 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA • 8822 WEST WASHINGTON BOULEVARD, CULVER CITY, CALIFORNIA



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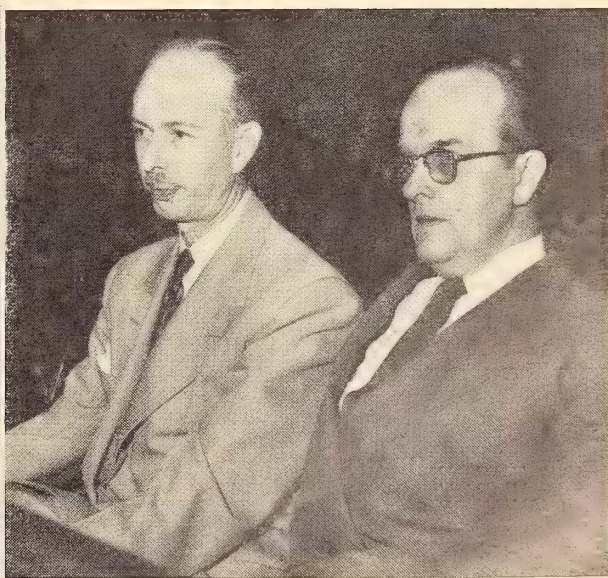
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# NETWORK DAYTIME GROSS

**\$15 Million a Year—PIB**

DAYTIME sponsored programs on the TV networks are beginning the new year at the rate of some \$15 million a year in gross time sales—a 10-fold increase over the volume during January 1950.

In the opening month of last year sponsored time on the video networks before 6 p.m. totalled only four hours a week, purchased by five advertisers, while five more clients used 14 participations each week in two CBS-TV afternoon programs. In January 1951, 41 advertisers are sponsoring 27½ hours of TV network daytime programs, with eight advertisers using 13 participations. The following table shows the increase in commercial daytime telecasts, by networks, over the last year:

	Jan. '50		May '50	
	No. Advs.	Hrs.	No. Advs.	Hrs.
ABC	None		3	1
CBS	(5)	14P	(10)	16P
DuMont	1	2½	1	1¼
NBC	4	1½	4	1¼
Totals	5	4	8	4¾
	(5)	14P	(10)	16P

P—Participation.

	Nov. '50		Jan. '51	
	No. Advs.	Hrs.	No. Advs.	Hrs.
ABC	6	2	10	4
CBS	(14)	19P	(8)	13P
DuMont	7	4½	10	6½
NBC	3	5	2	5
	15	6¾	19	11¾
Totals	31	18¼	41	27¾
	(14)	19P	(8)	13P

The sponsors of these daytime network TV shows read like a roster of the nation's top advertisers, including American Home Products, B. T. Babbitt, Bristol-Myers, Canada Dry, Colgate-Palmolive-Peet, General Electric, General Foods, General Mills, Jergens, Kellogg, Mars, Quaker Oats, Revere, Reynolds Tobacco, Standard Brands, and Wander Co. Detailed figures for January 1951 are not yet available but the adjoining tables list the gross network TV time expenditures of sponsors on ABC, CBS and NBC for March and November of 1950. DuMont figures are not available.

## Gross Sales Increases

Totalling these tables shows gross TV network daytime time sales increased from \$140,160 in March to \$937,380 in November, a gain of well over 500% in the eight-month period. The November total, incidentally, does not include \$30,512 gross time charges for four one-time telecasts over the networks that month—three Thanksgiving Day programs and one from the International Live Stock Show.

Broken down by weekday and weekend telecasts, the gross time expenditures on the three TV networks before 6 p.m. divide as follows:

	March	November
Weekday	\$116,955	\$539,287
Saturday		131,142
Sunday	23,205	266,951

The 50% increase in the number of sponsored daytime hours on the

TV networks from November (18¼) to January (27½) indicates a January gross billings figure in the neighborhood of \$1.4 million for the month or at the annual rate of more than \$15 million.

Since November all the networks have lost their sponsored football telecasts but these losses have been more than compensated for by new daytime business including:

## ABC's Additions

ABC: Three Saturday half-hours sponsored by B. T. Babbitt Co., Seeman Brothers, and Maidenform Brassiere Co.; one Sunday quarter-hour sponsored by Ranger Joe Inc. and a Sunday half hour sponsored by Voice of Prophecy. ABC has no weekday daytime network programming.

CBS: A Monday-through-Friday daytime serial, *The First Hundred Years*, sponsored by Procter & Gamble Co., three afternoon quarter hours of the *Garry Moore Show* sponsored by R. J. Reynolds Tobacco Co., a quarter-hour sponsored by Hudson Pulp & Paper Co., General Mills adding another half hour and National Dairy Products Corp. starting *Big Top*, a kids show, Saturday, 12-1 p.m.

DuMont: Premier Foods now

## DAYTIME ADVERTISERS ON NETWORK TELEVISION DURING MARCH 1950

Advertiser	Product	Program	Day & Time	Network & No. of Stations	March Time Costs
Canada Dry Ginger Ale	Beverages	Super Circus	Sun. 5-5:30 p.m.	ABC-28	\$23,205
Colgate-Palmolive-Peet Co.	Dentifrice	Howdy Doody	Tue., Thu., 5:45-6 p.m.	NBC-24	21,195
Gorton-Pew Fisheries Co.	Sea Food	Homemakers Exchange	Thu. 4-4:30 p.m.	CBS-17	5,250
International Shoe Co.	Shoes	Howdy Doody	Wed., 5:45-6 p.m.	NBC-25	12,150
Maiden Form Brassiere Co.	Brassieres	Vanity Fair	Mon., Wed., Fri., 4:30-5 p.m.	CBS-14	2,800
Mars Inc.	Candy	Howdy Doody	Mon. 5:45-6 p.m.	NBC-26	9,580
Nash-Kelvinator Corp.	Refrigerators	Homemakers Exchange	Mon.-Fri., 4-4:30 p.m.	CBS-23	24,150
Olney & Carpenter	Frozen Foods	Homemakers Exchange	Fri. 4-4:30 p.m.	CBS-17	1,100
Owens-Corning Fiberglass Corp.	Curtains	Vanity Fair	Mon.-Fri., 4:30-5 p.m.	CBS-3	1,725
Renuzit Home Products Inc.	Cleaner	Homemakers Exchange	Tue. 4-4:30 p.m.	CBS-17	3,150
S O S Co.	Scouring Pads	Homemakers Exchange	Thu. 4-4:30 p.m.	CBS-17	5,250
Seeman Brothers	Air Wick	Vanity Fair	Mon., Wed., Fri., 4:30-5 p.m.	CBS-3	5,040
Wander Co.	Ovaltine	Howdy Doody	Tue. 5:30-5:45 p.m.	NBC-24	25,565

Source: Publishers Information Bureau.  
P—Participation.

sponsors Johnny Olsen's *Rumpus Room* five half hours a week while Sterling Drug continues as sponsor of Dennis James' *Okay Mother* also five half hours a week. DuMont has also made *Headline Clues* and

*Man on the Street* available for participating sponsorship.

NBC: Corn Products Refining Co., Hazel Bishop Inc., Minute Maid Corp., Hunt Foods, Andrew Jergens Co., Procter & Gamble Co. and Simmons Co. have joined the sponsors of the *Kate Smith Show*; Welch Grape Juice Co. is a *Howdy Doody* sponsor and Quaker Oats Co. has added three weekday quarter hours of Gabby Hayes to his Sunday half hour.

Kate Smith, with 10 advertisers each sponsoring one or more quarter hours of her NBC 4-5 p.m. Monday-through-Friday program, is the favorite network daytime program with viewers as well as with sponsors. American Research Bureau in December gave this show a rating of 22.3 in TV homes, indicating that more than one-fifth of the country's more than 10 million video receivers were tuned to this program.

A. C. Nielsen Co. surveys show a spectacular increase in the number of television sets in use during the daytime hours Monday-through-Friday, as follows:

Daytime Hours, M-F	% TV Homes March 1950	Using Sets Oct. 1950
12-1 p.m.	3.4	9.1
1-2	5.1	16.2
2-3	7.7	20.5
3-4	11.1	22.0
4-5	20.5	24.2

Figures such as these have effectively answered the serious doubts of a few seasons back that busy housewives could or would take time from their daily chores to watch television. Regardless of whether they should, there is no doubt that they do.

In a recent analysis of daytime TV costs NBC pointed out that network time charges for daytime periods are one-half of the evening rate and that daytime program

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## 'EMMY' AWARDS

SETTING a new record for television stations, KTLA (TV) Los Angeles marched off with five out of 15 "Emmy" awards presented for outstanding achievement in television last Tuesday by the Academy of Television Arts & Sciences, Los Angeles, at its third annual awards dinner at the Ambassador Hotel. About 800 industry people attended the event which was telecast locally on KLAC-TV.

Honored guests included Gov. Earl Warren who spoke briefly preceding the presentation of station achievement awards. Mr. Warren told his audience that television would have greater impact on human lives than the atomic bomb.

Awards received by KTLA included the all-round station achievement award for public service, for its *City at Night* telecast; special events, for *Departure of 1st Marine Div. for Korea* showing, also shared by KFMB (TV) San Diego news program, and for *KTLA Newsreel*; children's show, for *Time for Beany*.

Klaus Landsberg, manager of KTLA and vice president, Paramount Television Enterprises, accepted the first four awards, first of which was presented by the governor. The fifth was accepted by a member of the *Beany* cast for Bob Clampett, producer of the show.

Best actor award went to Alan Young of the CBS *Alan Young Show*; best actress to Gertrude Berg of CBS' *The Goldbergs*. Groucho Marx of NBC's *You Bet Your Life* took the outstanding personality trophy.

Award for the top audience participation show went to Ralph

## KTLA Awarded 5 Of Total 15

Edwards for CBS-TV *Truth or Consequences*; CBS *Alan Young Show* took top honors in the variety show category.

Awards made in other categories included: Cultural—KTSL for campus chorus and orchestra; sports—KNBH, Los Angeles Rams football telecasts; educational—KFI-TV for *KFI-TV University*; dramatic show—ABC *Pulitzer Prize Playhouse*; technical or scientific—KNBH for development and use of orthogram amplifier.

## Warren Presents

Presentations were made by Gov. Warren, Los Angeles Mayor Fletcher Bowron, Harry R. Lubcke, director of television research, KTSL; Richard Moore, director of television for the ABC Western Division and manager, KECA-TV; Joseph Brenner, FCC regional attorney; D. B. Lewis, president, Lewis Food Co. (Dr. Ross dog & cat food); Hal Hudson, manager, network television department, CBS Hollywood; Norman Blackburn, in charge of television, NBC Western Division; Don Lauritzen, president, Rockett-Lauritzen; Robert Bell, executive vice president, Packard-Bell; Joseph Coffin, president, Coffin, Cooper & Clay; Syd Cassyd, retiring president of the academy; Mike Stokely, incoming president; R. J. McNeeley, sales manager, Hoffman Radio Corp.; Margaret Divisia, Los Angeles board of education.



A large, industrial-grade Eastman Television Recording Camera is shown. It has a large, rounded, light-colored top section and a darker, rectangular base. A large lens is visible on the front of the base. The camera is mounted on a stand. The background is dark and textured.

# To see it... again

For the record ...

for review ... for future release ...

put television programs on 16mm. film with  
the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube.

Available in two versions

—for image recording only,  
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write to: Motion Picture  
Film Department,  
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Record every program on film  
**EASTMAN TELEVISION RECORDING CAMERA**

East Coast Division  
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Midwest Division  
137 North Wabash Avenue  
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Hollywood 38, California



## FOOTBALL BILL

### Would Limit Video Sales

BILL to prevent the sale of TV rights of sporting events at any tax-supported college or university unless the public also has the right to see the events "without restriction" was presented to the Illinois State Legislature Tuesday by Rep. Richard Stengel (D).

Mr. Stengel, in explaining his motion to BROADCASTING • TELECASTING, said his interest in the matter began last fall when the Big Ten banned live telecasting of football games and the U. of Illinois granted TV rights to Balaban & Katz, Chicago movie chain, for theatre television. Six Illinois home games, not telecast to homes, were aired to audiences in two Chicago movie houses, the State-Lake and the Tivoli.

The legislator did not attempt to pass an ultimatum, but suggested that state tax-supported schools permit the public to see the sports events in their homes rather than grant exclusive rights to commercial interests. He said he thought the bill was "popular" with other legislators. After it is referred to committee, and it may go to the Judiciary group this week, the bill will be voted on. Mr. Stengel hopes to get it to a vote by June.

"A great believer in freedom of the air waves," the Representative said he also feels the "Legislature has some right to decide policy inasmuch as state schools are tax-supported. . . ."

## TV REGULATION

### Theatre Right Only Ruled

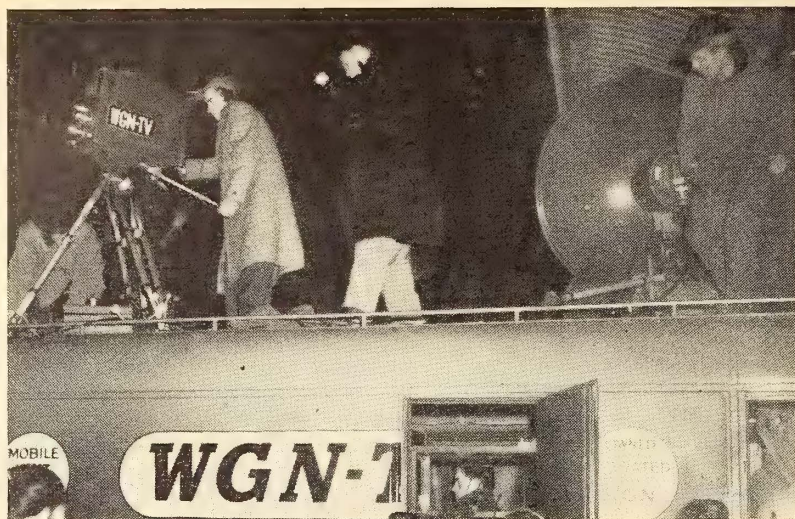
NEW YORK State can regulate TV programs shown in commercial theatres, but not otherwise, in the opinion of State Attorney General Nathaniel L. Goldstein, who last week told the State Education Dept. that the federal government has supreme and exclusive jurisdiction over origination and transmission of the programs.

The opinion was asked after motion picture theatres in New York, Binghamton and Brooklyn included telecasts as part of their regular programs, using the standard movie screen.

In Mr. Goldstein's opinion there is no constitutional barrier to state regulation by statute of commercial TV presentations in theatres.

## 'Life,' P&G Buys

TIME Inc., for *Life* magazine, has bought the Thursday telecasts of *Kukla, Fran & Ollie* of NBC-TV (Monday-Friday, 7-7:30 p.m.), beginning in March, through Young & Rubicam, New York. Procter & Gamble has bought the Tuesday telecasts of the same show, also beginning some time in March, through Compton Agency, New York.



USING INGENUITY above and beyond the call of the studio workday WGN-TV Chicago staffs moved two mobile TV units in position to record a spectacular fire which brought death to four firemen [BROADCASTING • TELECASTING, Jan. 22]. The above picture by an amateur photographer caught WGN-TV personnel and equipment in action. On hands and knees at left is Bob Siegrist, WGN announcer. Manning the camera is WGN-TV Cameraman Bill Butler, while WGN-TV Announcer George Bauer is at the mike in center. At right is Robert Currier, one of several station engineers called to the scene. When darkness fell, the undaunted men "commandeered" a nearby high-powered searchlight.

## DuMONT SUED

ALLEGING Allen B. DuMont Labs Inc. "deliberately and wilfully" infringed three industrial color television patents, CBS filed suit in U. S. District Court in New York last week, asking for damages and an injunction against making or selling equipment embodying any such "design or construction data, information or knowledge" by the DuMont concern.

Of the patents in question, the earliest, issued Dec. 8, 1942, is described as "swept-back segment color-filter disk," enabling "... use of a smaller diameter rotatable filter disk or one containing more segments and hence rotatable at lower speeds. . . ." Another patent, issued Sept. 3, 1946, is listed as covering "mixing and color control for correct or desired color rendition and . . . arrangement . . ." which arrangement utilizes "an initially produced sequential composite multi-color video signal of which successive portions represent different component colors (red, green, blue) of an object field, in combination with an amplifier for the video signal."

A third patent, issued Aug. 30, 1949, covers "the non-multiple relationship between number of colors and interlaced field scansions without objectionable color flicker," of which an instance is the relation between red, green and blue in a "double interlace system, the field scansions recurring at the rate of at least 120 fields per second."

The CBS complaint alleged that during 1945-49 the "design of circuits and other components of the receiver . . . (of CBS) . . . color television system was in large part carried out by one G. R. Tingley." Mr. Tingley, CBS said, subsequently was employed by DuMont Labs, which, "on information and belief" of CBS, and "with knowledge of the relation or obligation of trust and confidence" between CBS and

## Patent Infringement Charged by CBS

Mr. Tingley, "... persuaded or otherwise caused . . . (Mr. Tingley) . . . to disclose . . . confidential design and construction data, information and knowledge belonging . . ." to CBS. After which, the CBS complaint continued, DuMont Labs used the information to construct an industrial color TV system.

A statement by DuMont Labs was made on Monday, shortly after the suit was filed:

DuMont has been notified unofficially that it is being sued for patent infringement by CBS. As far as DuMont is concerned, its research and development is conducted along well-known and commonly-acceptable engineering principles. As far as the question of Mr. Tingley is concerned, it's nonsense. How could it be confidential if it's patented? DuMont has in the past, and will continue in the future to, investigate many different systems of color.

Pending trial, and consideration of its plea for damages and a permanent injunction against alleged use of its patents, CBS requested a temporary injunction. Early court action is expected.

## NBC-TV Names Three

ROBERT E. BUTTON, former salesman in the NBC National Spot Sales Dept., Lance Ballou, supervisor of planning for the planning and research division of NBC-TV, and George L. Ogle, formerly with American Assn. of Advertising Agencies, have been appointed to the NBC-TV eastern sales department.

## PHONEVISION

### Set for Next Test Phase

PLAN of Zenith Radio Corp. to scramble the audio signal along with the visual signal in its current Chicago Phonevision test [BROADCASTING • TELECASTING, Jan. 22] marks a transition to the next phase of the experiments, according to Comdr. E. F. McDonald Jr., company president.

Comdr. McDonald last Monday pointed out that the simplest method of coding the broadcasts had been used at the outset of the tests, particularly because the motion picture people were interested in the "come-on" value of allowing potential Phonevision customers a "taste" of the programs offered for a fee.

"Apparently the theory is sound," he declared, "because many of our test families call after a film has started to say it 'looks like a good movie, let's see a clear picture of the rest of it.'" Comdr. McDonald also cited "thousands of phone calls and other comment" from Chicagoans other than the 300 test families.

Careful analysis of all reactions from both test families and the general public is being made by National Opinion Research Center and others, the Zenith president said, and as the test progresses such results will be released as will not in themselves influence the continuance of the research.

Zenith, meanwhile, has asked FCC for an extension of the Phonevision experimental authorization so that tests may be conducted for a full 90 days. The request stems from the fact that the tests, authorized for 90 days starting last Dec. 1, did not actually start until Jan. 1.

## COLOR HEARING

### Senate Committee Mulls

THERE is a distinct possibility that the Senate Select Small Business Committee may launch into hearings on color television as it affects small manufacturers, it was revealed last week.

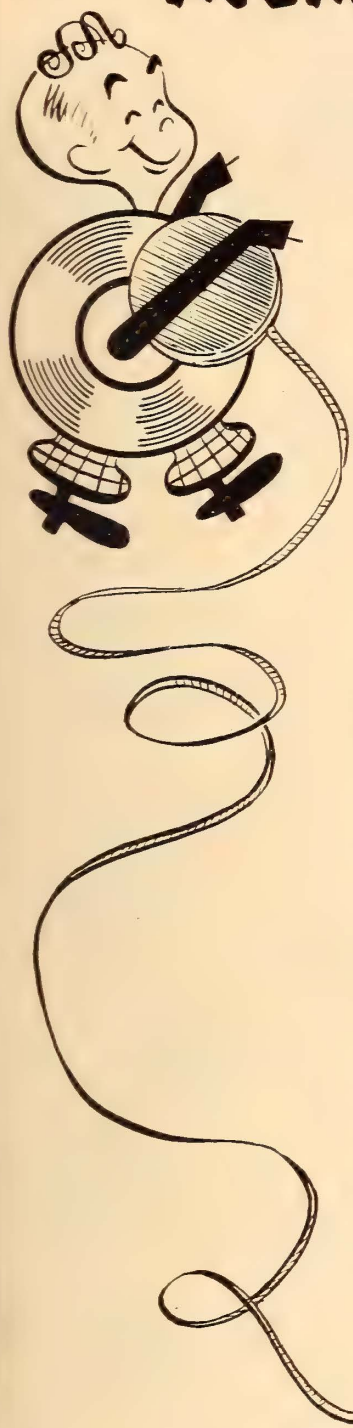
According to a spokesman for the committee, which a fortnight ago released its "legal" review of the color TV question [BROADCASTING • TELECASTING, Jan. 22], original pressure from Senators that such a probe be conducted has been very "heavy." A number of complaints were received, it was said, with requests for an open hearing.

If hearings are held, the committee probably will discuss whether it should go ahead with the sessions at its executive meeting Feb. 2, the weeks of Feb. 12 and 19 would be set aside.

It was explained that the National Production Authority's rulings on critical materials that go into TV sets may make the color question "academic."



# MEMO: to all TV Buyers...



## STANDARD RADIO NOW Represents UNITED TELEVISION PROGRAMS, inc. at local station and local sponsor level

We are proud to announce our appointment as exclusive national representatives of United Television Programs, Inc. in the local field.

Chosen by United for local representation on the merits of seventeen years of leadership in the transcription library field, we are happy to be part of a distribution service that will stabilize, streamline and simplify the job of TV film buying.

For fine, fair-priced TV film that attracts lasting, first class sponsorship, we invite you to investigate United Television Programs. A letter to the nearest Standard Radio office, will bring you complete details. A Standard representative will soon call on you to present United's first offerings which include the reshewing of "Fireside Theater"\* — the 2nd highest rated program on TV.

\*Now released as "Royal Playhouse" and already sold in the following markets: Pittsburgh, Minneapolis, St. Paul, Houston, Seattle, Los Angeles, San Francisco, Louisville and Oklahoma City.



**SELL WITH**

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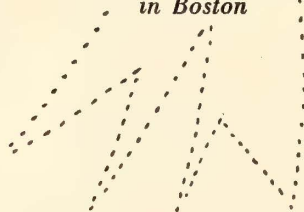


# Music

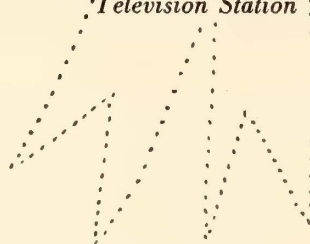
Now add these



*Yankee Network Station  
in Boston*



*Philadelphia Inquirer  
Television Station*



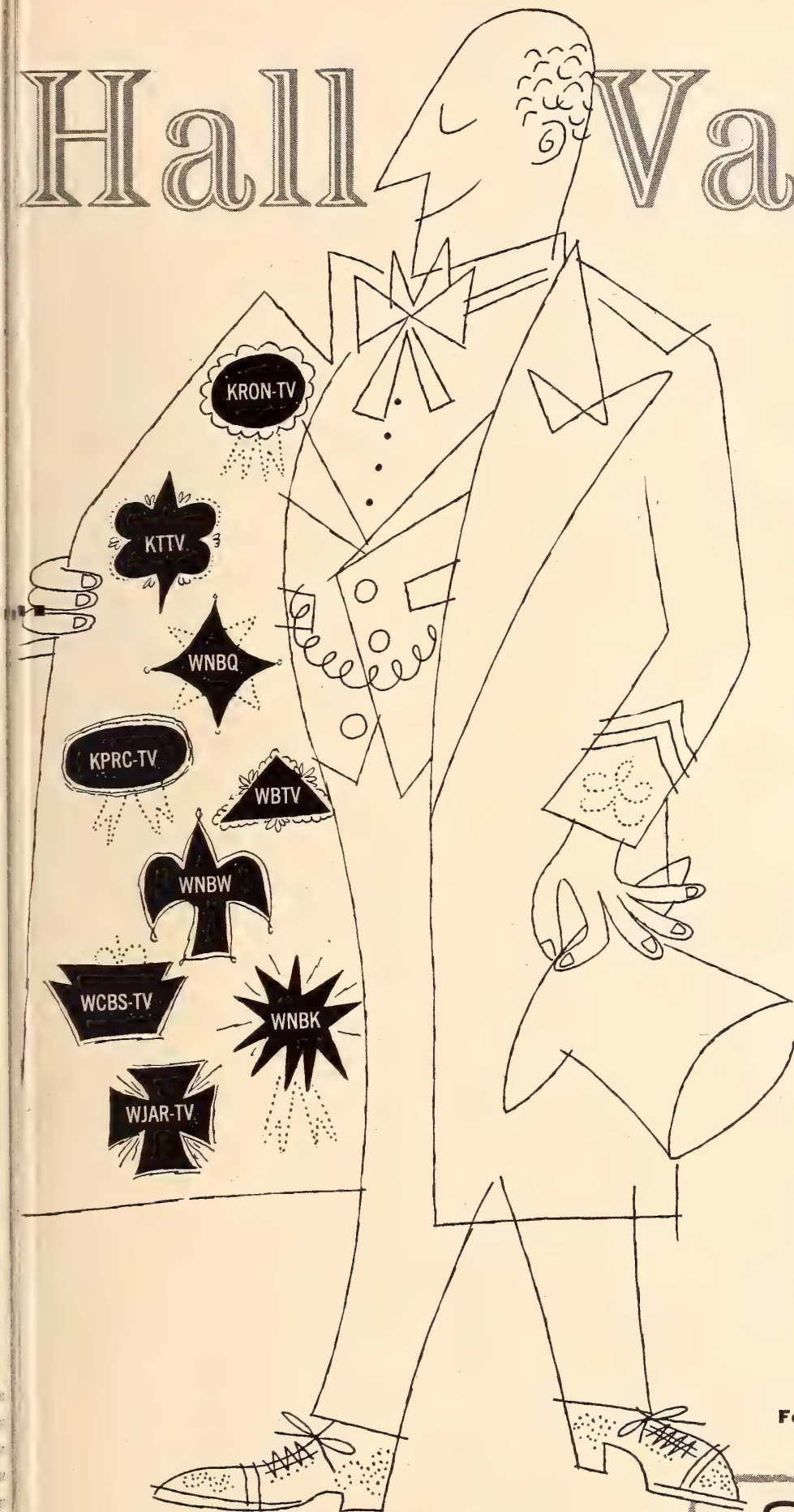
to these.....

**MUSIC HALL VARIETIES**  
now reaches 60% of U. S.  
Television Audiences through:

**KTTV**.....*Los Angeles*  
**KRON-TV**.....*San Francisco*  
**KPRC-TV**.....*Houston*  
**WBTW**.....*Charlotte*  
**WNBQ**.....*Chicago*  
**WNBW**.....*Washington, D. C.*  
**WNBK**.....*Cleveland*  
**WCBS-TV**.....*New York*  
**WJAR-TV**.....*Providence*  
  
*Plus*  
**CMQ**.....*Havana*  
**XEW**.....*Mexico City*



# Hall Varieties



**Music Hall Varieties** is a library of over one thousand musical films . . . each running from 2½ to 3 minutes.

These films feature a wide variety of production numbers staged and directed by outstanding producers of filmdom. Network technicians rate them superior for fidelity of sound and sharpness of image. These films are ideal material for participation programs or variety shows. They are now being successfully used in many markets to increase revenue . . . and ratings.

**MUSIC HALL VARIETIES** feature such stars as:

LOUIS ARMSTRONG	VINCENT LOPEZ
CAB CALLOWAY	RAY McKINLEY
YVONNE DE CARLO	MILLS BROTHERS
THE DEEP RIVER BOYS	NORO MORALES ORCHESTRA
DELTA RHYTHM BOYS	GERTRUDE NIESEN
CLIFF EDWARDS	TONY PASTOR
TED FIO RITO ORCHESTRA	JOE REICHMAN
CONNIE HAINES	RITA RIO
SPIKE JONES	MAURICE ROCCO
LOUIS JORDAN	RUBINOFF & HIS VIOLIN
KITTY KALLEN	GALE STORM
KING COLÉ TRIO	CLAUDE THORNHILL
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. . . and many more

For exclusive rights in your territory, write or wire:

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**TELEVISION**

25 WEST 45th STREET, NEW YORK 19, NEW YORK





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

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

*NOW there are*

**100,544**

*Television  
Homes*

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

*The CBS Station*  
**for DALLAS and  
FORT WORTH**

*this is why*

**KRLD**

**AM-FM-TV**

**Channel 4**

*is your best buy*

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

## telestatus



WHAT is the impact of television on the inhabitants of towns in the fringe area, remote from transmitters?

To determine the answer to that question, the U. of Kentucky Research Fund sponsored a study among 102 families of the estimated 400 set-owning families in Lexington, Ky. The study was made under the direction of Elmer G. Sulzer, head, department of radio arts. Results were made available last week.

The closest television stations are located at Louisville, Ky., and Cincinnati, Ohio, about 70 and 80 miles away, respectively. Antenna equipment installations frequently were as expensive as the sets themselves.

Survey showed few differences in program-likes by income levels. Interest in variety and comedy programs dominated.

Majority of families regarded present television advertising helpful, powerful, clever and about right as to quality.

Fifty-one distinct products were recalled. One brand name which uses a dignified approach in advertising was recalled by more than half of the respondents. "Hard-hitting" techniques made comparatively poor showings.

The survey indicated majority satisfaction with the financing of television programming by advertising. Only 14.71% favored the alternative of a tax on receivers;

only 39% supported some type of Phonevision. \* \* \*

### TV Alters Habits of Book Readers

SOCIAL SCIENTISTS and book publishers meeting in New York last fortnight acknowledged that book reading is reduced when a family first acquires a telecast. What they would like to know is whether, after the novelty wears off, family members, if they were readers before, return to books?

This answer and others in connection with alterations in living patterns brought about through the new science of electronics, including television, they hope to determine in future, broader studies. \* \* \*

### Comedy Preferred by Miami Viewers

BOB HOPE attracted the highest percentage of viewers in a recent U. of Miami survey, with Milton Berle and Groucho Marx runners-up.

In cooperation with the university's radio-TV research department, 238 Miami set owners kept a diary of hours their sets were turned on and program preferences during the week of Dec. 10.

As in quiet, unhurried Lexington, comedians led the field in audience preference in this metropolis. TV's information worth, in addition to its entertainment value,

## Fringe Area Viewing Studied in Lexington

(Report 148)

### WAVE-TV Announces New Rate Card

WAVE-TV Louisville has announced a new national rate of \$400 an hour and \$80 a minute, effective March 1. Network rate on WAVE-TV reportedly has been \$400 an hour since Jan. 1. \* \* \*

### Ez Charles KO's Berle In Hooperating

THE *Cavalcade of Sports* (Ezzard Charles vs. Lee Oma fight), *Texaco Star Theatre* (Ken Murray-Perry Como substitute talent) and *Godfrey's Talent Scouts* (Steve Allen substitute) topped the first 15 TV programs in popularity, according to the January "Hooperatings Pocketpiece" for the period Jan. 1-15 released last week.

Programs and ratings of first 15:

1. Cavalcade of Sports (Ezzard Charles vs. Lee Oma) .....	51.9
2. Texaco Star Theatre (Ken Murray-Perry Como substitute talent) ..	49.9
3. Godfrey's Talent Scouts (Steve Allen substitute) .....	46.9
4. Fireside Theatre .....	40.3
5. Sid Caesar-Imogene Coca .....	38.3
6. Cactus Jim .....	35.3
7. Comedy Hour (Cantor) .....	35.1
8. Philco TV Playhouse .....	34.3
9. Mama .....	34.1
10. Your Hit Parade .....	33.4
11. Lights Out .....	32.6
12. Hopalong Cassidy .....	31.8
13. Godfrey and Friends .....	31.1
14. Kraft TV Theatre .....	30.2
15. Toast of the Town .....	30.2

## Weekly Television Summary—January 29, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000	Louisville	WAVE-TV, WHAS-TV	72,770
Ames	WOI-TV	38,333	Memphis	WMCT	70,144
Atlanta	WAGA-TV, WSB-TV	67,800	Miami	WTVJ	51,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865	Milwaukee	WTMJ-TV	202,106
Binghamton	WNBF-TV	31,270	Minn.-St. Paul	KSTP-TV, WTCN-TV	216,800
Birmingham	WAFM-TV, WBRC-TV	36,000	Nashville	WSM-TV	23,040
Bloomington	WTV	13,000	New Haven	WNHC-TV	129,500
Boston	WBZ-TV, WNAC-TV	650,000	New Orleans	WDSU-TV	47,179
Buffalo	WBN-TV	171,211	New York	WABD, WCBS-TV, WJZ-TV, WNBC, WOR-TV, WPIX	2,000,000
Charlotte	WBTV	56,631	Newark	WATV Inc. in N. Y. Estimate	52,457
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700	Norfolk	WTAR-TV	68,002
Cincinnati	WCPO-TV, WKRC-TV, WLWT	234,000	Oklahoma City	WKY-TV	59,660
Cleveland	WEWS, WNBK, WXEL	396,082	Omaha	KMTV, WOW-TV	750,000
Columbus	WBNS-TV, WLWC, WTVN	132,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	25,100
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	100,544	Phoenix	KPHO-TV	212,000
Dayton	WOC-TV	38,466	Pittsburgh	WDTV	105,355
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	154,000	Richmond	WTVR	57,147
Dayton	WHIO-TV, WLWD	400,141	Rochester	WHAM-TV	70,069
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	44,340	Rock Island	WHBF-TV	38,466
Erie	WICU	100,544	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	35,900
Fi. Worth	WBAP-TV, KRLD-TV, WFAA-TV	101,126	Salt Lake City	KDYL-TV, KSL-TV	38,748
Dallas	WLAV-TV	41,968	San Antonio	KEYL, WOAI-TV	77,500
Grand Rapids	WFMY-TV	60,158	San Diego	KFMB-TV	143,406
Greensboro	KPRC-TV	32,500	San Francisco	KGO-TV, KPX, KRON-TV	133,000
Houston	WSAZ-TV	112,000	Schenectady	WRGB	63,100
Huntington	WFSB-TV	26,775	Seattle	KING-TV	239,000
Charleston	WMBR-TV	61,250	St. Louis	WHEN, WSYR-TV	95,117
Indianapolis	WJAC-TV	103,290	Syracuse	WSPD-TV	75,000
Jacksonville	WKZO-TV	93,170	Toledo	KOTV	61,085
Johnstown	WDAF-TV	76,487	Tulsa	WKTU	33,000
Kalamazoo	WGAL-TV	40,000	Utica-Rome	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Grand Rapids	WJIM-TV	877,421	Washington	WDEL-TV	55,619
Kansas City	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSI, KTTV		Wilmington		


Markets on Air 63

Stations on Air 107

Estimated Total Sets in Use 10,469,000

Editor's Note: Totals for each market represent estimated sets within televiewing 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 is necessarily approximate.





## 23% of WSB-TV's 92-hours-a-week schedule is locally produced

*This station's capacity for creating low-budget programs of high quality has resulted in (1), a virtually sold-out schedule and (2), unquestioned audience dominance in the big Atlanta television market.*

Ask your Petry man  
about the few remain-  
ing availabilities.  
They're good.

**wsb-tv**

ON PEACHTREE STREET

**AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION**





Mr. Schwimmer welcomes Miss U. S. Television of 1950, Singer Edythe Adams, as she arrives in Chicago to help launch the new 1951 talent-beauty contest.

\* \* \*

## RENEWALS SET

### For 'Miss U.S. Television'

FIVE VIDEO stations have renewed their 1950 franchise for *The Miss U. S. Television* contest, seven renewals are expected this week and some 20 more will be added shortly, Walter Schwimmer, president of the Chicago radio-TV package firm of the same name, said last week. Stations which have renewed the half-hour weekly package, a combination beauty and talent contest are WAFM-TV Birmingham, WAAM-TV Baltimore, KDYL-TV Salt Lake City, WCPO-TV Cincinnati and WGN-TV Chicago.

Mr. Schwimmer tested the show, believed to be the only nationally-syndicated live video package in the country, during a six-week period last year in 13 markets. The successful introduction, which cost \$50,000 and "on which we lost money," confirmed plans for a six-month contest this year, Mr. Schwimmer said. Stations will buy a franchise from Walter Schwimmer Productions for 13 or 26 weeks.

Five contestants will appear weekly in each city, and the city finalist will compete with winners from other markets in which the show is telecast at grand finals in Chicago, Thanksgiving Day.

# TV SET SHIPMENTS

MANUFACTURERS of TV sets shipped 716,000 receivers to dealers in 36 states in November, according to an analysis by Radio-Television Mfrs. Assn., bringing the 11-month total to 6,377,000. Estimates represent both RTMA members and non-members. Figures are shown by counties. November and 11-month tabulations follow:

State and County	Sets Shipped November	11 Months
ALABAMA		
Jefferson	3,105	20,821
ARIZONA		
Maricopa	783	6,824
CALIFORNIA		
Alameda	7,464	43,408
Contra Costa	1,408	7,496
Los Angeles	40,283	417,826
Orange	1,496	18,903
Sacramento	668	2,747
San Bernardino	1,381	14,114
San Diego	4,850	37,640
San Francisco	10,787	48,418
San Joaquin	904	3,554
San Mateo	2,010	10,689
Santa Clara	2,814	14,719
Solano	622	3,770
CONNECTICUT		
Fairfield	4,136	34,824
Hartford	3,502	27,323
New Haven	3,865	43,378
New London	155	1,800
DELAWARE		
New Castle	2,369	21,308
DISTRICT OF COLUMBIA	9,158	92,419
FLORIDA		
Dade	3,531	20,059
Duval	1,815	9,620
Hillsborough	162	1,337
Pinellas	9	28
GEORGIA		
DeKalb	275	6,130
Fulton	5,067	50,479
ILLINOIS		
Cook	50,976	436,305
Fulton	121	519
Knox	323	1,307
Madison	1,241	8,758
McLean	49	381
Peoria	258	1,602
Rock Island	1,382	7,034
St. Clair	1,622	9,607
Tazewell	43	250
INDIANA		
Delaware	453	2,485
Lake	2,483	26,634
Madison	1,315	6,097
Marion	6,222	49,183
IOWA		
Clinton	369	1,442
Polk	1,376	8,745
Pottawattamie	452	3,094
Scott	1,746	7,574
KANSAS		
Wyandotte	1,356	9,559
KENTUCKY		
Campbell	325	5,626
Jefferson	4,680	34,017
Kenton	907	11,411
LOUISIANA		
Orleans	2,889	31,003
MARYLAND		
Baltimore City	6,668	80,063
Baltimore County	2,014	33,100
Montgomery	752	8,521
Prince Georges	133	2,093
MASSACHUSETTS		
Berkshire	1,170	6,485
Bristol	4,782	28,734
Essex	5,390	46,291
Hampden	1,119	5,516
Middlesex	7,262	70,420
Norfolk	2,391	23,627

State and County	Sets Shipped November	11 Months
Plymouth	1,029	9,841
Suffolk	15,698	143,218
Worcester	3,248	27,382
MICHIGAN		
Calhoun	590	3,949
Genesee	1,190	7,981
Ingham	774	7,863
Jackson	282	3,036
Kalamazoo	1,023	8,315
Kent	2,349	18,503
Macomb	968	7,665
Muskegon	440	3,363
Oakland	2,109	23,980
Saginaw	667	2,396
Washtenaw	698	6,130
Wayne	25,699	225,699
MINNESOTA		
Hennepin	7,132	47,288
Ramsey	3,242	28,094
MISSOURI		
Buchanan	492	2,243
Jackson	6,932	34,745
Madison	147	1,343
St. Louis	13,221	114,302
NEBRASKA		
Douglas	4,627	23,418
Lancaster	809	2,577
NEW JERSEY		
Atlantic	1,124	8,810
Bergen	2,846	32,245
Camden	1,506	19,700
Essex	11,177	100,882
Hudson	4,843	53,835
Mercer	2,378	18,699
Middlesex	1,831	20,290
Monmouth	1,026	16,511
Morris	679	8,913
Passaic	2,482	30,282
Union	3,112	31,939
NEW MEXICO		
Dona Ana	600	4,228
NEW YORK		
Albany	2,340	19,112
Bronx	4,002	43,339
Broome	1,825	8,834
Chautauque	559	4,564
Erie	10,450	92,365
Kings	26,418	235,381
Monroe	7,643	57,962
Nassau	4,493	48,849
New York	37,681	275,168
Niagara	1,770	13,540
Onondaga	4,238	40,233
Oneida	1,932	19,351
Orange	807	7,001
Queens	10,408	104,137
Rensselaer	1,720	17,577
Richmond	723	10,668
Schenectady	1,286	10,879
Westchester	3,915	37,225
NORTH CAROLINA		
Alamance	230	1,511
Cabarrus	245	1,714
Durham	253	573
Forsyth	375	2,060
Gaston	262	2,379
Guilford	545	4,106
Mecklenburg	2,273	7,389
Roman	162	1,195
OHIO		
Butler	632	12,886
Clark	849	8,573
Cuyahoga	17,909	155,118
Franklin	4,896	59,239
Hamilton	6,141	93,573
Lucas	3,942	35,830
Montgomery	5,906	54,731
Scioto	295	1,529
Summit	3,557	33,061
OKLAHOMA		
Muskogee	150	603
Oklahoma	2,447	12,197
Tulsa	1,721	9,185
OREGON		
Marion		
Multnomah		2
PENNSYLVANIA		
Allegheny	12,420	117,591
Berks	2,585	20,529
Beaver	1,089	10,052
Blair	377	2,564
Cambria	1,433	11,609
Dauphin	2,524	8,597
Delaware	2,469	23,978
Erie	1,634	19,413
Fayette	805	7,357
Lackawanna	381	1,380
Lancaster	2,188	15,839
Lebanon	390	4,334
Lehigh	1,692	13,777
Montgomery	2,345	23,844
Northampton	1,314	9,811
Philadelphia	25,180	233,038
Washington	1,009	9,023
Westmoreland	1,709	14,636
York	1,561	9,381
RHODE ISLAND		
Providence	7,282	53,833

## RTMA Reports On Nov.

## 'MARCH OF TIME' New TV Series Set

A NEW weekly series of half hour films, *March of Time Through the Years*, sponsored by the Assn. of American Banks, is to begin over the ABC-TV network Feb. 15, it was announced last week.

The program is to combine "March of Time" issues with panel discussion by visiting guest authorities.

Meanwhile, the March of Time announced that it would soon move into new quarters at 369 Lexington Ave., New York, and also that three additions had been made to its television department.

Richard Krolik, former assistant to Horace Schwerin, president of Schwerin Research Corp., has been appointed project supervisor of the new series. During two years with Schwerin, Mr. Krolik supervised audience research studies on NBC-TV programs. Earlier he worked in television in Hollywood.

Lillian Rixey, with Time Inc. since 1930, also will work on the new series. Jane Bartels, formerly of the Life picture bureau, has been assigned to research the forthcoming *Crusade in the Pacific*, 26-in-stallment sequel to the *Crusade in Europe* TV series.

## Theatre Cites Losses

McVICKERS Theatre in Chicago won an extension on its building lease last week after an attorney representing the owners said the McVickers' attendance had dropped 31% in the last three years because of television. Morris Leonard, attorney for Balaban & Katz, blamed TV mainly, but allowed for other influences also. Balaban & Katz, with Jones, Linick & Schaefer, owns the theatre.

## Hearing Postponed

POSTPONEMENT to Feb. 20 of Television Authority-Screen Actors Guild hearing in New York by the National Labor Relations Board was announced last week. It is the second postponement of the hearing, originally scheduled early in January.

State and County	Sets Shipped November	11 Months
SOUTH CAROLINA		
York	159	1,010
TENNESSEE		
Davidson	1,792	12,692
Shelby	2,836	31,591
TEXAS		
Bexar	2,327	22,100
Dallas	4,980	42,084
Galveston	148	1,333
Harris	3,988	34,185
Tarrant	1,790	21,739
UTAH		
Salt Lake	2,963	17,921
Weber	24	420
VIRGINIA		
Arlington	909	9,654
Henrico	2,065	18,231
Norfolk	2,378	23,889
Pittsylvania	175	291
Warwick	457	3,994
WASHINGTON		
Clarke	6	334
King	4,122	17,941
Pierce	1,192	4,939
WEST VIRGINIA		
Cabell	1,274	8,084
Kanawha	344	2,941
WISCONSIN		
Milwaukee	8,368	75,546
Sub-Total	639,537	5,531,926
AREAS UNLISTED	76,463	845,074
GRAND TOTAL	716,000	6,377,000

## Your Top TV Sales Opportunity

# WDEL-TV

CHANNEL 7

## Wilmington, Delaware

In the Market which has highest  
income per family in the country.

Represented by

**ROBERT MEEKER ASSOCIATES**

New York

Los Angeles

San Francisco

Chicago

A STEINMAN STATION

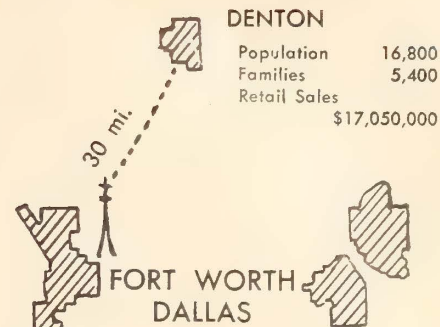
**NBC**  
TV AFFILIATE



# WBAP-TV's COVERAGE COUNTS

To the east, to the north, to the south and to the west of WBAP-TV's transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), more viewers, like this Denton family of Mr. and Mrs. George Spuller, pictured to the right, tune more to Channel 5.

Recently, the Spullers and other viewers in Denton and 74 additional cities surrounding the Fort Worth-Dallas area wrote in 1903 replies from one one-minute spot announcement scheduled at 11 p. m. on WBAP-TV. Represented were 27 counties and two states.



Mr. and Mrs. George Spuller and daughter Karen, 713 Hillcrest, Denton, Texas, are one of the thousands of television families in the fabulously rich Fort Worth-Dallas area. Their comment: "We tune more to Channel 5 more of the time."

Almost 400,000 viewers now make up the television population of this great area\* which passed the 100,000 television set mark Jan. 1, 1951.

Coverage counts and you reach All, All, ALL of the fabulously rich Fort Worth-Dallas area when you buy WBAP-TV.

Contact the station or any Free & Peters man.

*\*Incidentally the South's No. 1 Market, leading Houston and New Orleans in that order.  
Within the 100 uv/m circle of WBAP-TV's signal:*

Retail Sales	\$1,300,208,290
Population	1,170,065
Families	343,381



Don't Be  
SPOTTY with  
Your Spots

Use ALL,  
**ALL, ALL**

The Fabulously Rich  
Fort Worth-Dallas Market



FREE & PETERS, INC.

Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS

TELEPHONE LO-1981







# Milestone in Mass Magic

**1951** introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC

## ADVERTISERS, JANUARY, 1951

Admiral Corp.  
American Cigarette & Cigar Co., Inc.  
American Home Products Corp.  
American Tobacco Co.  
Anchor-Hocking Glass Corp.  
Armour & Co.  
Armstrong Cork Co.  
Benrus Watch Co., Inc.

Bonafide Mills, Inc.  
Borden Company  
Bristol-Myers Co.  
Brown Shoe Co.  
Campbell Soup Co.  
Chesebrough Mfg. Co.  
Colgate-Palmolive-Peet Co.  
Congoleum-Nairn, Inc.

Corn Products Refining Co.  
Crosley Div. Avco Mfg. Corp.  
Derby Foods, Inc.  
De Soto Div. of The Chrysler Corp.  
Durkee Famous Foods, Inc.  
Emerson Radio & Phonograph Co., Inc.  
Firestone Tire & Rubber Co.  
Ford Dealers of America

Ford Motor Div., Ford Motor Co.  
Frigidaire Div., General Motors Corp.  
General Foods Corp.  
Gillette Safety Razor Co.  
Gulf Oil Corp.  
Hazel Bishop, Inc.  
Hunt Foods, Inc.  
International Shoe Co.  
Andrew Jergens Co.



programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

## Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

*the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.*

## Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel and staggering

expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

## New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study — the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

## A great national asset

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television — the most compelling vehicle of mass communication ever devised — ready, at a moment's notice, to serve the need of this country in peace or war.

**NBC** TELEVISION  
America's No. 1 Television Network

The Kellogg Co.  
Kraft Foods Co.  
P. Lorillard Co.  
Manhattan Soap Co.  
Mars, Inc.  
Miles Laboratories, Inc.  
Minnesota Mining & Mfg. Co.  
Minute Maid Corp.  
Mohawk Carpet Mills, Inc.

Motorola, Inc.  
Mutual Benefit Health & Accident Assoc.  
National Dairy Products Corp.  
Naturalizer Div. of Brown Shoe Co.  
Norge Div. Borg-Warner  
Pet Milk Sales Corp.  
Philco Corp.  
Procter & Gamble Co.  
Quaker Oats Co.

Radio Corp. of America  
Revere Copper & Brass, Inc.  
R. J. Reynolds Tobacco Co.  
Riggio Tobacco Corp.  
Sales Builders, Inc.  
Simmons Co.  
The S.O.S. Co.  
Snow Crop Marketers, Inc.  
Speidel Corp.

Standard Brands, Inc.  
Standard Oil Co. of Indiana  
Stokely-Van Camp, Inc.  
Swift & Co.  
The Texas Co.  
United States Tobacco Co.  
The Wander Co.  
Welch Grape Juice Co.  
Wildroot Company, Inc.



# RADIATION

## Sterling Reviews Problem

EFFORTS of set manufacturers and the FCC to cope with the problem of excessive oscillator radiation from FM, TV and communication receivers were described last Thursday by FCC Comr. George E. Sterling. Speaking in Cleveland before the Institute of Radio Engineers and the Industrial Electronics Organization meeting, Comr. Sterling traced the history of federal control of industrial, scientific and medical radio frequency equipment, citing interference problems that had fallen to the FCC.

Terming the oscillator radiation from FM, TV and communication receivers as "a new menace" to air navigation and to radio services which recently reared its head, he told of the FCC's proposed rules of April 13, 1949, which were aimed at restricting such FM-TV radiation to 15 microvolts per meter at 100 feet.

Comr. Sterling expressed the hope that "it will not be necessary for the Commission to take drastic action in connection with this problem. I am sure it will not if receiver manufacturers respond wholeheartedly to the recommendations and plea made by Mr. Robert C. Sprague, president of the Radio-Television Mfrs. Assn. in his letter of Dec. 14, 1950, sent to all TV and FM receiver and tuner manufacturers as a result of conferences

between committees of the RTMA engineering department and Curtis Plummer, our chief engineer, and his staff."

Comr. Sterling quoted in part from Mr. Sprague's letter as follows:

"... My conversations with the members of the FCC and the staff have convinced me that unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through government regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of the receiver manufacturers."

Mr. Sterling further quoted Mr. Sprague's letter on conference to standards that prescribed for TV Channels 2-6 an average of less than 50 microvolts per meter at 100 ft.; for TV Channels 7-13 an average of less than 150 microvolts per meter at 100 ft.; for FM—less than 60 microvolts per meter at 100 ft.

"I know that Mr. Sprague has taken a very active interest in this problem," said the FCC commissioner, "and I, for one, would like to commend him for his efforts."

Comr. Sterling also stressed that TV set manufacturers "must do something immediately concerning the interference that results from the harmonics of 15.75 kc horizontal sweep frequency and video circuits."

## FREQUENCY SAVING

### In Movie Firm's Technique

FREQUENCY conservation technique—"cross polarization"—has been revealed to FCC by 20th Century-Fox Film Corp. in a progress report on its theatre TV radio relay experimentation in the New York area.

The data supplements an initial report filed by the company in latter 1949 on the Commission's program respecting the yet unscheduled general hearing on theatre TV service needs [BROADCASTING • TELECASTING, Sept. 5, 1949].

The newly developed cross-polarization technique is likened to transmission of light through polaroid filters. It was explained that by this technique two programs could be transmitted simultaneously on a single channel in any one area, each signal being carried at right-angle polarization to the other. An alternate channel is employed at every other relay "jump." Thus two frequency bands are adequate for a complete theatre TV system in any given area, FCC was told, and can be re-assigned to the same licensee in an adjacent area or to another licensee in a non-adjacent area.

20th Century-Fox contends a national competitive theatre TV

service can be established under its proposal with only 12 30-mc channels (360 mc) in the 3,000-10,000-mc area. Each 30-mc channel includes an 8-mc video band plus audio and auxiliary segments. 20th Century plans a system of 24 theatre TV outlets in the Los Angeles area as soon as the frequencies can be allocated, FCC was informed.

## Network Daytime Gross

(Continued from page 64)

costs are also substantially lower. The following are cited by NBC as typical:

Show A—\$6,100 weekly, five quarter-hours (serial)  
Show B—\$5,000 per half hour (variety)  
Show C—\$1,100 per participation (home service)  
Show D—\$3,600 per half hour (variety)  
Show E—\$2,800 per quarter hour (variety)

In relation to the audience reached daytime television is priced competitively low with evening TV and with women's magazines. The NBC analysis pointed out that the *Kate Smith Show* has a cost of \$1.73 per thousand viewers, with several other daytime programs in the \$3-\$4 range. The normal evening TV program cost is \$5 per thousand viewers, NBC reports, and the comparable level for women's service magazines (average black-and-white page) is \$7-\$9 per thousand noters.

## DAYTIME ADVERTISERS ON NETWORK TELEVISION DURING NOVEMBER 1950

Advertiser	Product	Program	Day & Time	Net., No. of Stations	Nov. Time Costs	Advertiser	Product	Program	Day & Time	Net., No. of Stations	Nov. Time Costs
Alco Inc.	Storm Doors, Windows	Wendy Barrie Show	Sat. 5:45-6 p.m.	NBC-32	\$20,340	Lionel Corp.	Trains	Joe DiMaggio Show	Sat. 5:30-5:45 p.m.	NBC-40	32,100
Aluminum Co. of America	Cooking Utensils	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-25	7,280	M & M Ltd.	Candy	Super Circus	Sun. 5:30-6 p.m.	*ABC-28	16,980
American Home Products Corp.	Aerowax, Duff Mixes, etc.	Kate Smith Show	Thur. 4:15-4:30 p.m.	NBC-50	21,760	Mars Inc.	Candy	Howdy Doody	Mon. 5:45-6 p.m. Wed., Fri. 5:30-5:45 p.m.	NBC-42	56,316
Atlantic Refining Co.	Gas, Oil	Football	Sat. afternoon	NBC-13	19,150	Mason, Au & Magenheimer Confectionery Mfg. Co.	Candy	Chester, the Pup	Sat. 12-12:15 p.m.	ABC-11	8,000
Bristol-Myers Co.	Dentifrice	Lucky Pup	Thur. 5-5:15 p.m.	CBS-10	9,915	Minute Maid Corp.	Orange Juice	Kate Smith Show	Thur. 4:30-4:45 p.m.	NBC-36	18,095
California Prune & Apricot Grow- ers Assn.	Sunsweet Prods.	Homemakers Exchange	Thur. 4-4:30 p.m. P	CBS-25	9,100	Olney & Carpenter	Frozen Foods	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-24	6,780
California Walnut Growers Assn.	Diamond Walnuts	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-25	7,280	Owens-Corning Fiberglas Corp.	Curtains	Vanity Fair	Tue. 4:30-5 p.m.	CBS-14	6,000
Canada Dry	Beverages	Super Circus	Sun. 5-5:30 p.m.	ABC-37	37,551	Quaker City Chocolate & Confectionery Co.	Candy	Lucky Pup	Wed. 5-5:15 p.m.	CBS-10	12,190
Ginger Ale Inc.						Quaker Oats Co.	Dog Food	Zoo Parade	Sun. 4:30-5 p.m.	NBC-38	44,340
Colgate-Palm- olive-Peet Co.	Dentifrice	Howdy Doody	Mon. 5:30-5:45 p.m. Tue., Thur. 5:45-6 p.m.	NBC-40	17,200	Quaker Oats Co.	Cereals, Mixes	Gabby Hayes Show	Sun. 5-5:30 p.m.	NBC-41	47,805
Ex-Cell-O Corp.	Pure-Pak Contain- ers	Homemakers Exchange	Tue. 4-4:30 p.m. P	CBS-23	6,788	Reunited Home Prods. Co.	Cleaner	Homemakers Exchange	Tue. 4-4:30 p.m. P	CBS-25	5,460
General Electric Co.	All Products	Homemakers Exchange	Mon.-Fri. 4-4:30 p.m.	CBS-25	40,040	Revere Copper & Brass Inc.	Metal Products	Meet the Press	Sun. 4-4:30 p.m.	NBC-40	48,000
General Foods Corp.	Various Prods.	Bert Parks Show	Wed., Fri. 3:30-4 p.m.	NBC-34	46,140	S O S Co.	Scouring Pads	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-24	6,780
General Mills Inc.	All Products	Betty Crocker	Thur. 3:30-4 p.m.	CBS-17	13,712	Standard Brands Inc.	Royal Gelatin	NBC Comics	Thur. 5-5:15 p.m.	NBC-21	14,270
General Shoe Corp.	Acrobat Shoes	Acrobat Ranch	Sat. 11:30 a.m.-12	ABC-36	16,902	Standard Oil Co. of New Jersey	Gas, Oil	Football	Saturday afternoons	CBS-12	34,650
Glidden Co.	Durkee's Oleo.	Kate Smith Show	Wed. 4:30-4:45 p.m.	NBC-49	12,795	Sun Oil Co.	Gas, Oil	Football	Sunday afternoons	ABC-19	40,903
Household Finance Corp.	Loans	People's Platform	Sun. 5:30-6 p.m.	CBS-9	15,120	Swift & Co.	Peanut Butter	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-25	6,780
International Latex Corp.	All Products	Look Your Best	Mon., Fri. 3:30-4 p.m.	CBS-15	25,200	United Fruit Co.	Bananas	Homemakers Exchange	Wed. 4-4:30 p.m. P	CBS-24	8,475
International Shoe Co.	Shoes	Howdy Doody	Wed. 5:45-6 p.m.	NBC-49	25,220	Wander Co.	Ovaltine	Sandy Strong	Mon.-Fri. 5:15-5:30 p.m.	ABC-22	28,490
International Shoe Co.	Shoes	Lucky Pup	Fri. 5-5:15 p.m.	CBS-7	9,720	Wander Co.	Ovaltine	Howdy Doody	Fri. 5:45-6 p.m.	NBC-44	17,603
International Shoe Co.	Shoes	Super Circus	Sun. 5:30-6 p.m.	*ABC-35	16,252	Wilbur-Suchard Chocolate Co.	Chocolate	Homemakers Exchange	Tue., Thur. 4-4:30 p.m. P	CBS-24	15,255
Kellogg Co.	Cereals	Howdy Doody	Tue., Thur. 5:30-5:45 p.m.	NBC-39	38,453						
Knox, Charles B., Gelatine Co.	Gelatine	Homemakers Exchange	Wed. 4-4:30 p.m. P	CBS-24	8,500						
Lewyt Corp.	Vacuum Cleaners	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-24	6,800						
						Source: Publishers Information Bureau. *—Every Other Week. P—Participation.					

Source: Publishers Information Bureau.  
\*—Every Other Week.  
P—Participation.



This new book shows you how to use movies most effectively

## MOVIES FOR TV

by J. H. Battison

### A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION

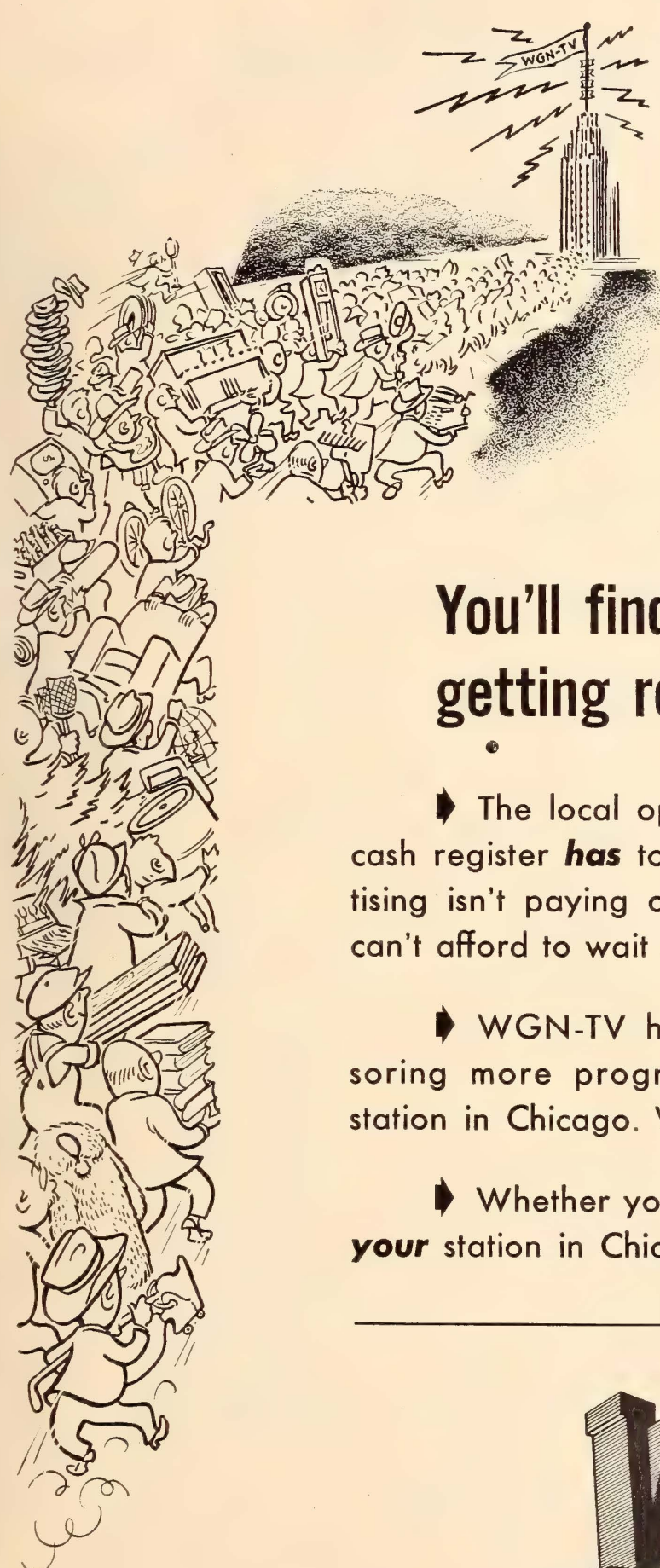
and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

### SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11  
Please send me a copy of *Movies for TV*. I will either remit the full price of \$4.25 or return the book in 10 days.

Signed \_\_\_\_\_  
Address \_\_\_\_\_





# LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS



You'll find the station that's  
getting results . . .

▶ The local operator **has** to get results . . . his cash register **has** to ring the next day or his advertising isn't paying off. Unlike the big advertiser, he can't afford to wait six months or six days for results.

▶ WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV **gets** results.

▶ Whether you're big or small . . . WGN-TV is **your** station in Chicago.



The Chicago Tribune Television Station





# film report

## ALEXANDER FILM CO.

(producers of short-length  
films since 1919)

5,000 TOP-QUALITY COMMERCIALS  
LOW-COST RENTAL SERVICE  
COMPLETE PRODUCTION FACILITIES  
FOR ANIMATED AND LIVE ACTION  
COMMERCIALS  
WIRE OR WRITE  
COLORADO SPRINGS

## ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS  
of  
TELEVISION COMMERCIALS

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Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

## BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF  
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(INCLUDING CARTOONS)  
Available for Television

SEND FOR CATALOG  
729 SEVENTH AVE., NEW YORK, 19

## GRAY—O'REILLY

COMMERCIAL SPOTS  
FOR TELEVISION

480 LEXINGTON AVE.  
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PLAZA 3-1531

## RKO PATHE, INC.

624 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

## SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

## TELEFILM, INC.

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

## TELESCRIPTIONS

ANIMATED AND LIVE ACTION  
TV FILM SPOTS  
20-SECOND AND 1 MINUTE  
823 VICTOR BUILDING  
WASHINGTON, D. C.  
STERLING 4650

## VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS  
TELEVISION COMMERCIALS  
BUSINESS MOVIES  
SLIDE FILMS  
-FROM SCRIPT TO  
FINISHED PRINT  
OWNERS AND OPERATORS OF  
WEST COAST SOUND STUDIOS  
510 W. 57TH STREET, N. Y. C.  
WITH EXPERIENCED MANPOWER  
AND COMPLETE FACILITIES  
41 E. 50TH ST., NEW YORK  
MURRAY HILL 8-1162

## BROADCASTING - TELECASTING

FILM & PRODUCTION  
DIRECTORY  
IS PRINTED THE  
LAST ISSUE OF  
EACH MONTH  
GUARANTEED PAID CIRCULATION  
EXCEEDS 15,000

FRANK MERRIWELL ENTERPRISES opens offices in Eagle-Lion Studios, 7324 Santa Monica Blvd., Hollywood. Firm formed by Tony London of George Pal Productions, independent motion picture film producer, and Ira Uhr, talent agent, for production of TV films based upon late Gilbert Patten's Frank Merriwell novels and stories. Rights to 900 stories have already been acquired from author's son.

TELEFILM, Hollywood, appoints Brig. Gen. James T. Roberts special representative in Washington.

FILM-ART SERVICE, a non-competitive service for film producers, has opened new studios to supply TV industry with "ready for camera" animated art service at 210 W. 50th St., N. Y., President Neil Sessa announced.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is filming new series of half-hour dramatic shows based on true stories taken from files of Los Angeles County sheriff's office, as yet untitled. Sheriff Eugene W. Biscailuz appears at opening and sign-off of each program.

ALEX GOTTLIEB TV PRODUCTIONS, headquartered at Hal Roach Studios, Culver City, Calif., starts shooting a series of 13 half-hour TV musical comedy films starring Andrew Sisters today (Monday). Clarence Eurist is production supervisor. Jean Yarbrough is director.

INS-TELENEWS, New York, announces that all operating TV stations in South America now subscribe to one or more of its newsreel programs. Both XHTV Mexico City and UNION RADIO, Havana are using the daily service, plus the weekly review and weekly sports reel, *This Week in Sports*. Both TUPI Brazil and CMQ Havana subscribe to the daily newsreel only.

DYNAMIC FILMS Inc. is producing a series of one-minute TV films for the New York Office of Civil Defense on "what to do" in case of air raids. Films will be distributed to all TV stations in New York area and will be available as a single five-minute package.

WILKINS-GOODEN, Hollywood, announces signing of three more TV stations for 26 weeks of its quarter-hour film series, *The Jonathan Story*—WMAL-TV Washington, WTVR (TV) Richmond and WSB-TV Atlanta. Zippy Products, Lansdowne, Pa., now sponsoring

the program on WMAR-TV Baltimore, also will sponsor on WTVR through the Martin Agency, Philadelphia. William Morris Agency Inc. has been appointed to handle national sales of the program. A total of 18 stations now carry the show.

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., has set up a Celebrity Service for TV stations using Snader Transcriptions, President Louis D. Snader announced. Special service will be part of firm's "sales co-operation" program and will provide a booking schedule for all performers who appear in films. Plans are to advise stations in advance when performers are scheduled to be in their particular areas, in order that the entertainer may appear on program with his or her own film.

OFFICIAL TELEVISION Inc., New York, has sold its musical film library, "Music Hall Varieties," to WNAC-TV Boston and WFIL-TV Philadelphia. Library includes over 1,000 musical production numbers, each from 2½ to 3 minutes in length.

STERLING TELEVISION CO. Inc., New York, is distributing first three episodes of *Ruff n' Reddy*, children's dramatic film series, to TV stations throughout the country. PETER PAN FILMS CO. Inc., New York, is producer of series.

## TVA IN L.A.

### Union, Stations Meet

COUNTER-PROPOSALS were exchanged again last week by Television Authority and four Los Angeles television stations in negotiations for the past several weeks over a basic contract for "live" television performers. Another meeting is scheduled for tomorrow (Jan. 30).

Stations KNBH, KTSN, KECA-TV, KLAC-TV are bargaining collectively as an industry with the union. KTLA, formerly in the group, has announced withdrawal from the station committee, getting an agreement from the union to continue negotiations with it on an independent basis. The other two local stations, KFI-TV and KTTV, are sitting in on negotiations as observers.

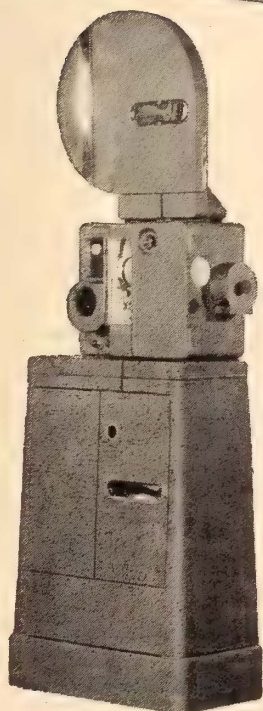
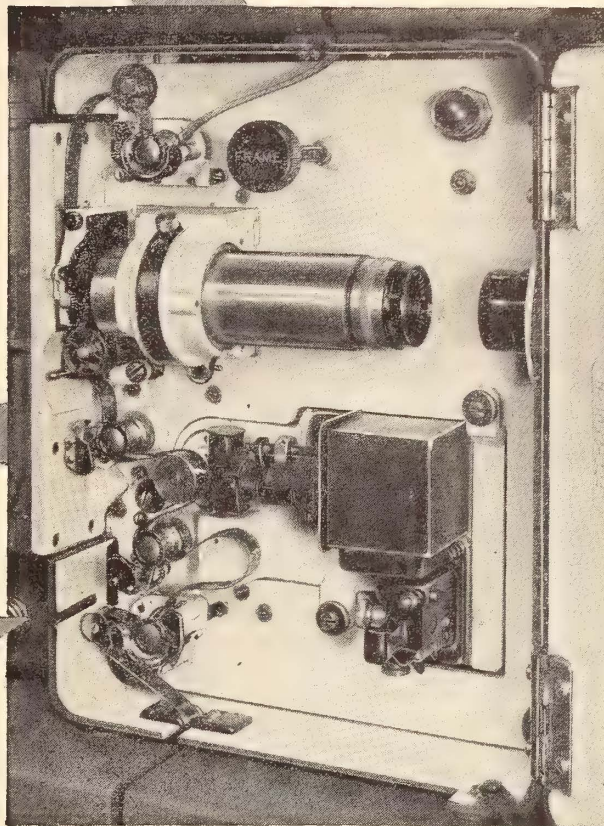
TVA at last week's meeting turned down the stations proposal to increase rates by 25% in all categories. The union in turn offered a weekly reduction on multiple performance based on a percentage of basic fees, to be considered for the next meeting.



# Look into this **PROFESSIONAL Telecast Projector**

*and see years of  
Dependable Service*

The GPL Model PA-100 — a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.



The Model PA-100 is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000 foot film magazine provides for 110 minutes of projection — an entire feature.

## **Sharper Pictures . . . Finer Sound From Any Film in Your Studio**

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000

passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

**WRITE, WIRE OR PHONE FOR DETAILS**



## **General Precision Laboratory**

INCORPORATED

**PLEASANTVILLE NEW YORK**

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



## EDUCATIONAL TV

### WBAL-TV Pushes Plan

FURTHER PLANS to develop education by television will be discussed tomorrow (Jan. 30) at a luncheon of leading Maryland educators, to be held at WBAL-TV Baltimore. Heads and public relations directors of 12 institutions have been invited.

D. L. Provost, station business manager, reportedly will offer two half-hour television periods a week for 12 weeks, for programming by the schools. The station said it hoped that from this experiment will be developed a format for around-the-clock, across-the-board education programs next fall.

## 'TELE-VET' WEEK

### National Plan Started

AN IDEA it is hoped will germinate throughout the nation was launched last week in Washington, D. C., as "National Tele-Vet Week." Twenty-six teletests were donated by local dealers and distributors to hospitalized Korean veterans.

Inspiration came through a request for a set to help a triple amputee regain the will to live. It is felt by the plans backers that rehabilitation could be speeded up if dealers and distributors across the country would contribute sets to veterans or service hospitals in their community.

## IN CINCINNATI

**MORE** local and national spot advertisers buy  
**MORE** time on WLW-T to sell  
**MORE** products to  
**MORE** people . . .  
 . . . than any other TV station in Cincinnati

## IN DAYTON

**MORE** local and national spot advertisers buy  
**MORE** time on WLW-D to sell  
**MORE** products to  
**MORE** people . . .  
 . . . than any other TV station in Dayton

## IN COLUMBUS

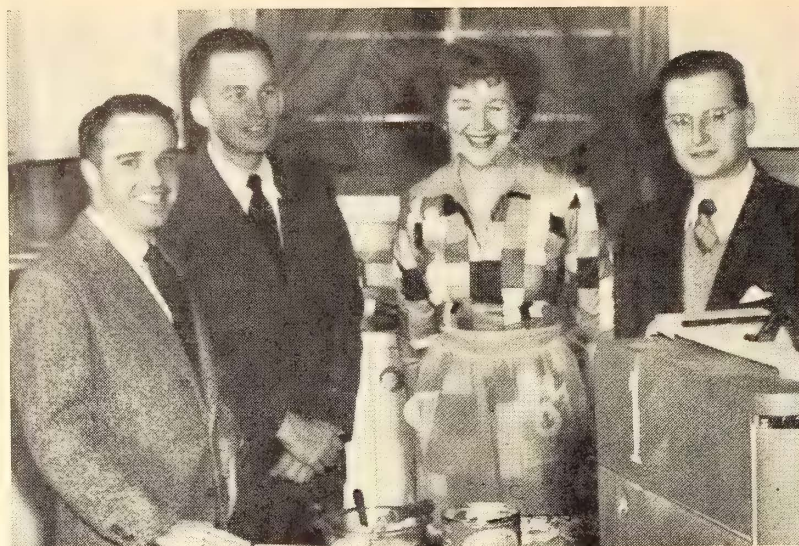
**MORE** local and national spot advertisers buy  
**MORE** time on WLW-C to sell  
**MORE** products to  
**MORE** people . . .  
 . . . than any other TV station in Columbus

## THIS IS

## WLW-TELEVISION

**WLW-T** CHANNEL 4 CINCINNATI  
**WLW-D** CHANNEL 5 DAYTON  
**WLW-C** CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest  
 Audience: Videodex, December, 1950



KITCHEN closeup is obtained by sponsors of the *Beulah Karney TV Show*, telecast each Thursday over WENR-TV Chicago, during a rehearsal of the show. L. to r: John E. Thompson, president, Reliable Packing Co., for Realite; Arthur H. Anderson, sales manager of Realite, sponsor; Miss Karney; Sidney Clayton, of Sidney Clayton & Assoc., Realite's agency. Advertising for the shortening product also includes radio billings.

## SELLS MODELS VIA TV

### Tough Market Gives Good Results

"INSTEAD of selecting an easy market, I deliberately set out to give it a tough test." Those are the words of Kenneth E. Harris, president and founder of the newly formed Model Building Laboratories located in Baltimore. He wanted to see if his product had the popular appeal it needed to support a national promotional effort. He soon found out.

Mr. Harris scheduled a 10-minute live TV program on WAAM (TV) Baltimore for the test. Within minutes after the show left the air the station's switchboard reportedly was overcrowded with calls requesting his product. His nameless miniature house kits were aimed at the younger audience whose response resulted in over 1,000 kits being sold.

The show demonstrated how simple the kit was to assemble and the exceptional strength it had. Due to the success of this show

in a tough market, Mr. Harris now is planning to produce a second kit, which will be a bit more elaborate than the first. Mr. Harris also says that he is now in the process of franchising dealer-manufacturing and expects to open a New York display office in the near future.

## TV SHOWING

### Hailed by Swedish Press

FIRST PUBLIC demonstrations of American television equipment in Sweden, staged in Stockholm by RCA Victor, were enthusiastically praised by the Swedish press, according to reports received last week.

Major purpose was telecasting of the Nobel Awards presentation last month, but other special programs were shown. The television crew reportedly received "the greatest possible assistance" from government bodies. Swedish newspapers described the showings as "a great success."

## KECA-TV Election

KECA-TV Hollywood film editors, a fortnight ago in a National Labor Relations Board election, voted Motion Pictures Film Editors Local 446, IATSE (International Alliance of Theatrical & Stage Employees) as their bargaining agent. The union is the first studio local to receive certification as agent for local TV station employees. Agreement, which also provided for a union shop, covers seven film cutters at the station. Contract negotiations will get underway soon, according to a union executive.

## CHICAGO TVA

### Some Agreement Reached

TELEVISION AUTHORITY and representatives of the four Chicago video stations were reaching "more areas of agreement" last week after mutual definitions of salary scales began overlapping.

Attorneys for WNBQ (NBC) WENR-TV (ABC) WGN-TV (DuMont) and WBKB (CBS) and those representing the union were concerned primarily with scales for announcers and performers on and off camera.

It was reportedly agreed by the union that additional qualifications should be added to local contracts which do not appear in the network papers, because of strictly local circumstances concerning live shows. With "more of a basis to work on," one spokesman sitting in on the twice-weekly sessions said the financial agreement has more prospect of being settled soon.

As yet, only one meeting has concerned working conditions and benefits. Once the salary schedule is agreed upon, conditions and benefits are expected to be smoothed out in short order.

A month ago the union reportedly lowered its demands about 20% from the estimated 80% of the network rates that it sought locally in Chicago. At that time, also, station spokesmen hiked fees they were willing to pay by about 25%.

Inasmuch as new areas of agreement have been arrived at, these percentages are no longer an effective measurement of where the situation stands, one station lawyer said. "We are now starting with the same premises, working upward and downward on salaries, rather than starting with opposing definitions."

## VITASCOPE

### Incorporates in California

INCORPORATION in California of newly-formed Vitascope Corp. of America for the manufacturing, licensing and servicing of new Vitascope lens device to television and motion picture industries was announced last week. The firm will headquarter at RKO-Pathe Studios, Culver City.

Chairman of the board of directors is Sol Lesser, who last year acquired patent rights to the Vitascope device invented by Frenchman Achille Pierre Dufour. Other officers are Julian Lesser, president; Barney Briskin, vice president; Sam Grudin, treasurer; Morris Pfaelzer, secretary.

New corporation now in final stages of preparation of first 35 mm. model of adapted invention which makes it possible to create any type of background or setting for a film [BROADCASTING • TELECASTING, Nov. 20, 1950]. Fred Ahern is production supervisor for firm; Clarence Slifer is technical supervisor.





**SELECTED** as chairman of the judges committee for the 1951 Sylvania Television Awards Foundation, Deems Taylor (l), noted composer-critic-commentator, accepts the position from Don G. Mitchell, president of Sylvania Electric Products Inc., who announced establishment of the awards [BROADCASTING • TELECASTING, Jan. 8]. Top honor, the "Sylvia," will be given to the program best illustrating creative television technique. Others will be awarded to individuals adjudged to have made the greatest contribution to television in writing, acting, producing and other categories during the period Jan. 1 to June 30, 1951. Judges will be asked to base selections on merit and social responsibility of programs, including commercials.

## RTMA PROTESTS

### Against TV Registration

**PROTEST** by the U. S. Government against registration of the letters "TV" in Spain was requested by Radio-Television Mfrs. Assn. in a petition filed with the Dept. of Commerce by James D. Secrest, RTMA general manager. The application was filed Oct. 20, 1950, by International Radio Television, S. A., of Barcelona, Spain.

Mr. Secrest pointed out that the letters "TV" are widely used in this country by the entire radio-television industry as an abbreviation of television and a trade mark registration in Spain or any other country would lead to confusion and embarrassment.

## EMERSON PRICES

### Increased on Five Telesets

**EMERSON RADIO & Phonograph Corp.** last week announced price increases ranging from \$10 to \$30 on five TV receivers, due to material scarcities, according to Benjamin Abrams, president of the corporation.

The five models affected are: 17 inch Table Model No. 676, from \$289.95 to list price of \$299.95; Model No. 678 (16 inch console), from \$319.95 to \$329.95; Model No. 681 (17 inch console), from \$369.95 to \$379.95; Model No. 669 (19 inch console), from \$469.95 to \$479.95, and Model No. 666 (console Television-phono-radio), from \$469.95 to \$499.95.

## DEFENSE SERIES

### Starts Feb. 4 on DuMont

**PERSONNEL** and activities of the Dept. of Defense will be spotlighted in a new official TV series, *Armed Forces Hour*, slated to debut on the DuMont Television Network, 8:30-9 p.m. Feb. 4 [CLOSED CIRCUIT, Jan. 15]. Program will be a joint public service feature, with time donated by DuMont and production facilities by WAAM (TV) Baltimore.

The series will be written and produced by the Defense Dept.'s Office of Information under general supervision of Charles Dillon, radio-TV chief, and James Caddigan, DuMont network. Program will be produced by Edward Nell, director of the department's TV section; directed by Herbert Cahan, WAAM, and written by Lt. Chester Spurgeon, U. S. Air Force, who formerly served at CBS Western Division.

tion *Ted Mack's Family Hour*, ABC-TV. Agency: Tatham-Laird, Chicago. Show scheduled to start March 25 or April 1, sharing alternate-week sponsorship with C. A. Swanson & Sons., Omaha (poultry products), same agency.

**HUDSON PULP & PAPER Co.** will sponsor *Bride & Groom* on CBS-TV, Thurs. on 27 stations, 3:15-3:30 p.m. Program also will be heard at the same time on Tues., sustaining. Agency: Duane Jones Co., N. Y.

**BEN HUR PRODUCTS, L. A.** (coffee, tea, extracts, etc.), starts *Bob Garred & the News* on 30 ABC Pacific stations, Mon., Wed., Fri., 7:30-7:40 a.m. PST, for 52 weeks. Agency: Mogge-Privett, L. A.

**FELS & CO., Philadelphia** (Falso detergent), Jan. 16 started four participations weekly on *Jack Kirkwood Show* on full 45-station Don Lee Network, Tues.-Fri., 1-1:30 p.m. PST, for 26 weeks. Agency: H. H. DuBois, Phila.

## Adpeople . . .

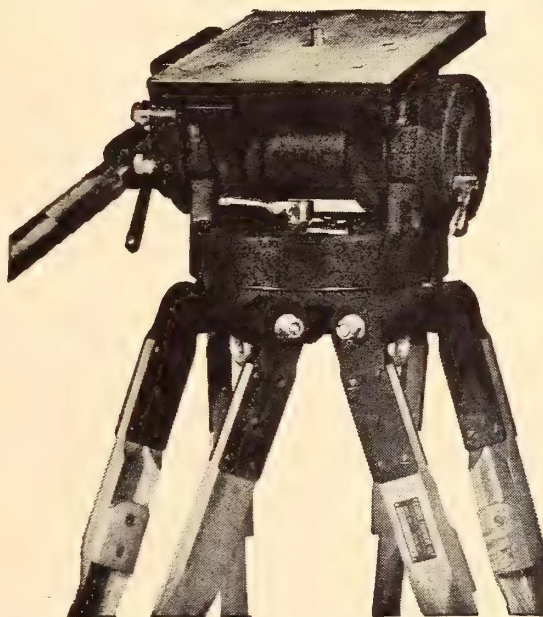
**EDWARD W. KERWIN**, manager, general traffic department Sunshine Biscuits Inc., Long Island City, N. Y., appointed vice president in charge of distribution.

**NATHAN KEATS**, director of publicity and promotion programs Brand Names Foundation Inc., N. Y., elected vice president.

# Floating Action! for all TV Cameras

## 'BALANCED' TV TRIPOD

(Pat. Pending)

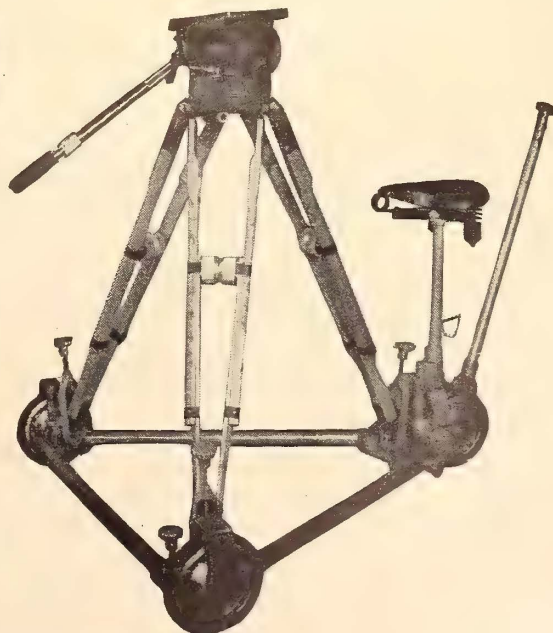


This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER  
**CAMERA EQUIPMENT CO.**  
1600 BROADWAY - NEW YORK CITY



## January 18 Applications . . .

### ACCEPTED FOR FILING

#### AM—790 kc

WQXI Buckhead, Ga.—CP change from 790 kc 5 kw-D to 790 kc 5 kw-D 500 w-N. AMENDED to request 790 kc 5 kw-D 1 kw-N.

#### License for CP

WPGW Portland, Ind.—License for CP new AM station on 1440 kc.

#### License Renewal

Request for license renewal AM station: KAWT Douglas, Ariz.; WFPG Atlantic City, N. J. (resubmitted); WDSG Dyersburg, Tenn. (resubmitted); KHIT Lampasas, Tex.; KNET Palestine, Tex.; KBPS Portland, Ore.

#### AM—1300 kc

WLIZ Bridgeport, Conn.—CP change from 1 kw D to 5 kw unl. DA-D-N.

#### License for CP

WRAY Princeton, Ind.—License for CP new AM station.

KWBG Boone, Iowa—License for CP change hours etc.

KGGF Coffeyville, Kan.—License for CP change power etc.

#### AM—920 kc

WOKY Milwaukee—CP change from 1 kw to 5 kw.

#### FM—92.3 mc

WALK (FM) New York—Mod. CP new FM station change from Ch. 294 (106.7 mc) ERP 10 kw to Ch. 222 (92.3 mc) ERP 11 kw.

#### License Renewal

Request for license renewal FM station: WNHG-FM New Haven, Conn.; WMBR-FM Jacksonville, Fla.; WLRD (FM) Miami Beach, Fla.; WGAU-FM Athens, Ga.; WJIZ (FM) Hammond, Ind.; WRXW (FM) Louisville, Ky.; WBRL (FM) Baton Rouge, La.; WFRS (FM) Grand Rapids, Mich.; WSAM-FM Saginaw, Mich.; WPPG-FM Atlantic City, N. J.; WNAO-FM Raleigh, N. C.; WLWB (FM) Dayton, Ohio; WMCN (FM) Memphis, Tenn.; WCLO-FM Janesville, Wis.; WNAF-FM Neenah, Wis.

### TENDERED FOR FILING

#### AM—1320 kc

WLS Lansing, Mich.—CP change from 1320 kc 1 kw unl. DA-N to 1320 kc 5 kw-D 1 kw-N DA-DN.

#### AM—1300 kc

WJQS Jackson, Miss.—CP change from 1400 kc 250 w unl. to 1300 kc 5 kw-D 1 kw-N (contingent on WJDX Jackson change of facilities).

#### AM—1320 kc

KSIIJ Gladewater, Tex.—CP change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

### APPLICATIONS DISMISSED

Delta Bestg. Co., Clarksdale, Miss.—DISMISSED application for CP new AM station 1230 kc 250 w unl.

Monroe Bestg. Co., Monroe, Mich.—DISMISSED application for CP new AM station 1200 kc 250 w D.

## January 19 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

Request for mod. CP for extension of completion date: KLIH Twin Falls, Ida.; WILK Wilkes-Barre, Pa.; WPRM Mayaguez, P. R.; WIOD-FM Miami, Fla.; WHAT-FM Philadelphia.

#### License for CP

WLET Toccoa, Ga.—License for CP

# fcc actions



## JANUARY 19 TO JANUARY 25

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.*

AM station to change frequency etc.  
WVSC Somerset, Pa.—License for CP new AM station.

#### Modification of CP

WLAN-FM Lancaster, Pa.—Mod. CP change ERP from 20 kw to 6.85 kw, ant. height from 375 ft. to 84 ft.

#### License Renewal

Request for license renewal FM station: KFMV (FM) Hollywood; WMMW-FM Meriden, Conn.; KBUR-FM Burlington, Iowa; WOMI-FM Owensboro, Ky.; KVOL-FM Lafayette, La.; WHFM (FM) Rochester, N. Y.; WBBO-FM Forest City, N. C.; WEAU-FM Eau Claire, Wis.

#### License for CP

KMTV (TV) Omaha—License for CP new TV station.

### APPLICATION DISMISSED

#### AM—1420 kc

Fort Scott Bestg. Co., Fort Scott, Kan. DISMISSED application for CP new AM station 1420 kc 250 w D.

## January 22 Applications . . .

### ACCEPTED FOR FILING

#### AM—1320 kc

WLS Lansing, Mich.—CP change from 1320 kc 1 kw unl. DA-N to 1320 kc 5 kw-D 1 kw-N DA-DN.

#### AM—1300 kc

WJQS Jackson, Miss.—CP change from 1400 kc 250 w unl. to 1300 kc 5 kw-D 1 kw-N (Contingent on WJDX Jackson relinquishing 1300 kc).

#### Modification of CP

WNEW New York—Mod. CP changes in AM station for extension of completion date.

WABA Aguadilla, P. R.—Mod. CP new AM station for extension of completion date.

#### License for CP

WDBO-FM Orlando, Fla.—License for CP new FM station.

#### CP to Replace CP

WCOH-FM Newnan, Ga.—CP to replace expired CP new FM station.

#### License Renewal

Request for license renewal by FM station: KLCN-FM Blytheville, Ark.; WJHP-FM Jacksonville, Fla.; WOKZ-FM Alton, Ill.; KBOA-FM Kennett, Mo.; WILK-FM Wilkes-Barre, Pa.; KDYL-FM Salt Lake City, Utah.

License for CP  
WMMI (FM) Meridian, Miss.—License for CP new noncommercial FM station.

### APPLICATION RETURNED

#### AM—1320 kc

KSIIJ Gladewater, Tex.—RETURNED Jan. 18 application for CP change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

## January 23 Decisions . . .

### BY THE SECRETARY

WGNR New Rochelle, N. Y.—Granted license for new AM station 1460 kc 500 w D.

Island Bestg. Co., Honolulu, T. H.—Granted licenses new remote pickups KA-7945, KA-7947.

Lamar Bestg. Co., Area Paris, Tex.—Same KA-7949.

Vir N. James, Salida, Col.—Same KA-4363.

Blue Bonnet Bestg. Corp., Area Fort Worth, Tex.—Same KA-7940.

Wheeling Bestg. Co., Area Wheeling, W. Va.—Same KA-6536.

Blanco Radio Co., Area Harlan, Ky.—Same KA-7968.

Vidalia Bestg. Co., Vidalia, Ga.—Same KA-9766.

Tribune Publishing Co., Tacoma, Wash.—Same KA-8149.

Lewistown Bestg. Co., Lewistown, Pa.—Same KA-6414, KGB-233.

Peninsular Bestg. Co., Coral Gables, Fla.—Same KA-8138.

Richmond Newspapers, Inc., Richmond, Va.—Granted mod. license to add frequencies 26.19, 26.29 mc to 26.39 mc KA-5562.

Following granted mod. CPs for extension of completion dates to dates shown: WLAV-FM Grand Rapids, Mich., to 3-16-51 (cond.); KSTP-FM St. Paul, Minn., to 8-12-51; WJBY-FM Gadsden, Ala., to 4-15-51 (cond.); KFOX-FM Long Beach, Calif., to 4-1-51; WISC-FM Madison, Wis., to 6-8-51; WKVM-Arecibo, P. R., to 4-15-51; cond.

KDLA DeRidder, La.—Granted license new AM station 1010 kc 1 kw D.

WNXT Portsmouth, Ohio—Granted mod. CP change type trans.; cond.

WPAT Paterson, N. J.—Granted license to use old trans. for aux. purposes with power of 1 kw.

KYMA Yuma, Ariz.—Granted license new AM station 1400 kc 250 w unl.

WVEC Hampton, Va.—Granted license change frequency etc.; 1490 kc 250 w unl.

WKRO Cairo, Ill.—Granted license install new trans.

WVOK Birmingham, Ala.—Granted license use old trans. for aux. purposes with 10 kw. Granted license increase power etc. 690 kc 50 kw DA-D.

WXRC Buffalo, N. Y.—Granted license new FM station Ch. 277 (103.3 mc) ant. 230 ft.

WEVC (FM) Evansville, Ind.—Granted mod. CP change trans. FM.  
WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 3-21-51; cond.  
KUGN-FM Eugene, Ore.—Same to 4-18-51.

WIS-FM Columbia, S. C.—Granted license new FM station Ch. 233 (94.5 mc) 1.3 kw ant. 270 ft.

WMFG Hibbing, Minn.—Granted CP install new trans.

KRE-FM Berkeley, Calif.—Granted mod. CP for extension of completion date to 2-12-51.

KUKI Ukiah, Calif.—Granted license new AM station 1400 kc 250 w unl.

KSEY Seymour, Tex.—Same 1230 kc 100 w D.

KOLS Pryor, Okla.—Same 1570 kc 250 w D.

KBOE Oskaloosa, Iowa—Same 740 kc 250 w D.

KNOE Monroe, La.—Granted license change frequency etc. 1390 kc 5 kw-DA-N unl.

KENO Near Las Vegas, Nev.—Granted license change frequency etc. 1460 kc 1 kw unl. DA-N; cond.

WFMD Frederick, Md.—Granted license to increase power etc., change studio location (930 kc 1 kw DA-N).

WEIM Fitchburg, Mass.—Granted license change frequency etc. DA-D-N etc., (1280 kc 1 kw DA-D-N).

WATH Athens, Ohio—Granted license new AM station 1540 kc 1 kw D.

KASM Albany, Minn.—Same 1150 kc 500 w D.

WHLA Madison, Wis.—Granted license new noncommercial educational FM station—Chan. 212 (90.3 mc) 39 kw ant. 840 ft.

WERS Boston—Granted license for changes in noncommercial educational FM station Chan. 205, (88.9 mc) 330 w ant. 45 feet.

KHBL Plainview, Tex.—Granted license new noncommercial educational FM station 88.1 mc 10 w.

KCOR San Antonio, Tex.—Granted CP install old trans. as alternate main trans. for N use on 1350 kc 1 kw DA-N; cond.

KOOK Billings, Mont.—Granted mod. CP change studio location; cond.

KOLJ Quanaah, Tex.—Granted mod. CP for approval of ant., trans. and studio locations.

WRIC Richlands, Va.—Same.  
American Colonial Bestg. Corp., Arecibo, P. R.—Granted mod. CP for extension of completion date to 3-15-51 KA-5136, WWA-200.

WXEL (TV) Parma, Ohio—Granted mod. CP for extension of completion date to 8-4-51.

WOR-TV New York—Same to 4-15-51.

WHAM-TV Rochester, N. Y.—Same to 8-4-51.

### FCC Correction

In report of Jan. 17, item relating to WLIN Merrill, Wis. is corrected to read: WLIN Merrill, Wis.—Granted CP to replace expired CP to change from 730 kc 1 kw D to 550 kc 1 kw unl. DA-N.

## January 23 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

Request mod. CP for extension of completion date AM stations: KWBB Wichita, Kan.; WIVI St. Croix, V. I.

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-51.

### APPLICATION RETURNED

#### AM—1220 kc

Voice of Birmingham, Birmingham Ala.—RETURNED Jan. 22 application for CP new AM station on 1220 kc 1 kw D (Contingent on WEDR Birmingham relinquishing 1220 kc).

## January 24 Decisions . . .

### ACTIONS ON MOTIONS

By Comr. Paul A. Walker  
David M. Baltimore, Scranton, Pa.—Granted continuance of hearing sched.

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BROADCASTING STATION

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## E. C. PAGE

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ship interests and make changes in staffing arrangements.

The Central Ohio Bestg. Co., Galion, Ohio—Granted amendment of application to specify revised financial data relating to construction and operation of proposed station.

Seranton Radio Corp., Seranton, Pa.—Granted amendment of application to specify new trans. site and show revised engineering data, and for removal of application, as amended from hearing docket.

Don Lee Bestg. System, San Francisco—Granted extension of time to Feb. 12, to file opposition to petition of Television California to dismiss its application.

By Examiner Fannery N. Litvin

KVOL Lafayette, La.—Granted amendment its application to change proposed ant. height from 184 ft. to 238 ft.

WXKW Albany, N. Y.—Granted request that transcript of testimony in proceeding re petitions of WHDH Boston and KOA Denver and its application be corrected.

By Examiner H. B. Hutchison

FCC Acting General Counsel—Granted request that transcript in proceeding re application of Howard R. Ward, Bowling Green, Ohio, be corrected.

By Examiner J. D. Bond

KXRN Renton, Wash.—Granted continuance of hearing in proceeding upon its application from Jan. 17 until further order

By Examiner Elizabeth C. Smith

Easton Pub. Co. Easton, Pa., and Allentown Bestg. Corp. Allentown, Pa.—Ordered that hearing be set March 5 in Washington.

By Examiner Leo Resnick

KOPR Butte, Mont.—Denied petition for continuance of further hearing in proceeding re application and that of KFSD Nampa, Ida. Further hearing set Jan. 24 in Washington.

By Comm. Paul A. Walker

FCC General Counsel—Granted extension of time to Feb. 26 to file exceptions to Initial Decision on applications of Lakeland Broadcasting Corp., and John R. Tomek, both Wausau, Wis.

By Examiner H. B. Hutchison

WGEV Charleston, W. Va.—Granted extension of time until Mar. 24, to file proposed findings re applications of WGEV and WCAW Charleston.

## January 24 Applications . . .

### ACCEPTED FOR FILING Modification of CP

KJEF Jennings, La.—Mod. CP new AM station change from 1290 kc 500 w D to 1290 kc 500 w unl. DA-N. AMEND-ED to make changes in DA.

AM—1350 kc

WSMB New Orleans—CP change DA-N to DA-DN

AM—860 kc

WOAY Oak Hill, W. Va.—Mod. CP increase power from extension of completion date to time when 860 kc is vacated by WFHG Bristol, Va.

License for CP

KRMG Tulsa, Okla.—License for CP increase nighttime power.

License Renewal

WLET Toccoa, Ga.—License renewal AM station.

Modification of CP

Request for mod. CP for extension of completion date FM station: KCBS-FM San Francisco; WISN-FM Milwaukee.

### APPLICATION RETURNED

WICA Ashtabula, Ohio—Returned application new TV station Jan. 18 because of discrepancy in dates.

(Continued on page 87)

led Jan. 22, to Feb. 26, in Washington in proceeding on application.

FCC General Counsel—Granted extension to Jan. 25 to file exceptions to Initial Decision issued on application of KGBS Harlingen, Tex.

WAGA Atlanta, Ga.—Granted dismissal without prejudice of its application.

KIWW San Antonio and Winter Garden Bestg. Co., Crystal City, Tex.—Granted amendment of KIWW application to specify 1400 kc 250 w unl., in lieu of 1240 kc 250 w unl., and for removal of KIWW application, as amended, from hearing docket; FCC removed Winter Garden application from hearing.

Lawton-Ft. Sill Bestg. Co., Lawton, Oklahoma—Granted amendment of application, to effect changes in partner-



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## Help Wanted

### Managerial

Midwest company operating network affiliated television and radio properties has opening for assistant general sales manager. Opportunity in local and national sales points to excellent future. State qualifications, background and earnings fully in first communication. Write Box 634H, BROADCASTING.

Station manager for thousand watt daytimer in good sized southern market. Need solid, experienced man capable of operating station efficiently and selling in competitive market. Send details and references. Box 652H, BROADCASTING.

General manager-sales manager desired for 250 watt station in excellent central coast California market. Station now run down, needs conscientious effort of combination manager and sales who can take part in community life. Should be family man, with strong commercial background. Will pay \$350 per month plus over-ride on all sales. Send photo and full particulars with references. Box 658H, BROADCASTING.

Radio station manager. Somewhere in the U. S. A. is a topnotch station manager, who has proven his ability to take a medium sized independent and make it pay, who would like to work and live in Florida. Our station, located in a rapidly growing city, will pay the right man a reasonable salary and give him a liberal share of the profits he creates. Write Box 659H, BROADCASTING.

General manager wanted to replace present manager going back into the service. Wonderful opportunity for right man. Full qualifications first letter. Must be able to start March 1st. Write: Al Tedesco, General Manager, WKLK, Cloquet, Minnesota.

Station WVOM, 5000 watt Boston independent, seeks commercial manager and two salesmen immediately. These are top jobs for top men. Earnings unlimited. Apply 1 Harvard Street, Brookline 46, Mass. All replies in confidence.

### Salesmen

1000 watt Connecticut station wants experienced salesman who can sell! Good opportunity for ambitious man. Box 672H, BROADCASTING.

Time salesman—Preferably one who can announce. Good situation for talented young man. Send full particulars to Jim Duncan, KSIL, Silver City, N. M.

### Announcers

Staff announcer, network affiliate. \$50 week. Send detailed letter only. Box 561H, BROADCASTING.

Wanted. Combination announcer-engineers with a first class ticket. Starting pay \$75 per week. 40-hour week. Answer immediately. Box 601H, BROADCASTING.

Group of small market stations in east anticipates several announcer vacancies soon due to draft. Full details first letter to Box 626H, BROADCASTING.

Minnesota station needs an experienced announcer with a first class ticket. Car necessary. Good salary for a good man. Send reply to Box 655H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Permanent job, advancement, can earn talent for shows for Liberty Network. Excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. Box 662H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 679H, BROADCASTING.

## Help Wanted (Cont'd)

Immediate opening for experienced announcer with first phone ticket. Long on announcing. Midwest network, single station market. Box 681H, BROADCASTING.

Wanted: Staff announcer, immediately. Better than average station. Excellent town. Music production important. Reply immediately to Manager, KAYL, Storm Lake, Iowa.

Announcer-engineer: Emphasis on announcing and news casts. Send full details, draft status and audition. KCOG, Centerville, Iowa.

Old established NBC affiliate in important northwestern market seeks two good announcers for its staff. New studios. New transmitter soon, increasing power to 5000 watts. Wants personable, all-round man especially good on disc shows; and an all-round man specializing in good, listenable news delivery. Pay above average for market. Send disc, background and photograph to Jim McKibben, Program Director, KIDO, Boise, Idaho.

CBS affiliate needs young night DJ who programs selling music. Finest staff anywhere. Best living standards. If your background stands investigation, letter, picture, audition. Good draft status necessary. Grow with expanding station. KIRO, Grand Forks, North Dakota.

Rocky Mountain ABC affiliate desires good combo man with first phone. Send disc, photo and particulars. John R. Bailey Jr., Manager, KVOC, Casper, Wyo.

Draft Exempt man capable working under minimum supervision, desiring locate permanently in pleasant position. Salary commensurate with abilities. Handle remote studios broadcasting 3½ hour block daily. Contact S. Sander, KWBG, Boone, Iowa.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Combination announcer-engineer wanted for excellent southern Mutual outlet. Must have first phone license with emphasis on announcing. Excellent working and living conditions. Send tape or disc, references and photo with first application. Apply to Radio Station WHTB, Talladega, Alabama.

5000 watt ABC affiliate wants good, experienced announcer, strong on production and able to work well with good staff. Please furnish details of experience, audition disc and salary requirements to Mr. Bob Provence, Program Director, WKNA, Charleston, W. Va.

Experienced announcer, good deep voice. Send personal data and audition disc with application. If applicant has sales experience it would be to his benefit financially. Write WMIX, Mt. Vernon, Illinois.

Announcer-engineer. Good salary for experienced man. Will train inexperienced. Write, wire, or call Hal King, WPKE, Pikeville, Kentucky.

### Technical

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Need first phone operator for 1 kw independent Texas station. Give draft status, age and references. Box 545H, BROADCASTING.

Transmitter-studio operator; no announcing; progressive station. Eastern city. Full details. Box 637H, BROADCASTING.

## Help Wanted (Cont'd)

Wanted—Two combo engineer-announcers. Accent on announcing. Box 680H, BROADCASTING.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Wanted: Licensed operator to operate consoles, recorders, remotes. Write WEBQ, Augusta, Georgia.

Engineer with first class ticket. Experience unnecessary. You can sit on your fanny 40 hours and draw \$50.00. Just give a week's notice before you leave. No drinkers need apply. WEBJ, Brewton, Alabama.

Licensed operator: Transmitter duty. Opportunity to learn. Contact immediately by letter or phone. Station WENT, Gloversville, New York.

Engineer-announcer needed at once. Call, wire or write Tom Hay, Manager, Radio Station WMOC, Covington, Georgia.

First phone operator wanted immediately. No experience necessary. Employment permanent. Reply immediately to Radio Station WNNC, Newton, N. C.

### Production-Programming, others

Copywriter-woman preferred. Send photo, copy and disc. State salary. Box 453H, BROADCASTING.

Copywriter with ideas. Some announcing. Send samples work. Box 543H, BROADCASTING.

Wanted: Female experienced radio writer to assist retail radio and TV director. Write full qualifications. Box 635H, BROADCASTING.

Wanted: Farm director-announcer. Excellent salary. Send disc, photo, WVOT, Wilson, N. C.

Ralston Purina Company has an opening for a man 26 to 35 to work as radio promotion man. College degree and some experience in radio work is necessary, a rural background helpful. Work will be with radio stations to help merchandise programs and helping to supervise production of radio shows, etc. Headquarters in St. Louis, considerable travel involved. To apply, write F. E. Heacock, Ralston Purina Co. giving complete qualifications.

## Situations Wanted

### Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager. Presently employed manager with excellent management record in small market stations looking for opportunity in Ohio market. Thorough all phases. Accent on sales and programming. Married, draft exempt veteran. Box 443H, BROADCASTING.

Ten years experience in all phases station operation, seeks managerial post. Box 587H, BROADCASTING.

Manager-engineer presently employed desires change to a new or more progressive station. Can handle your problems in a manner that puts money in the bank. Thoroughly experienced all phases. Maximum profits from a minimum efficiently administered budget. 13 years radio. Not a wonder boy with illusions of grandeur. Box 650H, BROADCASTING.

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anywhere. Box 670H, BROADCASTING.

## Situations Wanted (Cont'd)

Desire permanent managers job in southeast. Four jobs since 1936. Presently employed. Reply 317 Revel Drive, Florence, S. C.

### Salesmen

Let's face facts! I am in my early thirties. Have reached the peak in sales where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. Box 403H, BROADCASTING.

Hard hitting salesman or commercial manager. Available two weeks notice. Go anywhere for right kind of proposition. Box 623H, BROADCASTING.

### Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-rated sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play in sports-minded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Lazy, good for nothing announcer. Two years loafing. Single, 26. Box 549H, BROADCASTING.

Experienced announcer-writer, presently employed with a 250 watt station seeks re-employment. For further information contact through Box 556H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Announcer, newscaster, copywriter, experienced, married with family. Draft exempt. Box 568H, BROADCASTING.

Experienced announcer have worked in large market areas. Interested permanent position with progressive station east only, draft exempt. Box 573H, BROADCASTING.

Announcer, experienced, specialty news, music from pops to classical. Draft exempt. Box 574H, BROADCASTING.

Sportscaster. Topflight rating. Fully experienced live and recreation baseball. Desire AA or higher baseball affiliation. Draft free. Available '51 season. Currently employed. Top references. Personal interview. Box 620H, BROADCASTING.

Announcer, college graduate, veteran. Two years experience in New York metropolitan area. Strong on commercials, DJ, news. Box 621H, BROADCASTING.

Announcer, draft exempt. Age 30 single. Thoroughly trained with console experience. Will travel. Disc or request. Excellent references. Box 622H, BROADCASTING.

West Coast? Experienced staff announcer, bass voice, versatile. First phone. Write Box 624H, BROADCASTING.

Announcer-engineer. Accent announcing. 3 years experience. All type shows. Box 625H, BROADCASTING.

Announcer presently employed, desires advancement. 29, family, 3 years experience. College graduate, undraftable. I'll do a good job for you. Box 627H, BROADCASTING.

Draft exempt, experienced all-round staff announcer wants to locate in midwest. Has own live western show. Photo, disc, references available. Box 631H, BROADCASTING.

AM-TV announcer, eleven years experience. Background, e.t.s and picture available. Interested permanent position only. Box 632H, BROADCASTING.



### Situation Wanted (Cont'd)

**Competent announcer**, immediately available. Seven years experience well operated stations. Draft exempt college graduate, age 32. Accent on music, news, commercials. Good voice, clean delivery. Emphasis on neat production and showmanship not dependent on tricks or gimmicks. A definite asset to a station which requires intelligence and good taste. Have disc with news and commercials, or if you prefer, disc with material of your selection. Box 629H, BROADCASTING.

**Experienced staff announcer**, disc jockey, console operator. Photo, disc, usual notice. Box 633H, BROADCASTING.

**Announcer**, 1st phone, some copywriting, willing worker, employed 1 1/2 years, making \$60. Car, draft exempt, 24 years, send complete offer. Box 636H, BROADCASTING.

**Announcer**, draft exempt, limited experience. Good news, DJ, some sports, very good background, would appreciate first real opportunity. Vet, married. Box 641H, BROADCASTING.

**Announcer available**. Well versed in all phases of radio and TV. Ten years background. Box 643H, BROADCASTING.

**Experienced announcer** wants job with progressive station. Has seven years experience in all phases. Trained in TV, morning man, special events, audience participation, comedy, emcee, 29 years old, married, will travel, wants to settle. Write Box 644H, BROADCASTING.

**Announcer**, draft exempt, married, experience all phases, permanent location. Disc, details. Box 645H, BROADCASTING.

**Announcer**, two years experience, draft exempt. All-round man with good voice. Can handle board. Hard worker. References. Box 647H, BROADCASTING.

**Announcer**, 8 years experience including production and programming. 35, single, program director or announcer. Southern or western states. Box 649H, BROADCASTING.

**Announcer** desires permanent position, future, married, draft exempt, will travel, experienced, programming, traffic, service, console, write own copy, details Box 646H, BROADCASTING.

**Baseball announcer**, one of midwest's best. Experienced major league recreation, minor league live. Locate midwest or east. Box 651H, BROADCASTING.

**Sports director** of net affiliate looking for change. Accurate and lively play-by-play baseball, football, basketball. Ready for baseball season. Box 653H, BROADCASTING.

**Experienced announcer**, draft exempt. Operate board. Personal audition within 150 miles N.Y.C. Box 654H, BROADCASTING.

**Sports wanted**, beginning baseball. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 28, three children, college. Permanency primary. \$100. Box 660H, BROADCASTING.

**Spanish announcer**, control board. AFRS background, single, veteran, draft exempt. Latin American disc jockey. Box 663H, BROADCASTING.

**Disc jockey negro**. Able to capture negro audience. Wealth of sales and promotion experience. Draft exempt. Box 664H, BROADCASTING.

**Announcer-salesman-continuity writer**. Limited experience. Seeks opportunity. Married veteran. Draft exempt. Box 665H, BROADCASTING.

**Staff announcer**, 24, 2 college degrees, extensive training all phases announcing and news casting at Radio City. Pleasing voice, can write, veteran, will travel. Disc available. Box 666H, BROADCASTING.

**Announcer** seeks initial job. Draft exempt. College grad. Travel west. Box 667H, BROADCASTING.

**Announcer**: Vet, one year Army announcer, college grad, radio speech school, work board. Disc, resume. Box 668H, BROADCASTING.

**Announcer**, specialty news, 6 years experience, presently employed, seeks better position, metropolitan market only. Box 674H, BROADCASTING.

**Announcers and writers**, thoroughly trained and mike mature trained on Gates and RCA equipment. Pathfinder 1222-A Oak Street, Kansas City, Missouri.

### Situations Wanted (Cont'd)

**Seven years radio experience**, three of that announcing. Married, draft exempt veteran. Emphasis on music. Want musical directorship with local station or staff position with regional station. Capable of all control, remote and tape operations. Details, references and disc upon request. Will consider southern station only. Donn Harling, 3025 Carondelet, New Orleans.

**Any major area**, please contact immediately, versatile, show business wise, singing disc jockey. Eddie Cantor reference on record available. 2 1/2 years experience. Worked two years in two million pop area, Tidewater Virginia. Further references? Call any number in that area. Eddie Lambert, 1029 49 Street, Brooklyn 19, N. Y. Ulster 3-6280.

**Colored announcer** trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

**Need a good woman announcer?** Have low voice that sells. Experience women's shows, record shows. College graduate. Disc on request. 401-N Main, Cullman, Alabama.

### Technical

**First phone, studios, transmitters**, complete offer please. Box 410H, BROADCASTING.

**First phone**, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

**Chief engineer** with top engineering talent and executive ability backed by years of experience in all branches of broadcast engineering seeking employment by good progressive station. Box 594H, BROADCASTING.

**First phone**, vet, worked 1 kw, opportunity to learn, east coast. Box 673H, BROADCASTING.

**Chief engineer**: Twelve years experience all phases. New construction a specialty. Married, draft exempt. Excellent references. Box 675H, BROADCASTING.

**Ham**, first phone telegraph. Married, car, experienced. Disabled, exempt. Denver dry climate or east. Steady only. S. Giammanco, 275 High St., Newark, N. J.

**Experienced engineer** desires position in Florida or southern states. 18 months experience AM and FM with power up to 5000 watts. Have also worked with Army equipment. Charlie Reagan, Box 472, Newnan, Ga.

**Experienced engineer** desires position with progressive station. Top references. Draft proof. Available now. Box 676H, BROADCASTING.

**Technician**, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32. Single. Available quickly. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

### Production-Programming, others

**Draft exempt**. Talent rich: Two young writers experienced in television, radio, theater, and newspaper. Seeking opportunity. Box 509H, BROADCASTING.

**Gal Friday**. Broadcasting and secretarial work, continuity writing. Air and office experience. New York area, Connecticut, New Jersey. Box 550H, BROADCASTING.

**Female plowhorse** with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

**Newsman**: Best Hoopers, saleable ideas, and ten years experience in radio news gathering, writing, editing. Box 588H, BROADCASTING.

**Program director**: Six years commercial radio, three as program director. Sales, announcing, copy traffic background. Married, permanent. Programs designed with sales in mind. Box 638H, BROADCASTING.

**Girl Friday**: Continuity, women's shows, secretarial. Excellent references. Progressive station. Box 657H, BROADCASTING.

### Situations Wanted (Cont'd)

**Program director**, 24, single, now employed, desires change, 3 years announcing experience, 1 year program directing, same station for past two years. Prefer position in Carolinas or Virginia as program director or announcer or both. All-round experience with Mutual and independents. Veteran, draft exempt. Have car. Congenial, clean habits. Box 677H, BROADCASTING.

**Missouri program director**, continuity, sales, almost three years experience locals, veteran. Box 682H, BROADCASTING.

**Program director**, music librarian, announcer, 2 1/2 years experience. Best references, draft exempt. Available immediately. Minimum \$65. Sam McLaughrey, 8521 S. Loomis Blvd., Chicago. TRiangle 4-1459.

### Television

#### Announcers

**Someone must need this background**: Announcing, acting (radio, TV, stock, wide range parts), writing, packaging, directing. Media promotion, sales. Northwestern speech degree. Wife, two children, car, all able to move. Good draft status. Age 29. Top references. Box 656H, BROADCASTING. • TELECASTING.

#### Technical

**Draft deferred**. Graduate television engineer desires station work. Understands and handled RCA cameras and link. Any location. Box 565H, BROADCASTING. • TELECASTING.

#### Production-Programming, others

**Ready to put into production** original show ideas that can get sponsors for you. Two years experience in television production plus competent directorial ability. Offering an excellent potential as a high caliber producer-director for the progressive station. 30, married, top references. Box 567H, BROADCASTING. • TELECASTING.

**Sales conscious TV producer** and idea man now in too-limited local situation seeks opportunity demanding creative endeavor with a commercial outlook. Thoroughly familiar with industry's technical capacities as applied to programming. Simplified visual aids and effects a particular specialty. Box 639H, BROADCASTING. • TELECASTING.

### For Sale

#### Stations

**For sale**. 1000 watt, fulltime, AM station. Network affiliate. Located in industrial New England city. Established over 25 years. Principals only apply. Box 548H, BROADCASTING.

**All part southern** 250 watt Mutual station, town 10,000. Box 608H, BROADCASTING.

#### Equipment, etc.

**RCA field intensity meter** type 308-A. Frequency range 120-18000 kc. Complete with three loops and power supply. Excellent condition. \$900. KFNH, Shenandoah, Iowa.

**Two RCA 44 senior velocity microphones**, like new, just overhauled and refinished by RCA, \$75 each. Three Western Electric 9A heads, arms and equalizers complete, \$60 each. KOWH, Omaha, Nebraska.

**For sale**, 3 kw Federal FM transmitter, or will trade for 1 kw AM transmitter. Also for sale, RCA 250 watt AM transmitter and RCA limiting amplifier. Frank B. Ridgeway, Director of Engineering, WEBR Inc., Buffalo.

**TV A-1 condition**, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

**For sale**—Collins 1 kw transmitter; also Western Electric 1 kw transmitter; one self-supporting tower. All now available because we've changed power and transmitter site. Bargain for immediate delivery, f.o.b., Albany, N. Y. Jim Healey, WOKO, Albany, N. Y.

**Gates BC-1-F transmitter** and monitors. GE 1 kw FM transmitter and audio facilities, tape and disc records. WOPT-AM & FM, Oswego, N. Y.

**Model 210A Hewlett-Packard** square wave generator, never unwrapped, in original factory wrapping, \$112.50. Make check payable to: L. L. Flinn, 109 Fairview, Houston, Texas.

### For Sale (Cont'd)

**Federal 109A modulator** and frequency control unit, good condition. Price \$500.00. George Tate, Box 1499, Greenville, S. C.

**Have several used guyed Wincharger towers** will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

### Wanted to Buy

#### Stations

**Radio station wanted**. Experienced radio executive wishes to purchase outright or take controlling interest entailing management and operation of small station. No brokers. Write full details in first letter. Box 669H, BROADCASTING.

#### Equipment, etc.

**Wanted**, used 250 watt transmitter, good condition, also interested used console. Box 628H, BROADCASTING.

**Wanted**: Complete equipment for new 250 watt. Need everything. Box 630H, BROADCASTING.

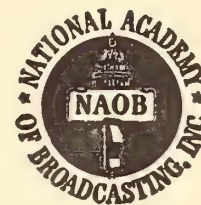
**Complete equipment** in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

**Do you have a 200 to 250 foot self supporting tower** which you must take down and remove? If so, we will dismantle tower for the material which it contains. Please advise make, height and tower location. Box 648H, BROADCASTING.

**Equipment for 250 watt station**. Box 678H, BROADCASTING.

**Late model console**, prefer Raytheon RC-11 or Collins. Let us know what you have. Contact R. C. Friend, KRDU, Dinuba, California.

**Wanted to buy**: Console for AM student radio station. Single studio equipment suitable. KUOI, University of Idaho, Moscow, Idaho.



## STATION MANAGERS!

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Washington 10, D. C.

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3338—16th St., N.W.  
Washington 10, D. C.

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City..... State.....



## Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

## Situations Wanted

### Managerial

#### 18 YEARS EXPERIENCE AVAILABLE

—As manager or sales manager of network station in city of 100,000 or larger.

Eight years in local sales with 5000 watt station. Eleven years with top New York national station representative, from which position have just resigned.

42; married; college graduate.

BOX 671H, BROADCASTING

## Television

### Technical

#### TV CHIEF ENGINEER

Wide experience TV station design, construction and operation including network and color. Large metropolitan station background. Topflight engineer and department executive. This man is not cheap but knows how to save your money in large pieces. Availability can be arranged. Box 555H, BROADCASTING • TELECASTING.

## For Sale

### Equipment, etc.

#### TOWER FOR STATION INTEREST

Have new tower with lighting. Will install for stock or interest in going station or C.P.

BOX 683H, BROADCASTING

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model BT-5-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

## 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

331 S. W. 12th • PORTLAND, OREGON

SRT • SRT • SRT • SRT • SRT

### SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

#### COURSES

ANNOUNCING • ACTING  
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of

Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

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## Employment Service

### EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

## Employment Service (Cont'd)

### EXPERIENCED ? ? ?

Combination, announcing, sales or engineering. If you would like to work in the great southwest . . . pick your preferred locale . . . there may be a well paying opening for you now or in the near future.

Perry-Sabin Company

P. O. Box 8147, Albuquerque,  
New Mexico

## Miscellaneous

### OPPORTUNITY

For men with experience as radio announcers!

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

## MERIT AWARDS

### Give to 15 RCA Employees

FIFTEEN employees of RCA received the Award of Merit, the company's highest honor for salaried workers, for their contributions in 1950.

The group included:

Robert N. Baggs, of Haddonfield, N. J., manager of sales and advertising, RCA Service Co.; John Q. Cannon, of Riverton, N. J., counsel for home instrument and distribution activities; Nicholas J. Capello, of Haddonfield, N. J., manager of the labor relations section of the Camden plant; Edwin J. Conway, of Monticello, Ind., plant manager; Whitney L. Garrett, of Chicago, sales representative for RCA tubes and components; Karl E. Glander, of Indianapolis, manager of RCA Victor records' inventory control; Charles T. Miller, of East Orange, N. J., superintendent of parts preparation at the Harrison tube plant; Rocco A. Palese, of Camden, N. J., production control clerk; Dr. George R. Shaw, of Verona, N. J., chief engineer of the tube department; Douglas Y. Smith, of Lancaster, Pa., plant manager of the tube plant; Theodore A. Smith, of Philadelphia, assistant general manager of the RCA Engineering Products Dept.; Fred B. Stone, of Haddonfield, N. J., home instrument engineer; James M. Toney, of Philadelphia, director of public relations; James Wasson, of Audubon, N. J., manager of receiving, warehousing and shipping in the Camden plant.

## Affirms Denial

DENIAL of license to KENE Belen, N. M., to cover its permit for new station facilities of 250 w fulltime on 1230 kc, has been affirmed by FCC since no opposition to a hearing examiner's initial ruling was received. The FCC action was based on alleged transfer of control without approval. FCC indicated the applicant did not present any evidence at the hearing.

## KID CHANGE BID

### Litvin Again Favors Grant

REAFFIRMING an earlier initial decision, FCC Hearing Examiner Fanney N. Litvin has recommended a grant of the application of KID Idaho Falls, Ida., to switch from 5 kw day, 500 w night on 1350 kc to 5 kw day, 1 kw night directional, on 590 kc.

The earlier ruling, upon petition of the FCC's general counsel and WOW Omaha, had been remanded to the examiner for further hearing "for the purpose of receiving appropriate evidence as to the populations and areas now receiving service from Stations KSUB (Cedar City, Utah) and WOW which would receive interference from the operation of Station KID . . . and other services available thereto." The new decision indicated KID has proposed a new directional array which eliminated the issue of conflict with WOW.

The examiner found 23,954 persons in an area of 6,400 sq. mi. would receive their first primary daytime service and 831 persons in an area of 29.5 sq. mi. would receive their first primary nighttime service from the new KID operation. This was found to "greatly exceed" the 379 persons in an area of 172 sq. mi. which get their only primary nighttime service from KSUB but would be deprived of it if the KID bid were granted.

## FARM MEET

### WSJS Good Will Builder

HAROLD ESSEX, vice president and managing director, WSJS Winston-Salem, N. C., is mighty proud over the way the station-sponsored First Annual Piedmont Farm and Home Conference Jan. 20 turned out [BROADCASTING • TELECASTING, Jan. 15]. Gov. W. Kerr Scott opened the conference, aimed by WSJS at emphasizing the station's service to farmers. More than 1,200 farmers attended.

Harvey Dinkins, WSJS farm service director, played the role of host. The conference received cooperation of state agriculture leaders and civic officials and built up much good will for the station.

## Gillin Memorial

MEMORIAL room to be named after the late John J. Gillin Jr., at St. Joseph's Hospital, Omaha, Neb., is nearing completion. WOW Omaha reported last week. Funds for re-decorating and re-furnishing the room were contributed by hundreds of Mr. Gillin's friends after his death last July. New furniture is in 18th Century mahogany. Room also will consist of a plastic tile floor, new bath facilities and drapes. Mr. Gillin, who was president of Radio Station WOW Inc., spent many days during the last years of his life at St. Joseph's Hospital.

### Carolina \$90,000.00

A well established independent facility covering a large and rich area in the Carolinas. Always profitable this station is showing an excellent return on the sales price. Fixed assets are above average and valuable real estate, cash and accounts receivable are included in the sale of 100% of stock.

### New England \$45,000.00

Controlling interest in an attractive fulltime property located in a well known New England market. This is the only station in the city and offers a good radio operator or partners an outstanding opportunity. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

### BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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James W. Blackburn  
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Sterling 4341-2

CHICAGO

Harold R. Murphy  
360 N. Mich. Ave.  
Randolph 6-4550

SAN FRANCISCO

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



# fcc roundup

New Grants, Transfers, Changes, Applications



## WICA SUIT

### Station Action Hit

THE U. S. District Court for the District of Columbia ruled a fortnight ago that an agreement made by Washington counsel for WICA Ashtabula, Ohio; WWSW Pittsburgh, and WEBR Buffalo may not be the subject of a law suit in Washington courts.

The stations are not "doing business" in Washington, the court held.

WICA had sued WWSW and WEBR for \$18,425 which it claimed was still due under an agreement in which, WICA said, the other stations agreed, through their attorneys to reimburse WICA for the additional cost of a four-tower directional array to permit all three stations to operate on 970 kc [BROADCASTING • TELECASTING, Sept. 18, 1950].

The Ashtabula station, represented by Attorney Eliot Lovett, served the papers on Attorneys Louis G. Caldwell, representing WEBR, and Paul M. Segal, representing WWSW. Nicholas J. Chase and Harry M. Rubin Jr., representing WEBR and WWSW in the suit, filed a motion to quash service of process against Messrs. Caldwell and Segal, and the court granted the motion on Jan. 17.

## Campbell Resigns

PATRICK W. CAMPBELL, vice president in charge of stations relations for Don Lee Broadcasting System, Hollywood, since 1943, has resigned effective Feb. 1. He will vacation in Honolulu before announcing future plans. Before joining Don Lee he organized the West Coast office of World Broadcasting System, in 1932, and was general manager for 11 years. Prior to that Mr. Campbell was associated with motion pictures and the stage.



Mr. Campbell

## New 'Pitch'

NEW RECORDED version of "Mitch's Pitch," sales talk carried to the industry by Maurice B. Mitchell while director of BAB, will become a monthly service of Associated Program Service, New York, of which Mr. Mitchell is now vice president and general manager. To be used as a focus of individual station sales clinics, the new "pitch" will say things "frequently too blunt for owners and managers to say" and present "guest experts" in various merchandising fields in order of their timeliness, APS reported.

## Box Score

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,238	2,214	108		268	138
FM Stations	676	510	181	1*	11	6
TV Stations	107	59	48		377	171

\* On the air.

## Docket Actions . . .

### FINAL DECISIONS

Suffolk Bestg. Corp., Patchogue, N. Y.—Adopted final decision granting new AM station, 1370 kc, 500 w day; engineering cond. Decision Jan. 23.

Patchogue Bestg. Co. and Mid-Island Radio Inc., Patchogue, N. Y.—Adopted final decision granting new AM station on 1580 kc with 250 w day to Patchogue Bestg. Co. and denying bid of Mid-Island Radio for same facilities. Decision Jan. 23.

KPMO Pomona, Calif.—Announced decision granting license renewal and assignment of license from Myron E. Kluge and Dean H. Wickstrom d/b Valley Bestg. Co. to Dean H. Wickstrom and Warner H. J. Sorenson d/b Valley Bestg. Co. (Comrs. Coy, Webster, Jones and Sterling participating, Chairman Coy dissenting). Decision Jan. 25.

KWIK Burbank, Calif.—Affirmed order of Dec. 14, 1949, revoking license of Burbank Bests. Inc. and afforded KWIK temporary operation of not more than 90 days to wind up affairs (Comrs. Coy, Walker, Webster, Jones and Sterling participating, Comr. Webster dissenting in part). Decision Jan. 25.

### INITIAL DECISION

KFTM Fort Morgan, Col.—Announced initial decision by Comr. George E. Sterling looking toward rescinding order of May 23, 1950, revoking license of KFTM. Decision Jan. 24.

## Non-Docket Actions . . .

### FM NONCOMMERCIAL GRANT

Waverly, Iowa—Wartburg Normal College, granted CP new noncommercial educational FM station Ch. 206 (89.1 mc) 10 w. Call KWAR assigned. Granted Jan. 15.

### TRANSFER GRANTS

WKNX Saginaw, Mich.—Granted transfer of control of licensee corporation, Lake Huron Bestg. Corp., to Howard Wolfe and William J. Edwards through purchase and retirement to treasury of 300 shares from O. J. Kelchner for \$14,417.52 less \$2,350 debt to corporation. Mr. Kelchner retires because of ill health. WKNX assigned 1 kw day on 1210 kc. Granted Jan. 23.

WFCI Providence, R. I.—Granted involuntary transfer of control of Pawtucket Bestg. Co., licensee, from Frank W. Crook, deceased, to J. Howard McGrath, executor of estate. WFCI is assigned 5 kw on 1420 kc unlimited. Granted Jan. 23.

## Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 2, FM 2, TV 0. Station, dates and reasons are:

KBOX Reno, Nev.—Chet L. Gonce tr/as The Voice of Reno. CP Jan. 17. Forfeited.

KPHC Walsenburg, Col.—Walsenburg Bestg. Co. License Jan. 15. Economic.

WZZZ (FM) Wilkes-Barre, Pa.—Scranton-Wilkes-Barre-Pittston Bestg. Co. CP Jan. 12. Forfeited.

WHAS-FM Louisville, Ky.—WHAS Inc. License Jan. 15. To devote money to AM and TV for defense purposes [BROADCASTING • TELECASTING, Jan. 8].

## New Applications . . .

### AM APPLICATIONS

Hornell, N. Y.—Hornell Bestg. Corp., 1480 kc, 1 kw day; estimated cost \$19,131.23. Principals: Maxwell V. McCarthy, owner General Insurance and president-part owner Hornell Fruit & Vegetable Co., president 20.4%; Donald L. Sellers, station manager WLEA Hornell, vice president 20.4%; Preston M. Rittenhouse, program director WLEA, secretary-treasurer 18.4%; Thomas F. Kinney, owner men's cloth-

ing store, 20.4%; Kenneth J. Beckerman, president-general manager Hornell Wholesale Grocery Co., 20.4%. Filed Jan. 22.

Latrobe, Pa.—Clearfield Bests. Inc., 1480 kc, 500 w day; estimated cost \$14,500. Present licensee of WCPA Clearfield, Pa. Filed Jan. 19.

### FM APPLICATIONS

Emporia, Va.—Stone Bestg. Corp., Ch. 228 (93.5 mc), 785 w; estimated cost \$11,254.90. CP for AM station filed Jan. 4 [BROADCASTING • TELECASTING, Jan. 8]. Filed Jan. 10.

Manhattan, Kan.—Kansas State College of Agriculture and Applied Science, noncommercial educational Ch. 201 (88.1 mc), 10 w; estimated cost installation \$500. Complete FM transmitter gift from WIBW Topeka. Applicant also operates KSAC Manhattan, educational AM station. Filed Jan. 12.

### TV APPLICATION

Kingsport, Tenn.—Kingsport Bestg. Co., Ch. 7 (174-180 mc), ERP 30.1 kw vis., 15.05 aur., ant. 995 ft.; estimated cost \$206,898.60, first year operating cost \$100,000; revenue \$125,000. Applicant operates WKPT-AM-FM Kingsport. Filed Jan. 18.

### TRANSFER REQUESTS

WHOB Gardner, Mass.—Transfer of Control Gardner Bestg. Co., licensee from D. M. Richman, Rose S. Richman, Owen A. Hoban, M. A. Moore and Rex Reynolds to William F. Rust Jr., H. S. Kilgore, W. J. Barkley and Ralph Gottlieb through purchase of all common stock for \$14,999.80. New owners will also pay \$13,430 in obligations. Mr. and Mrs. Richman together own 355 sh, others each 5 sh. Transferees Rust and Kilgore, who will own 40% and 20% respectively, are part owners of WKBR-AM-FM Manchester; WTSV-AM-FM Claremont and WTSN Hanover, N. H., and WTSN Brattleboro, Vt. Transferee Barkley, 28.1%, also is part owner of the stations. Mr. Gottlieb, 11.9%, is commercial manager of stations. WHOB is assigned 1490 kc, 250 w unlimited. Filed Jan. 19.

WFOY St. Augustine, Fla.—Involuntary transfer of control from sole owner J. C. Bell, deceased, to Mary E. Bell, executrix of estate. WFOY is assigned 1240 kc, 250 w unlimited. Filed Jan. 19.

WRGA-AM-FM Rome, Ga.—Involuntary transfer of control of Rome Bestg. Corp., licensee, from 3/4 owner John W. Quarles, deceased, to J. H. Quarles, administrator of estate. WRGA is assigned 1470 kc, 5 kw unlimited. Filed Jan. 18.

WJEL Springfield, Ohio—Transfer of control of Champion City Bestg. Co., licensee, from D. J. Parsons and Frank N. Jones to Chester R. Hinkle (50%), owner of Hinkle Adv. Co., and George R. Walker (50%), architect, for \$22,500. WJEL has application pending for unlimited time, is now assigned 1600 kc, 500 w day. Filed Jan. 18.

## PBS Gets Added Space

CO-ORDINATING activities under one roof, Progressive Broadcasting System Feb. 1 moves its executive offices into Audio-Video Studios, 418 S. Roberston Blvd., Beverly Hills, Calif., where production studios now are located. The executive staff has had offices at 8983 Sunset Blvd. The new network is leasing over 3,000 square feet of floor space, plus offices, according to Larry Finley, PBS President.

## AUDIENCE PEAK

Reported by Hooper for Dec.

BROADCAST audiences in each of 33 cities reached a new all-time peak during the month of December, according to the January Hooperatings Pocketpieces released last week. Forty percent or more of homes called by the firm were listening to TV and/or radio in the evening.

Cities with the greatest percent of set use during the evening, were recorded by the Hooper firm as:

1. Cincinnati . . . . . 49.4
2. Pittsburgh . . . . . 48.9
3. Buffalo . . . . . 48.5
4. Dayton . . . . . 48.1
5. Milwaukee . . . . . 47.4
6. Syracuse . . . . . 47.3
7. Cleveland . . . . . 46.9
8. Minneapolis-St. Paul . . . . . 46.8
9. Philadelphia . . . . . 46.8
10. Columbus . . . . . 46.1

## B&B Names Whittaker

ALFRED A. WHITTAKER, associate research director, has been named director of research of Benton & Bowles, New York, reporting to Charles A. Pooler, vice president in charge of research. John Churchill, former supervisor of Procter & Gamble media for the agency, moves to the research department and becomes responsible for market and media research.

Advertising is bought  
by the group of  
executives who plan  
marketing strategy  
and tactics.

Printers' Ink is  
read by the whole  
marketing group  
of advertising, manage-  
ment, sales and  
agency executives  
who are the leading  
buyers of advertising.



## Educators' Survey

(Continued from page 63)

cized the criteria cited for estimating the needs for educational stations. They included such matters as program resources, trained personnel available and financial resources.

George P. Adair, broadcast engineering consultant retained by JCET, introduced a map of the area showing suggested distribution of the educational stations in the area discussed by Mr. Brown. He said 18 UHF channels were indicated as necessary for the 49 stations. Questioned as to the most efficient allocation of the spectrum, Mr. Adair said more stations, both commercial and educational, could be put into an area without reserving a "block" of channels for educators.

Clark Tibbitts, Federal Security Agency, acclaimed TV's potentialities in "promoting the integration of the handicapped and the aging into American life both through their education and through creating a demand for their services by demonstrating that such individuals, when trained, are employable and highly useful."

John R. Richards, executive assistant to the president of Wayne U. and the Detroit Board of Education, presented a board resolution passed last December authorizing preparation of "plans and specifications for the construction and equipping of a television station for educational purposes" in the Detroit area. The station would be a cooperative venture there among all educators, he indicated.

Burton Paulu, manager of the U. of Minnesota's pioneer regional AM educational outlet, KUOM Minneapolis, appeared for the National Assn. of Educational Broadcasters. He related KUOM's experience in educational radio.

Asked if the U. of Minnesota was ready to build a TV outlet, the witness said the school would go into TV "at a later date," not before five years hence but not longer than 12 or 15 years.

Rev. Leo McLaughlin, S.J., newly appointed director of Fordham U.'s WFUV (FM) New York, led off the Tuesday session by discus-

sing the preferential basis necessary for the existence of educational institutions and reviewing WFUV's past and proposed future programming. The station operates about eight hours daily with an annual budget of \$35,000.

Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, urged channel reservations should be made for the "indefinite" future because many communities will take a long time to get into educational TV. He used Cumberland, Md., as an illustration of how a small community would go about supporting and programming such a station.

He saw informal, spontaneous type programming as the inexpensive answer for such areas, some produced by civic and community service organizations usually found locally.

Dr. Tyler said Ohio State U. has been ready to go into TV, if necessary even into a comparative hearing with commercial interests for a VHF channel, to be sought from another area.

### Financing Questioned

Questioned on the general problem of education's financing TV, Dr. Tyler saw possible difficulty in getting the money in the face of other educational needs.

JCET's "blue book" report on the New York TV monitoring project was introduced Tuesday afternoon by Dr. Smythe, former assistant chief accountant and chief of the economics and statistics branch of FCC, now research associate at the U. of Illinois. New York was picked because it offered the greatest choice of program fare, he said, and would show commercial TV in its "best light."

Dr. Smythe directed the project, aided by Dr. Horton, sociology research associate at the U. of Chicago and former manager of the CBS Television Audience Research Institute. They donated their services, FCC was told. The staff was said to include 21 program monitors.

Dr. Smythe said the purpose of the survey was to get sufficient data to classify all programs according to content (not quality) and to time all commercial an-

## New York TV Program, January 4-10, 1951: Total Program Time for the Week, by Stations and by Class of Program

Program Class	Total Min utes	Per- cent	Program Class	Total Min utes	Per- cent
1. NEWS	1,860	5	13. PERSONALITIES	1,432	5
2. WEATHER	147	*	14. QUIZ, STUNTS, CONTESTS	2,245	7
3. PUBLIC ISSUES	529	2	(a) Experts, guests	362	1
(a) Opinion	277	1	(b) Studio audience	598	2
(b) Discussion and debate	252	1	(c) Telephone	950	3
4. PUBLIC EVENTS	321	1	(d) Amateur shows	305	1
5. INSTITUTIONAL	386	1	(e) Other	30	*
(a) Exposition	159	*	15. SPORTS	3,406	10
(b) Dramatization	227	1	(a) News, interviews	228	1
6. INFORMATION	1,090	3	(b) Spectator events	3,110	9
(a) Science	85	*	(c) Participant sports	68	*
(b) Travelogue	369	1	16. HOMEMAKING	3,507	10
(c) Other	636	2	(a) Cooking	1,041	3
7. RELIGION	240	1	(b) Decorating, etc.	60	*
8. DRAMA	8,589	25	(c) Shopping, prod., serv.	1,101	3
(a) Domestic	330	1	(d) Personal care	120	*
(b) Crime	3,432	10	(e) Personal relations	57	*
(c) Western	1,860	6	(f) Housewife's variety	898	3
(d) Comedy	1,114	3	(g) Other	230	1
(e) Romance	1,207	4	17. CHILDREN'S PROGRAMS	4,199	12
(f) Musical	90	*	(a) Puppets & marionettes	328	1
(g) Classics	90	*	(b) Cartoons	572	2
(h) Other	466	1	(c) Quiz, stunts, amateur	90	*
9. DANCE	36	*	(d) Thrillers	483	1
10. MUSIC	1,222	4	(e) Westerns	740	2
(a) Serious	77	*	(f) Drama	143	*
(b) Light	1,145	3	(g) Stories (narrated)	211	1
(c) Popular	1,145	3	(h) Ch. var. (incl. circus)	1,108	3
11. FINE ARTS	30	*	(i) Teen-age variety	165	*
12. VARIETY	4,598	14	(j) Information & instruc.	180	*
(a) Vaudeville	1,260	4	(k) Pre-school entertain.	150	*
(b) Informal	3,338	10	(l) Other	29	*
			TOTAL	33,837	100

\* Less than 1 per cent.

EDUCATORS relied on this table, and others stemming from the same survey, in efforts to convince FCC that educational programming is getting short shrift, based on a one-week survey of programs of New York's seven TV stations. The survey was conducted under the direction of Dallas W. Smythe of the U. of Illinois, former FCC accountant, and Donald Horton of the U. of Chicago.

\* \* \*

nouncements. He said all employees were instructed to be as objective as possible.

Programs were timed to the nearest minute, he said, and commercials to the second. Program content, classified according to predominant theme, was credited to the full period of the program without deducting any commercials, he emphasized. Station identifications, promotional announcements and public service spots were not counted as commercials.

"Commercial" time was logged for station break commercials, during regular program commercials and whenever any obvious "selling" of a particular product or service occurred during a program. Prominent display of the sponsor's sign or product during a show was counted "commercial" in some instances since "it obviously wasn't anything else but commercial," FCC was told.

Dr. Smythe explained, however, that in the latter situation it was frequently difficult to separate commercials from the program itself. Although the survey listed a number of "continuous commercial" shows, all of these were not tabulated in the final results. This was because "commercial" portions were so completely integrated with content as to be "untimeable," FCC was told.

The "continuous commercial" classification was vigorously attacked by industry counsel who questioned Drs. Smythe and Horton at length as to their logic and technique. Reliability of other material in the survey was challenged on this account.

Further data on this category was presented later. For 19 "con-

tinuous commercial" shows cited for the week, total air time of 1,710 minutes was given. Of this, 24,267 seconds of "timed advertisements" were cited, which were included in the final commercial time total.

The "untimeable" portion was given as 78,333 seconds. FCC was told that had this figure been included in the final tabulation, it would make the total time of all stations devoted to advertising 13.7% instead of 10%.

### Little Choice of Programs

Although the United Nations was in session, no pickups were noted. The sole time devoted to "public events" was that for President Truman's address, he said. He also said that at any one time there frequently was little choice among types of programs available to the viewer because of competitive duplication.

On Wednesday morning Dr. Horton, under intense questioning, continued his "analysis" of programs classified in the survey. He noted the only education-originated program was the Johns-Hopkins Science Review, which originated in Baltimore.

Dr. Horton indicated the need for an educational station was shown in the lack of programs dealing

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

Another BMI "Pin Up" Hit—Published by Folkways

**SO LONG**

On Records: Gordon Jenkins—Weavers—Dec. 27376; Paul Weston—Col. 39160; Ken Griffin—Col. 39142; Ralph Marterie—Mer. 5570; Johnny Moore—Vic. 22-0059; Lynn Murray—Coral 60366.

On Transcription: Shep Fields—Langworth.

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

**BMI**

....for the finest  
in professional tape  
recording equipment

**STANCIL-HOFFMAN**

HOLLYWOOD 38, CALIFORNIA



with public affairs background and New York area problems, similar to newspaper feature treatment. A number of other cultural and informational programs also were lacking, he said.

Asked by TBA counsel if the use of a 6-mc channel in New York to program education to an audience of perhaps 1,500 would be a waste of spectrum, the witness said he could not answer such a general question but felt it might be more of a waste for so many of the commercial stations to duplicate the same type of program at the same time.

Dr. Clayton Griswold, appearing on behalf of the Protestant Radio Commission, urged that "non-commercial educational organizations should be given the protection which they require in view of their financial and other disabilities"—that they "be removed from the necessity of competing with commercial groups for adequate frequencies to accomplish their purposes."

Dr. Belmont Farley, of the National Education Assn.'s headquarters staff, suggested that in one VHF-channel communities, where the channel already has been assigned, the commercial licensee should be required to enter into a time-sharing or double-license arrangement with educational institutions which seek it.

Similarly, he said, if an educational group held the community's only VHF frequency it should be required to share the channel with a qualified commercial applicant.

He thought the double-license arrangement in such cases would involve two groups: (1) A corporation or other entity representing all of the participating educational organizations, and (2) the commercial interests. He suggested that the mechanics of the plan should be established by FCC before applications are filed for such sharing operations.

Where two or more channels are allocated to a community and one is unoccupied, he thought the unassigned channel should be reserved for educational interests.

#### 'Closed Cities'

Dr. Farley conceded that a difficult problem is presented, from the educators' standpoint, by "closed cities"—those where no channels are available. One suggestion, aside from sharing, involved the possibility of adding one or more additional channels, wherever possible. The Allen B. DuMont proposed allocation plan, he noted, envisions more stations than the plan advanced by FCC.

Dr. Baker, NAB research director, told the Commission he detected a tendency of educators to "look down the nose" at commercial radio and television. He re-

ferred to educators' approach as the "faculty club viewpoint" which they must adopt in order to live with their fellow educators.

Dr. Baker noted that he was both a radio researcher and a former educator. Under questioning by Mr. Plotkin, he conceded that commercial broadcasters may reciprocate the educators' feelings—that is, "look down the nose" at educators.

He said he found evidences of research "bias" in the testimony of those who made the New York survey, citing indications that they had "a chip on the shoulder."

His assertions, particularly those attacking interpretations of the New York survey, brought persistent questioning from Comr. Hennock, who repeatedly wanted to know the educational value of TV western movies and said she was "shocked" that Dr. Baker could consider them "educational."

He insisted that they had educational value, not only in the costumes and scenery but also in teaching that evil and crime are punished.

#### Baker Cites 'Facts'

Dr. Baker said "the facts" led him to this position:

1. The experience of educators with respect to the most recently previous development of a sight-and-sound medium (the talking moving picture) indicates that they neither understand the medium nor are willing to use it when they do.

2. With one or two noteworthy exceptions the educator's experience with radio (both AM and FM) has been a dismal failure to realize the full potentialities of the medium and to actively and aggressively pursue them. This failure has occurred not only in in-school, formalized instruction but also in the utilization of the supplemental educational values in standard commercial radio.

3. The glaring exceptions indicate rather clearly that educational stations can be operated successfully but they also show that educators as a group have not evidenced the willingness nor the competence in using radio that would justify the reservation to them of any part of the broadcast spectrum.

Dr. Baker submitted exhibits to show that only 34 non-commercial AM stations are now operating, and that none of these received its license after 1927, though others have been licensed but ceased operations since that time.

He also noted that in FM, excluding stations of no more than 10 w power, there are 66 non-commercial outlets not identified with AM operations, as against "nearly 100,000 basic administrative units in our public school system and nearly 1,900 institutions of higher education."

Dr. Baker's assertion that most educators' experience with radio has been "a dismal failure" was the target of heavy questioning by both Gen. Taylor and Mr. Plotkin. The witness emphasized that a part of the "dismal failure" was failure to "realize full potentialities," and that failure even to apply for stations was significant.

Pushed by Mr. Plotkin on the extent to which NAB subscribed



**JIM EBERLE (l), public affairs manager of WWJ-AM-FM-TV Detroit, accepts two outstanding achievement awards from Detroit's Deputy Police Superintendent Kennedy Lawrence. The awards were made to WWJ-TV for promoting traffic safety in its 1950 program series, *Traffic Court*, and to WWJ for presenting valuable information to the public in such programs as *Manhunt*.**

to his conclusions, he said the Board had not seen his statement but that it had been approved by President Justin Miller and General Manager William B. Ryan.

He also conceded, under Mr. Plotkin's questioning, that his personal experiences in connection with Ohio State's WOSU Columbus would not justify "expert" opinion that educators for the most part had proved "dismal failures" in AM and FM. This, he said, was "personal" opinion—a label which, under further cross-examination, he said might also be applied to his conclusion that educators as a group have failed to justify frequency reservations.

Mr. Plotkin noted that, percentage-wise, educators have more nearly filled their 20-channel portion of the FM band than commercial operators in their 60-channel share.

Under questioning by Comr. E. M. Webster, Dr. Baker said he thought commercial broadcasters as a whole are furnishing an adequate educational program—and, from past performance, that they are doing a better job than the educators would do.

Thursday afternoon was devoted entirely to testimony of Dr. Church of KMBC Kansas City, Mo.

NAB counsel described the witness' station as one of the better examples of broadcaster cooperation in the public interest.

Asked how commercial broadcasters cooperate with the educational interests, Dr. Church cited specific examples from the KMBC program log.

One of Dr. Church's examples—an in-school broadcast, five times weekly, 1:30-1:45 p.m., on KMBC—became the target of Comr. Hennock's questioning which sought to determine just what appeal this particular program might have to adult listeners. Told by the witness that the show was given a Conlan rating of 3.1, second high for that segment among the Kansas City stations, Comr. Hennock expressed her inability to understand why such a popular program was not broadcast in the evening or repeated at other times.

Dr. Church stated that he was not opposed to educators in radio and television. However, he did point out in his later testimony that "we have a limited number of channels available and for that reason withholding a large number—for a perpetual period, unless claimed—is a very serious waste of public resources."

#### Reverse Situation

During interrogation on how commercial broadcasters had applied themselves to helping educators, Dr. Church observed that sometimes a reverse situation prevailed wherein the educators did not fully avail themselves of what the broadcasters had to offer.

At one point during the Thursday afternoon discussion of programming, Comr. Webster posed a question to NAB counsel as to what might be the NAB's attitude toward a Commission action which would use the Smythe survey figures in its final decision.

Comr. Hennock kept the point alive by asking what figures NAB might have to offer in refutation. Told the NAB was not in a position to undertake similar research, she declared she could not understand why commercial broadcasters so concerned with this matter could not undertake their own fact-finding project.

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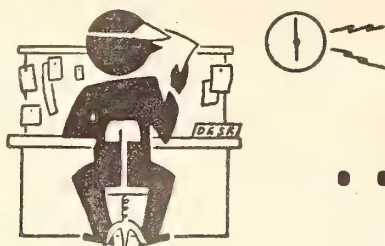
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...at deadline

## MILLER, STANTON TESTIFY ON EDUCATIONAL VIDEO

UNUSED TV channels are wasted natural resources, FCC was told Friday by NAB President Justin Miller and CBS President Frank Stanton at further hearing on issue of reservation of educational channels (see early story page 63). Judge Miller urged educators to buy TV time and save money.

Both agreed problem should be solved on case-by-case basis with educators competitively showing their ability to use facilities in public interest. Both personally felt some "holding" of channel in specific cases might be appropriate for "relatively short" period if FCC felt educational applicant could do better program service job but needed little time to get ready.

Judge Miller told Commission educators were "shooting at wrong target" in seeking reservations. Rather every application should be heard on its merits, he said, and each applicant should be required to stand on his public service proposal record.

Judge Miller saw great potentials for TV in education, but indicated it would have to include techniques of programming found successful by commercial telecasters in order to gain big audience and be most effective. By buying time on existing stations, educators would get time they wanted plus commercial know-how, he cited. This would cost much less than building and operating own stations, he indicated.

Challenged regarding earlier testimony of NAB's research director, Kenneth H. Baker, that education has been "dismal failure" in radio, Judge Miller indicated he would not have testified in same manner as Dr. Baker and would not make same "generalizations." He did not indicate he refuted Dr. Baker's testimony, however. In question on JCET's "blue book" of New York TV referred to Dr. Baker, latter said he did not know of any "inaccuracies" in survey.

Dr. Stanton, however, indicated his quick review of survey divulged "a number of inaccuracies" but details were delayed until his further cross examination this week. Dr. Stanton pointed out success of noncommercial educational TV itself depends on success of sound general service developed by free competition of commercial stations to produce "circulation."

## BAR GROUP ELECTS W. A. PORTER PRESIDENT

WILLIAM A. PORTER, Washington attorney, elected Friday as new president of Federal Communications Bar Assn. succeeding Neville Miller. Others elected at Washington luncheon meeting: Arthur Scharfeld, first vice president; Fred W. Albertson, second vice president; Russell Eagan, secretary; Quayle B. Smith, treasurer. Elected to executive committee: Vernon Wilkinson and C. R. Lockwood. Mr. Miller named delegate to American Bar Assn.

Annual FCBA dinner held Friday at Mayflower Hotel with guests from FCC, Capitol Hill and other government branches.

## RCA ACTS TO OBTAIN APPEAL FROM COLOR RULING

RCA made first move toward U. S. Supreme Court appeal of lower court's order sustaining FCC approval of CBS system of color television by filing "assignment of errors" and plea for reversal with Chicago Federal District Court.

Papers, filed by Weymouth Kirkland, of Kirkland, Fleming, Green, Martin & Ellis, Chicago firm which represented RCA in court sessions last November, charged Federal District Court erred in its decision, which granted summary judgment in favor of FCC, U. S. government and CBS, and against RCA, NBC and RCA-Victor Distributing, and in its dismissal of complaint. Formal appeal expected to be filed by Chicago law firm in about month.

Papers include 29 points on which lower court "erred." Plaintiffs, RCA and its wholly-owned subsidiaries, NBC and RCA-Victor Distributing, charged findings of FCC "are not supported by substantial evidence" and conclusions are not "supported by the findings, or by substantial evidence."

Other contentions: Order is not supported in law; adoption of commercial color television standards which are incompatible is beyond jurisdiction of Commission as contrary to public convenience, interest or necessity standard and violative of Commission's statutory obligation to promote larger and more effective use of radio.

Adoption of standards is called arbitrary, capricious and abuse of Commission's discretion; refusal to permit commercial broadcasting of compatible color television is beyond FCC jurisdiction and beyond its authority to regulate kind of apparatus to be used with respect to its external effects and purity and sharpness of emissions from each station.

Early evidence in hearing no longer representative of facts, RCA contended; Commission had no authority to suppress competition by prohibiting compatible systems, whether RCA or any other compatible system, in competition with incompatible color. District court without authority to consider determinative events occurring after hearings closed for purpose of deciding whether Commission wrongfully refused to consider these same facts before promulgating order, according to RCA.

FCC's "admitted refusal to consider" RCA summer report was held "in violation of the Administrative Procedure and Communications Acts." Additional information in RCA petition dated Oct. 4, 1950, was not considered, report charges.

## POLICY BOARD MEETS

PRESIDENT's Temporary Communications Policy Board met last Friday and Saturday at Washington in next-to-last meeting prior to completion of its report to President Truman Feb. 17. Spokesman for board Friday declined to comment on meeting although it's generally understood that one of the major projects under consideration is recommendation for establishment of a permanent top-level board which would draw broad blueprint for FCC and Interdepartment Radio Advisory Committee [BROADCASTING • TELECASTING, Dec. 4, 1950].

## Closed Circuit

(Continued from page 4)

ning and Advisory Committee, to meet in New York Feb. 14-15, expected to be Jack Harris, KPRC-AM-TV and a director of The Houston Post Co. He's slated to succeed Clair R. McCollough, Steinman Stations, who is ineligible under one-term rule.

KARO SYRUP through C. L. Miller starting test daytime spot announcement campaign in Springfield, Mass., Feb. 19 for 13 weeks. If successful schedule will be increased.

PRESIDENT's Temporary Communications Policy Board, scheduled to submit its report to White House in mid-February, has been monitoring entire radio communications spectrum around clock to record precisely what use is being made of all bands by ourselves and by other nations. These global checks indicate vastly increased use of international wavelengths during past year.

ALTHOUGH it's risky business to predict Supreme Court decisions, reports are current that highest tribunal will decide TV color appeal not later than April 9. In view of critical defense situation, whatever way it goes, victory will be only one of prestige since neither system could get into production for foreseeable future.

NEW PRODUCT, Duke Chewing Gum, manufactured by True-Health Chewing, Bradford, Pa., contemplating introductory radio spot schedule through its agency, Gregory & House, Cleveland.

ANNUAL exposition at NAB April convention slated to go on as usual, but national emergency will switch emphasis away from heavy equipment toward program and service exhibitors. New displayers will be TV suppliers and film manufacturers, eligible for first time.

THAT 21-game telecasting limit on Washington American League baseball team may blossom into near two-score package. Telecast schedule bunched early in season and has good chance of being broadened if attendance is satisfactory.

## POWER BOOSTS GRANTED

FCC in final decisions Friday granted an application of WGBF Evansville, Ind., for CP to change from 5 kw day, 1 kw night to 5 kw unlimited time, on 1280 kc, and denied request of WMRO Aurora, Ill., 250 w daytime only, for 100 w night. Commission also approved applications of Surety Broadcasting Co. for Charlotte, N. C., station with 5 kw day, 1 kw night (DA), and of WRRF Washington, N. C., to change from 5 kw daytime only to 5 kw day, 1 kw night (DA) on 930 kc. All grants subject to engineering conditions.

## FEATHER-BEDDING RULING

FEAR that feather-bedding and similar practices by musicians would spread among industries employing AFM members was expressed Friday as National Labor Relations Board handed down ruling in case of Gamble Enterprises Inc. vs. Local 24 AFM, Akron. Board voted 2-1 that local was not "feather-bedding" when it demanded engagement for itself to match every engagement of traveling name band at Gamble's Palace Theatre in Akron. Corporation had brought charges under Taft-Hartley Act, which board held had not been violated.

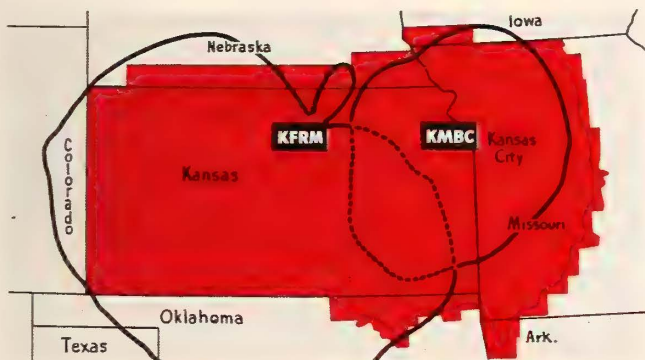
LEVER BROTHERS negotiating with CBS-TV and NBC-TV for daytime television strip to promote its detergent, Surf. Starting date would be sometime in April. Decision expected early this week.

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The KMBC-KFRM Team has built effective

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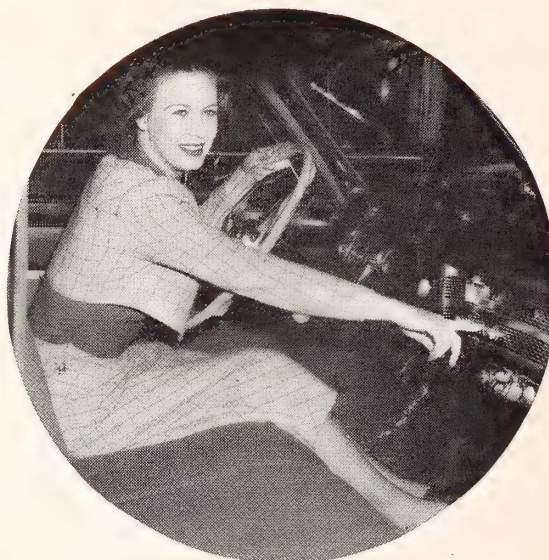
6TH OLDEST CBS AFFILIATE

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### SALUTE TO WGAR

For its splendid services in the interest of the fighting forces, veterans and veterans' organizations, Carl George (right), WGAR general manager, accepts an American Legion citation of the national organization from Milton R. Norris (center), Commander 13th Ohio District. Don Hyde (left) conducts one of many WGAR service-slanted shows.

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Dick Grahl, chief media buyer of Wm. Esty Co., Inc., New York, takes his cake from George Backus of Edward Petry & Company. By remote control, more than a thousand persons throughout the nation joined WGAR's 20th Anniversary celebration on December 15. They received specially-baked birthday cakes symbolizing WGAR's progress and service.

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