

TELECASTING

A Service of BROADCASTING Newsweekly

FALL FORECAST...

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For Networks
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... good shows
followed by
heavy audiences
on DU MONT!



PROFESSIONAL FOOTBALL	Sunday Afternoon
CAVALCADE OF STARS	Friday 10-11 pm
DOWN YOU GO	Friday 9-9:30 pm
ADVENTURES OF ELLERY QUEEN	Thursday 9-9:30 pm
BIGELOW-SANFORD THEATRE	Thursday 10-10:30 pm
COSMOPOLITAN THEATRE	Tuesday 9-10:00 pm
KIDS & COMPANY	Saturday 11-11:30 am

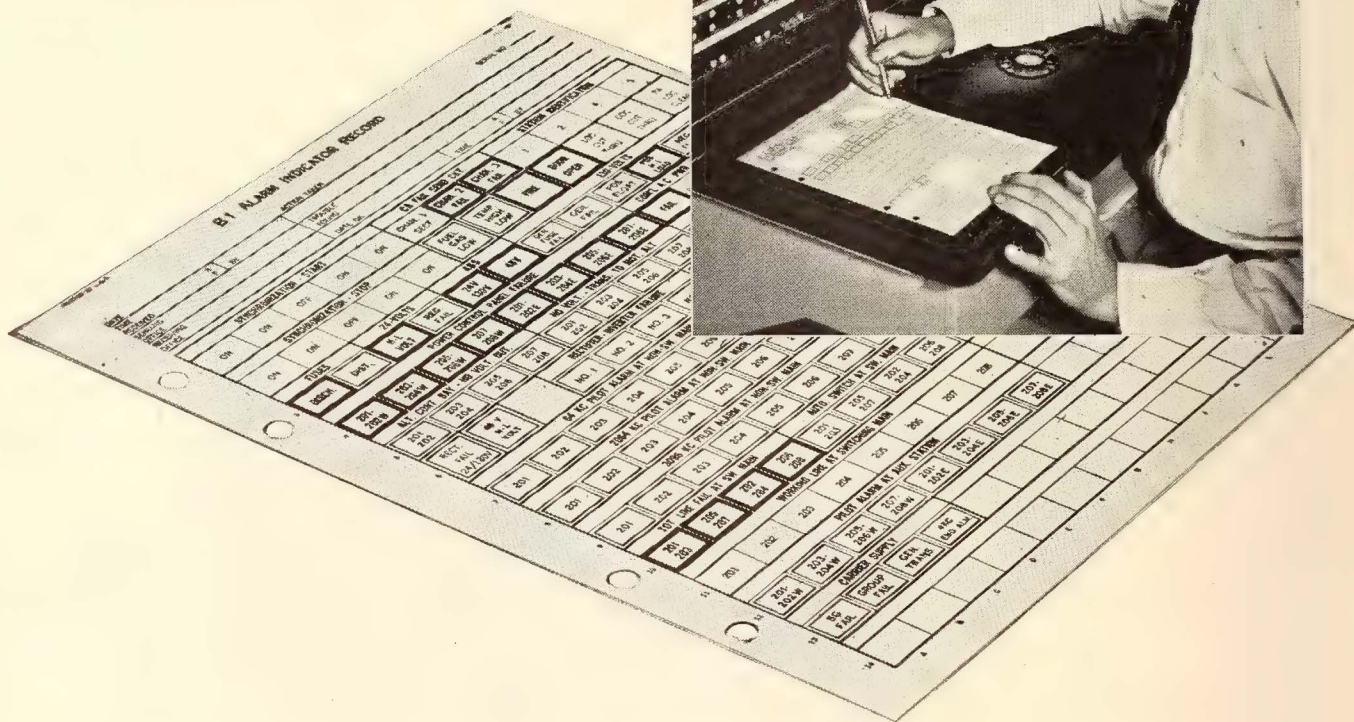
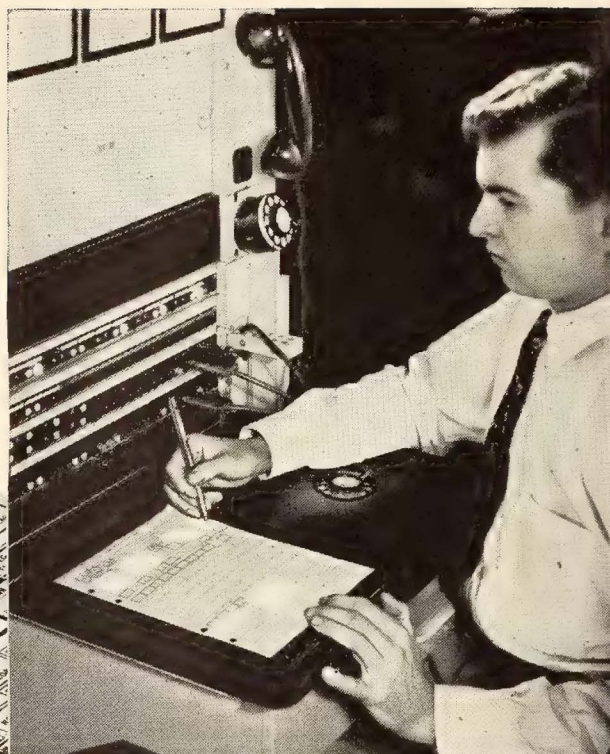
These are just a
few of the many
fine audience attracting
shows that will comprise
the Fall lineup of the

DU MONT

TELEVISION NETWORK

62 AFFILIATED STATIONS

A pattern of lights on the chart gives this maintenance technician a complete report on the condition of coaxial cable circuits. Chart is shown below.



HE CAN SEE HUNDREDS OF MILES!

SOMEWHERE along a coaxial cable route—it may be a state or two away—a fault threatens television transmission. A warning light flashes in a central control room. The maintenance technician places a record sheet over a glass screen. Within seconds a pattern of lights shows exactly what's wrong.

Many times the fault can be corrected by automatic apparatus operated from the control center. Or the maintenance chief can send crews directly to the spot. In most cases the trouble will be fixed without interference with the program.

This and other automatic equipment keep

transmission flowing freely along more than 19,000 miles of television channels—both coaxial and radio relay. To the Bell System, *maintenance* of network television service is just as important as providing channels.

The coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes are valued at nearly \$85,000,000.

The cost for your use of this equipment? Bell's total network facility charges average about 10 cents a mile for a half hour of program time, including both video and audio channels.

BELL TELEPHONE SYSTEM



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

FALL OUTLOOK BRIGHT

Increased Network Signings

IT is hard to think of an adjective glowing enough to describe the outlook for network television this coming fall. The four TV networks last week, in listing business already signed, reported a total of 226 commercial programs, accounting for 125 hours and 28 minutes a week of network air time.

This represents an increase of 43% over last August's advance sales in number of sponsored TV network shows—158 at that time—and an increase of 30.7% in volume of commercial TV network time, which a year ago stood at 95 hours and 59 minutes.

Nor are these figures a true indication of the upswing in TV network commercial revenue for this fall compared to last, as they do not reflect the numerous rate increases that have been put into effect in the last 12 months. For the first seven months of this year, gross time sales of the video networks, as reported by Publishers Information Bureau, topped those for the like period of 1950 by a four-to-one ratio, with the month of July showing a five-to-one lead over July of 1950 [BROADCASTING • TELECASTING, Aug. 27].

Tabulated by networks, with the number of sponsored shows and the volume of commercial time per week already sold for this fall compared with the amount of business signed at this time last year, the programs listed in the adjoining column are summarized in the following figures:

Network	No. of Commercial TV Programs		Amount of Commercial TV Network Time Per Week	
	1950	1951	1950	1951
ABC	31	53	14:20	21:10
BS	55	70	31:04	39:33
duMont	13	17	11:45	19:45
NBC	59	86	38:50	45:00
TOTAL	158	226	95:59	125:28

Individual networks showed the following percentage increases in the number of commercial TV programs booked for this fall over the total signed at this time a year ago: ABC up 71%, CBS up 27.3%, duMont up 30.8%, NBC up 45.8%. Percentage increases in number of sponsored hours each week are: ABC up 47.7%, CBS up 27.4%, duMont up 68.1%, NBC up 15.9%.

Fred M. Thrower, ABC vice president for television sales, made this statement to BROADCASTING • TELECASTING on the fall outlook:

"The two key words in television

today are growth and diversification.

"As many advertisers know, the size of television is greater than that reflected in set sales. True, the 15 million set mark will be reached before the end of the year. But even now, by the middle of 1951, Nielsen shows that in every evening of the week there are periods when television viewing homes outnumber radio listening

homes, including non-TV areas.

"And, as television grows, with more and more proof of better than pay-out results, so grows our list of leading advertisers who benefit by this dynamic medium of 'in person' salesmanship. Today, nearly half a hundred advertisers have contracted for ABC network television, and the list is steadily increasing. The fact that users of network television outnumber those

on network radio is the clue to their great diversification. Our advertisers come from all sections of America and represent almost as many product categories as their number. We regard this as a healthy indication that television can be a positive value for all."

David V. Sutton, CBS Television Division vice president in charge of network sales, offered this comment:

"Prospects for fall business on CBS Television look excellent. Nighttime is practically sold out, with the *Frank Sinatra Show* opposite *Berle* and the 6 to 6:30 p.m. Sunday period the best bets for new business. Quite a few advertisers have expressed interest in sending their shows live to the West Coast, and others want to originate on the West Coast.

"The daytime picture for this fall has far surpassed what we anticipated. Of the 110 quarter hours between 11:30 a.m. and 5 p.m. (Monday through Friday), CBS-TV already has orders for 47 quarter-hours—more than any other network has announced. Several additional daytime strip sales are pending. With *Strike It Rich* attracting increasingly large audi-

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TV Network Clients for Fall 1951

ABC-TV

Sponsor	Program	Hours per Week	Agency
Admiral Corp.	Stop The Music	½	Erwin, Wasey & Co.
American Bakeries	Lone Ranger	½	Tucker, Wayne & Co.
Anthracite Institute	Better Home Show	½	J. Walter Thompson
Babbitt, B. T., Co.	Two Girls Named Smith	½	Wm. H. Weintraub & Co.
Bendix Home Appliances Inc.	Chance of a Lifetime	½	Tatham-Laird Inc.
Bona-Fide Mills	Versatile Varieties	½ EOW*	Gibraltar Agency
Bristol-Myers Co.	Mr. District Attorney	½ EOW*	Young & Rubicam
	Foodini The Great	¼	Doherty, Clifford & Shenfield
Brown Shoe Co.	Say It With Acting	½	Leo Burnett Co.

* EOW—every other week.

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NARTB BOARD MEET Benton Plan Attacked

By J. FRANK BEATTY

THE NARTB Television Board, convinced that telecasters and broadcasters alike face one of the gravest threats in the history of electronic media, came up last week with a fighting program designed to meet the crisis head-on.

Dominating much of the discussion at the board's Thursday-Friday meetings, held at the Cavalier Hotel, Virginia Beach, Va., was the Benton legislation (S 1579, S J Res 76).

Around the conference table and at private discussions the directors weighed all the angles of this unprecedented legislation. All through the conversations a single note prevailed—"let's fight this thing through."

The discussion culminated Friday morning in a double-barrelled attack by the Board.

● Adoption of explosive resolution condemning the Benton meas-

ures and calling them threats to freedom of speech.

● Signing by all directors of a strong statement to be submitted to the Senate Interstate and Foreign Commerce Committee.

The resolution called the legislation "a direct step toward outright governmental censorship of radio and television programming." It went still farther by warning that the radio and television industry as well as the general public must be warned that this legislation imperils "freedom of expression in all mass media, including newspapers, magazines, books, motion pictures, etc."

Board Empowered

The board authorized NARTB to take all necessary steps to protect the American system of television broadcasting and directed that copies of the resolution be served on all NARTB members at each district meeting.

Frank M. Russell, NBC, moved

adoption of the resolution, which was seconded by W. D. Rogers Jr., KEYL (TV) San Antonio.

The statement, directed to Sen. Ernest W. McFarland (D-Ariz.), chairman of the Interstate Commerce Communications Subcommittee, and Senate majority leader, warned the Benton proposals "are potentially more dangerous to free expression than any legislation that has been before Congress in the 30 year history of American broadcasting. Implicit in it are all of the evils of censorship and abridgement of free expression against which this nation's free citizens have fought for generations."

The board was "distressed" by the fact "that James E. Webb, Acting Secretary of State, testified on behalf of this censorship threat at a time when American television, by virtue of private enterprise, has initiated coast-to-coast

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ALLOCATIONS

MONOPOLY AMONG networks is fostered by FCC's proposed plan allocating insufficient VHF channels to major markets in the U. S., according to CBS Executive Vice President Joseph H. Ream.

In an unusually frank statement on CBS's position as a TV network with only two owned and operated TV stations (plus 45% interest in WTOP-TV Washington and purchaser for \$6 million WBKB (TV) Chicago, if and when the United Paramount-ABC merger goes through), Mr. Ream delved into the economics of television in support of his network's proposals for additional VHF allocations to Boston, Chicago and San Francisco.

The CBS presentation was one of 128 filed last week with the FCC, covering the New England and Middle Atlantic states.

In a sense Mr. Ream's position was similar to that taken by DuMont in its filing three weeks ago—first in the city-by-city "paper" hearings to determine TV allocations throughout the U. S. [BROADCASTING • TELECASTING, Aug. 20].

But whereas DuMont protested the lack of sufficient VHF channels in major markets on the grounds that less than four meant discrimination against one or more TV networks, CBS took a different view.

CBS Claims Injury

CBS claimed lack of owned-and-operated stations in key cities hits where it hurts—in the pocketbook.

Also that such lack means insecurity on (1) clearances and (2) originations.

As in radio, owned-and-operated stations will be the money makers for a TV network, Mr. Ream stated. This is more true in TV because of the higher costs of programming and operation, he added.

"It is a fact of television network economics and operations," he said, "that a full complement of owned stations is a condition precedent to successful networking on a fully competitive basis.

"This pattern, it may be noted, is not temporary or arising out of interim circumstances. It follows the radio pattern, in which by far the major portion of Columbia's broadcasting profits have been attributable to our owned stations.

"The high cost of television networking, and particularly the cable costs which the networks bear, are likely to result in the accentuation of this phenomenon in the television field.

"Therefore, a network which owns a permissible quota of stations has a definite competitive advantage over a network which falls short of the quota."

It is no secret that CBS dragged its feet when it could have had what stations it desired. As the leading proponent of color TV, it

asked the FCC to commercialize color in 1946-47. FCC denied that request. However, its system was chosen by the FCC after the 1949-50 hearings.

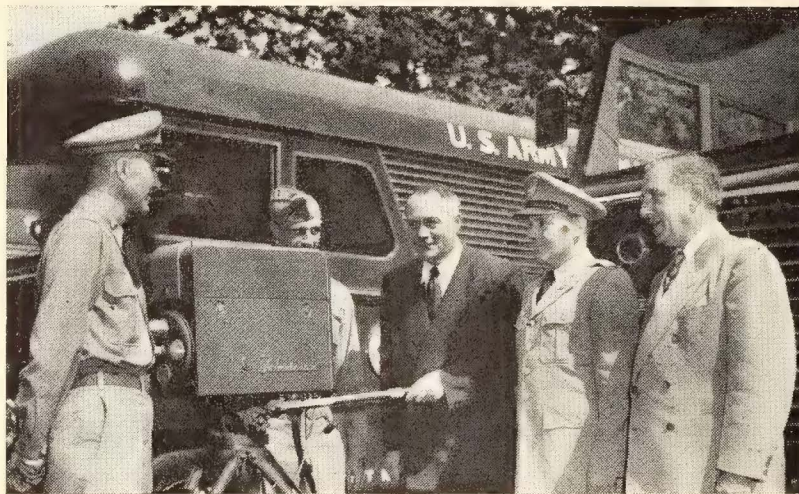
Therefore, CBS failed to swing onto the TV gravy train when others were doing so—obviously in the expectation of color TV.

Bald facts of commercial broadcasting were inherent in Mr. Ream's remarks that the lack of owned and operated stations in key mar-

kets stymied the matter of clearances.

"Inability to clear in one or two key markets, such as the cities involved in our proposals [Boston, Chicago and San Francisco]," Mr. Ream said, "may sometimes spell the difference between obtaining a network advertiser or losing it."

As for origination, Mr. Ream pointed out that owned-and-operated stations in key cities permit a network to use talent and facili-



MOBILE TV caravan was developed for the U. S. Army Signal Corps by RCA and shown to officers before being turned over to Fort Monmouth, N. J. Labs. RCA officials on hand for showing were Charles M. Odorizzi (c), operating vice president, RCA Victor Div., and L. W. Teegarden (r), vice president in charge of technical production. Inspecting camera unit are (l to r): Lt. Col. Lester R. Kleinknight; Major E. L. Weeks; Mr. Odorizzi; Lt. Col. William H. Gaeckle, and Mr. Teegarden. Station on wheels, developed in conjunction with corps' engineers, is contained in four huge trucks, and includes complete transmitting and monitoring equipment, three field cameras, 10 receivers, a large-screen TV projector, and radio intercommunication system. The caravan will be used to explore the feasibility of TV for field instruction, and to develop instructional techniques via TV. It is contemplated that the equipment might have much value in telecasting intricate field exercises and "piping" the picture, by microwave radio link and/or coaxial cable, to expert observers, maneuver umpires, or to military classrooms.

SET SALES UP

LOW PRICES, resulting from huge inventories, are moving television sets off dealers' shelves these days. But despite mass turnover, profits are being pared, too.

Dealers had in stock at the beginning of August between 900,000 and 1,150,000 TV sets, according to a Sept. 3 Dun & Bradstreet report—the first of its kind.

Manufacturers, at about the same time, had 768,766 TV sets in factory warehouses, according to the Radio-Television Manufacturers Assn.

That means there were between 1.6 and 1.9 million unsold TV sets at the beginning of August.

It is to wipe out that inventory—to clear the shelves for the new 1952 sets that have already been introduced [BROADCASTING • TELECASTING, Aug. 27, 20, 13, 6]—that manufacturers have pared prices.

Even Philco, a bare three weeks after it brought out its new 28-model 1952 line, revised its prices, cutting them all except low end models from \$20 to \$60. For example, the 20-in. table model was cut from \$359.95 to \$299.95.

Philco also added a new 17-in. table model at \$229.95 and three 20-in. models to the line.

Other Price Cuts

Following the lead of RCA Victor in cutting old-line prices [BROADCASTING • TELECASTING, Aug. 27], GE pared as much as \$100 from its present line, e.g. 17-in. table from \$269.95 to \$249.95. Sylvania, a month after it had introduced its new line, revised its prices, cutting from \$30 to \$90 off list prices, e.g. 17-in. table from \$249.95 to \$219.95.

CBS-Columbia announced price

ties other than such markets as New York and Hollywood.

As to UHF, Mr. Ream said:

"For a considerable period, perhaps five years, perhaps more, a commercial UHF station cannot compete on anything like an equal basis with a commercial VHF station in the same community."

CBS also recommended all educational reservations be made in the UHF band in order to give more VHF stations to commercial broadcasters.

Sees Less 'Urgency'

Its thesis was there is not the same urgency for an educational TV station as there is for a commercial station.

[For the educator's side of this argument, see story page 84].

CBS offered three proposals each for Boston, Chicago and San Francisco. All entail adding another VHF channel to those cities in addition to those proposed by the FCC.

Here are the proposals:

For Boston—Assign additional VHF Channel 9, affecting these cities: Providence, R. I.; Manchester, Durham, N. H.; Portland, Lewiston, Augusta, Orono, Calis, Me.; Albany, N. Y.; St. John, Canada.

For Chicago—Assign additional VHF Channel 13 affecting these cities: Rockford, Urbana, Bloomington, Ill. Indianapolis, Muncie, Connersville, Ind.; Piqua, Ohio; Milwaukee, Green Bay, Wis.

For San Francisco, assign additional VHF Channels 11 and/or 13 affecting these cities: Stockton, San Jose, Madera, Salinas, Calif.

Of the other filings last week major hassle seems certain over Philadelphia groups' determination to keep VHF Channel 12.

FCC proposes only new UHF frequencies for Philadelphia—all VHF channels already occupied by the three existing TV stations. Of the four UHF frequencies, one would be reserved for educational broadcasters.

In original 1945 allocations, FCC

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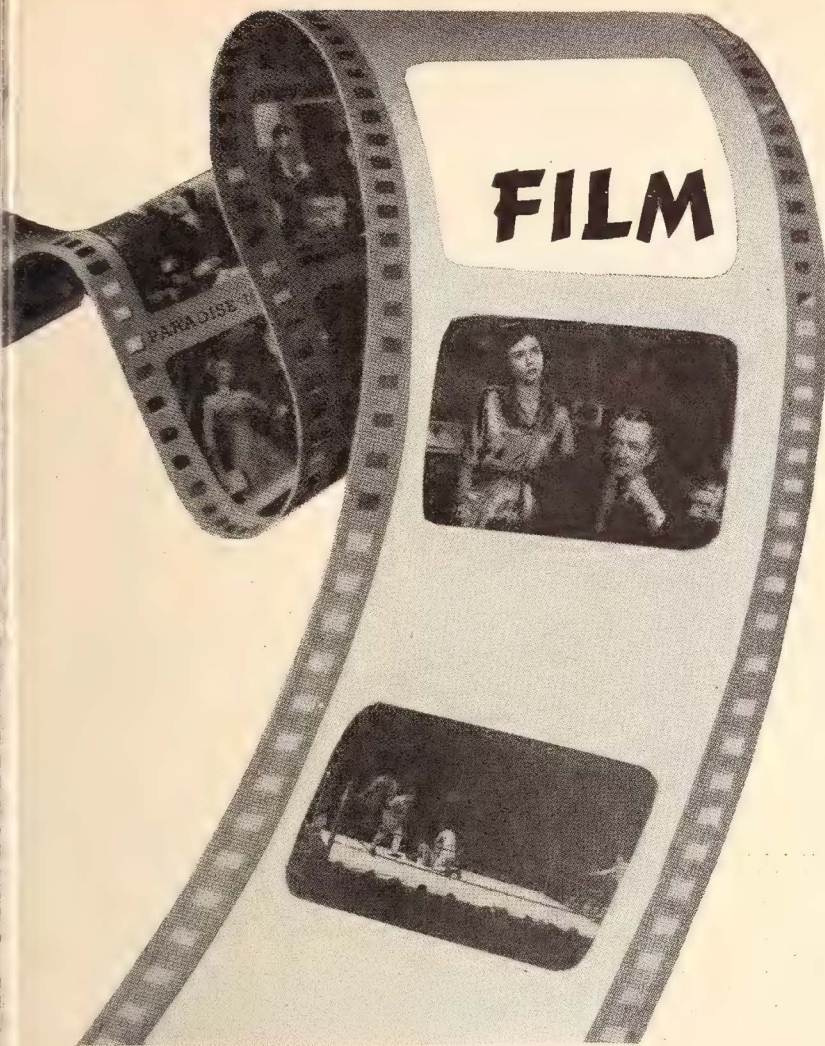
But Prices Are Low

cuts last week, amounting to about 25% on its present line (still called Air King). Cut put \$199.95 price on basic 17-in. table model. At the same time it introduced a 17-in. metal table model to sell for \$189.95, a 20-in. metal table model at \$279.95. These bear the CBS-Columbia name, and have been engineered to easily accept a companion "slave" color unit.

RCA Victor, meanwhile, introduced 10 new sets. All were 17- and 21-in. models, with stress on their higher sensitivity. Circuits are engineered so that they can be produced with a VHF-UHF tuner in them for markets that have both types of stations. Basic 17-in. metal table model is priced at \$279.95.

At the manufacturer level optimism for fall-winter prospect continues, even though a high vo-

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FILM IN THE FUTURE

AS TELEVISION'S HORIZONS EXPAND

By DAVE GLICKMAN

CROSS-COUNTRY microwave relay notwithstanding, film is expected to represent more than 65% of TV's future program total, with Hollywood as the major supply line.

That's the consensus among top advertising agency executives in Los Angeles, and many a station operator throughout the country shares that thinking.

Not wanting to set themselves up as oracles and talking "off the record," executives of various top agencies have told BROADCASTING • TELECASTING that "film is the thing" and their clients will be using "more and more of it as advertising budgets permit."

Big spenders, they believe, will use both live and filmed TV entertainment, with activity slowly increasing. "Fringe edge" advertisers, who must watch their dollars, will stick, however, to film on the local level, buying tailor-made products and/or old theatrical motion pictures available.

Stations, besides releasing TV network shows, live and kinescope, will continue to produce their own local programs, but Hollywood tailor-made products for video and available theatrical motion pictures, will make up an important part of daily programming.

Substantiating this thinking is the fact that 74% of the program-

ming on non-interconnected TV stations throughout the country now is on film. A checkup reveals that some of the shows are kinescoped film supplied by the advertiser on a delayed basis, plus regular Hollywood-made theatrical film bought for either sponsored or sustaining programs, it was said. A fair percentage also now includes film produced especially for video.

Belief that TV will become overwhelmingly a film medium has been expressed by Don McClure, radio-television production department executive of McCann-Erickson Inc., New York. He said that Hollywood will inevitably win out in the battle with New York for video film honors.

Executives Lay Plans

Walter Craig, vice president and director of radio-television, Benton & Bowles Inc.; Joe Stauffer, program director of N. W. Ayer & Son, and Arthur Pryor Jr., vice president and director of radio-television for BBDO, are among New York agency executives who in recent months have been casing Hollywood, consulting with motion picture studio heads on what cooperation video may expect in the way of talent availability and space accommodations.

Advertising agencies should be spending well over \$40 million of their clients' video money in Hollywood next year, according to Harry

McMahan, owner of Five Star Productions, and pioneer in the making of industrial-advertising and video commercial films.

He told the Society of Motion Picture Comptrollers a few weeks ago that well over \$4.5 million will be spent on TV film commercials alone this year by agency clients in Hollywood. Agencies, he added, will naturally control television film production. Filmed spots are only a part of the overall television film expenditure. Current year's expenditures include a \$6.5 million for sponsored shows and another \$5.5 million on open end shows slated to be sponsored regionally and locally, he stated.

Businesses Expanding

There are around 300 large and small production units across the country engaged more or less in turning out filmed spots and/or programming for television. Majority of these are producers of industrial and advertising films who gradually are swinging into the video field.

At last count there was a minimum of 75 independent TV production units in Hollywood filming programs. They are involved in a total of 185 series ranging in preparedness from announced ideas or plans to finished and sold products. Some of these production units are "one man" companies. Others are well staffed and financially established. And there is a score of TV film production units in the Hollywood area who make only commercial spots.

As far as can be ascertained, 25 of these Hollywood TV film companies have sold their products for the 1951-52 season and are either on the air now or will definitely start sometime in fall. Others have sold their filmed series for winter release, and are in process of completing production.

Products involve some 40 separate film series, 25 of them considered major entries in the programming field, at a total estimated production cost of approximately \$423 million, on a 39 week season basis.

Figure is based on a conservative estimate of \$14,000 per half hour of film, with total seasons' product amounting to around 820 hours. (Some few shows such as audience participations have been filmed for as little as \$1,500, with others in the \$20,000 bracket.)

The theatrical film industry last year produced 450 feature films—approximately 675 hours, and 550 short subjects or 100 hours, a total of 775 hours of film in all. With over 780 hours, already more film is being produced annually for TV in Hollywood than for theatrical exhibition. With production groups working at an accelerated speed, all figures on Hollywood TV film production and sales are subject to weekly change.

Leader in the field currently is Jerry Fairbanks Productions, with two major weekly series, *Bigelow Theatre* (sponsored by Bigelow-Sanford Carpet Co.) and *Front Page Detective* (sponsored by Guild

(Continued on page 94)

Station
KRLD

DALLAS

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

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

NOW there are

129,564

*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



Rorabaugh Reports June Advertising

(Report 180)

TV NETWORK advertisers showed a slight gain of .6% in June, but the number of national-regional spot and local-retail advertisers fell off 2.7% and 6.9% respectively. The figures were released in the latest *Rorabaugh Report on Television Advertising*.

In general, advertisers using TV dropped 5.8% in June from the May total of 5,478. The June total was 5,160, made up of 1,064 national-regional spot accounts, 3,937 local-retail and 159 network.

The 159 network advertisers sponsored 210 programs on four networks. Of the programs sponsored, NBC led with 87, CBS followed with 67, ABC had 44 and DuMont had 12. Table I lists top

(Continued on page 98)

TABLE I
TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

Sponsor	Program	No. of Stations	Sponsor	Program	No. of Stations
DeSoto	NBC		Ralston-Purina Co.	NBC	
"You Bet Your Life"		61	"Your Pet Parade"		62
Hunt Foods			B. T. Babbitt Co.		61
"Kate Smith Show"		61	"Two Girls Named Smith"		61
Manhattan Soap Co.			Maiden Form Brassiere Co.		59
"One Man's Family"		61	"Faith Baldwin Theatre"		59
Texas Co.			McKesson & Robbins		56
"Texaco Star Theatre"		61	"A Date With Judy"		56
Swift & Co.			General Mills		54
"Show of Shows"		61	"Stu Irwin Show"		54
	CBS			DTN	
R. J. Reynolds Tobacco Co.			Drug Store TV Products		24
"Garry Moore Show"		56	"Cavalcade of Bands"		24
Carnation Co.			General Foods Corp.		23
"Burns & Allen Show"		55	"Captain Video"		23
Nash-Kelvinator Corp.			Drug Store TV Products		22
"Morton Downey Show"		55	"Cavalcade of Stars"		22
Philip Morris & Co.			DuMont Labs		17
"Horace Heidt Show"		53	"DuMont Royal Theatre"		17
Procter & Gamble			Kaiser-Frazer Corp.		17
"First 100 Years"		53	"Ellery Queen"		17
"Garry Moore Show"		53	Larus & Brother		15
	ABC		"Plainclothesman"		15

TABLE II
NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Total
1. Foods & Food Chain Stores	47	356	403
2. Beer & Wine	8	139	147
3. Toilet Requisites	33	108	141
4. Household	23	88	111
5. Beverages	13	76	89
6. Laundry Soaps, Cleaners, Polishes	22	65	87
7. Miscellaneous	10	74	84
8. Drugs	12	46	58
9. Tobacco, Cigarettes & Accessories	24	29	53
10. Dairy & Margarine Products	6	44	50
11. Clothing & Accessories	5	38	43
12. Automotive (cars, tires, accessories)	17	24	41
13. Confections	6	33	39
14. Agricultural & Pet Foods	3	31	34
15. Jewelry & Accessories, Cameras, etc.	10	22	32
16. Gasoline & Oils	5	27	32
17. Radios, TV Sets, Phonographs, Accessories	10	13	23
18. Transportation		19	19
19. Financial	1	12	13
20. Publications	2	7	9
21. Public Utilities		7	7

TABLE III
LEADING CITIES BY TOTAL TV ACCOUNTS

	National-Regional	Local-Retail	Total
1. Los Angeles	225	176	401
2. New York	248	143	391
3. Chicago	198	92	290
4. San Francisco	160	121	281
5. Miami	60	214	274
6. Philadelphia	185	85	270
7. Erie	56	203	259
8. Cleveland	159	91	250
9. Baltimore	137	103	240
10. Detroit	156	84	240
11. Washington	109	99	208
12. Dallas	92	100	192
13. Milwaukee	94	95	189
14. Pittsburgh	68	114	182
15. Minneapolis-St. Paul	104	73	177

Weekly Television Summary—September 10, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450	Louisville	WAVE-TV, WHAS-TV	100,500
Ames	WOI-TV	61,544	Memphis	WMCT	93,160
Atlanta	WAGA-TV, WSB-TV	115,000	Miami	WTVJ	81,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615	Milwaukee	WTMJ-TV	251,380
Binghamton	WNBF-TV	41,300	Minn.-St. Paul	KSTP-TV, WTCN-TV	269,100
Birmingham	WAFM-TV, WBRC-TV	60,000	Nashville	WSM-TV	35,070
Bloomington	WTTV	17,200	New Haven	WNHC-TV	168,000
Boston	WBZ-TV, WNAC-TV	753,760	New Orleans	WDSU-TV	62,150
Buffalo	WBEN-TV	209,565	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,490,000
Charlotte	WBTV	86,405	Newark	WOR-TV, WPIX	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793	Norfolk	WATV	
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000	Oklahoma City	WTAR-TV	75,310
Cleveland	WEWS, WNBK, WXEL	486,491	Omaha	WKY-TV	93,480
Columbus	WBNS-TV, WLWC, WTVN	176,541	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	874,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	129,564	Phoenix	KPHO-TV	40,100
Davenport	WOC-TV	59,506	Pittsburgh	WDTV	300,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		Providence	WJAR-TV	162,000
Detroit	WHIO-TV, WLWD	208,000	Richmond	WTVR	95,070
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	616,544	Rochester	WHAM-TV	88,130
Ft. Worth	WICU	61,475	Rock Island	WHBF-TV	59,500
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	129,564	Salt Lake City	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Kalamazoo	WLAV-TV	146,181	San Antonio	KDYL-TV, KSL-TV	51,500
Greensboro	WFMY-TV	73,911	San Diego	KEYL, WOAI-TV	50,350
Houston	KPRC-TV	84,129	San Francisco	KFMB-TV	105,560
Huntington			Schenectady	KGO-TV, KPIX, KRON-TV	210,000
Indianapolis	WSAZ-TV	50,562	Seattle	WRGB	160,900
Jacksonville	WFBM-TV	171,250	St. Louis	KING-TV	87,500
Johnstown	WMBR-TV	38,750	Syracuse	KSD-TV	300,000
Kalamazoo	WJAC-TV	103,629	Toledo	WHEN, WSYR-TV	126,220
Grand Rapids	WKZO-TV	146,181	Tulsa	WSPD-TV	125,000
Kansas City	WDAF-TV	127,170	Utica-Rome	KOTV	84,270
Lancaster	WGAL-TV	109,112	Washington	WKTU	50,000
Lansing	WJIM-TV	55,000	Wilmington	WMAL-TV, WNBW, WTOP-TV, WTTG	278,100
Los Angeles	KECA-TV, KFI-TV, KLAS-TV, KNBH, KTLA, KTSN, KTTV	1,002,000		WDEL-TV	77,670

Total Markets on Air 63

Total Stations on Air 107

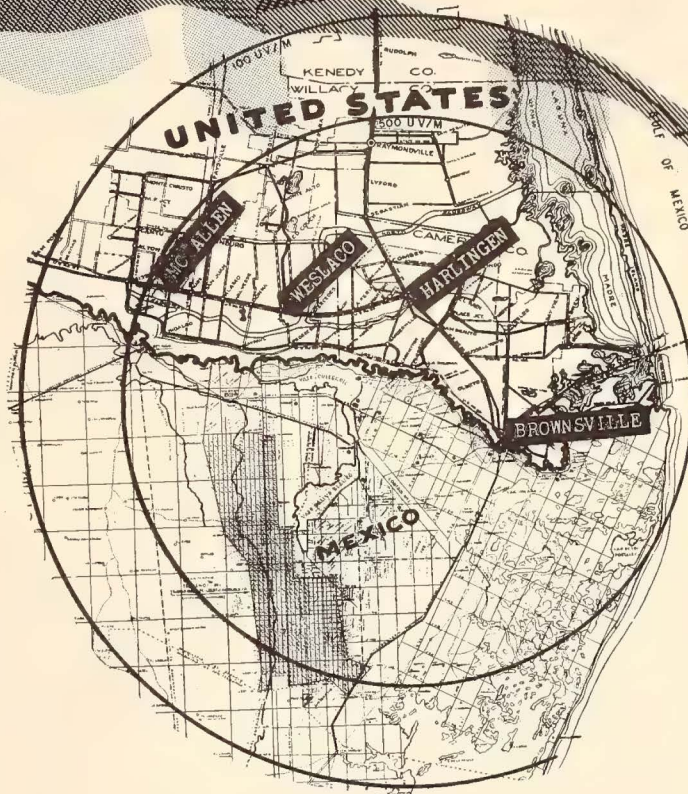
Estimated Sets in Use 13,323,000

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

XELD-TV

brings you
America's newest
television market

...the rich Rio Grande Valley



Starting Sept. 15, America's newest television station...XELD-TV, Brownsville, Texas, and Matamoras, Mexico, creates a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 306,348 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$123,282,000 in retail sales during 1950.

XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7

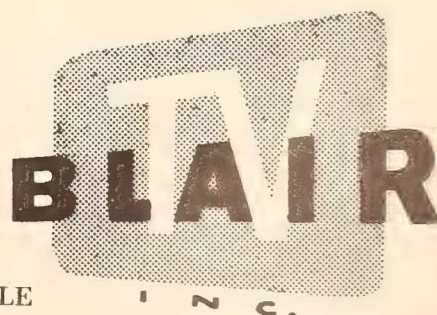
2.8 Kilowatts ERP

MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by

NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE



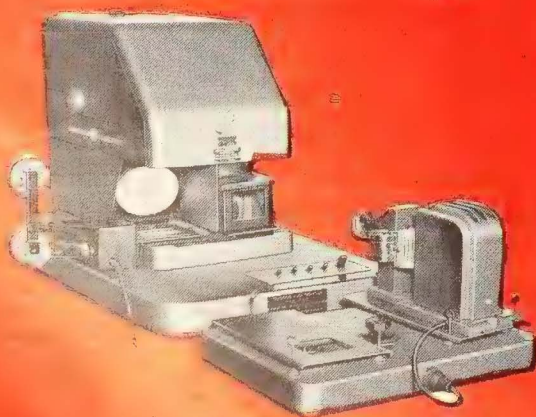
New **CBS** television equipped



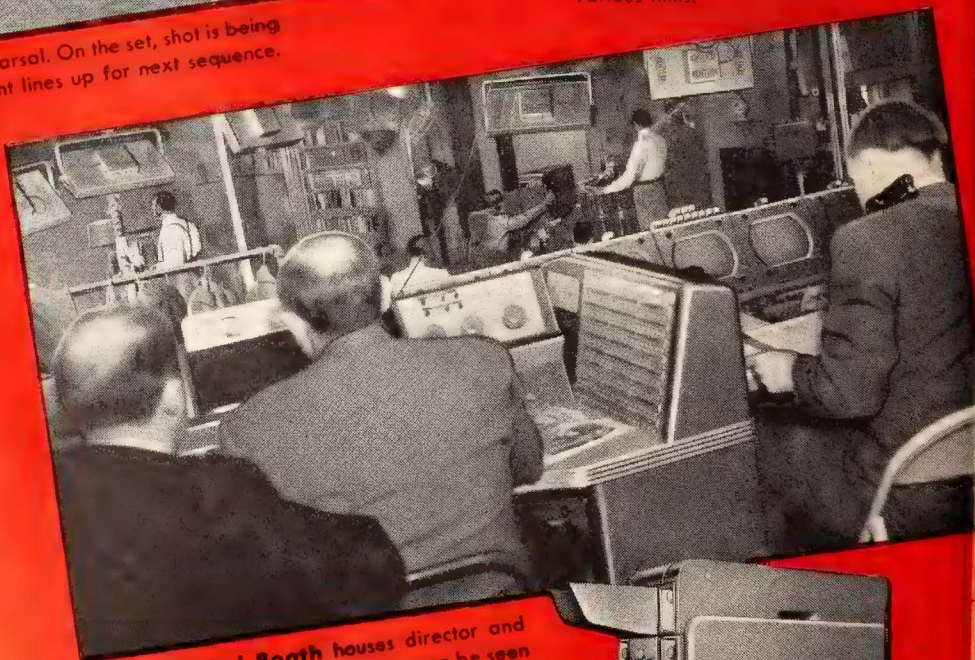
CBS's Ford Theatre of the Air in rehearsal. On the set, shot is being taken by camera at left. Camera at right lines up for next sequence.



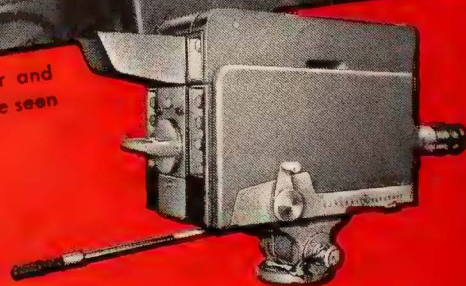
35 mm Projector. Equipped with G.E.'s famous Synchro-Lite feature that eliminates all moving shutter parts. This "cold" light source also permits film to be used for stills. Unit includes a continuously variable equalizer for balanced response from various films.



Dual Slide Projector. Handles either opaques or transparencies, provides lap dissolve from one to the other. Tape-time slide carriage and 2" x 2" projector kit shown are optional accessories.



Studio Control Booth houses director and assistants at monitors. Studio action can be seen through glass front of control room.



Studio Camera—with mounting head and electronic viewfinder. Extremely accessible and light in weight, this camera gives you high quality pickups even under unfavorable lighting conditions.

studios

Complete studio facilities—including 4 camera channels—installed in record time of 18 days!

by GENERAL ELECTRIC!



Close-up calls for action by cameraman using light, easily maneuvered G-E unit. This camera is particularly good under poor or limited lighting.



Master Control is extremely versatile. It will accept as many incoming signals as would be required in any studio installation, and will also fade or switch any of these signals to multiple outputs.

Latest in Camera Channels and Monitoring Units Designed by General Electric Engineers and Built at Electronics Park. . . .

To equip their famous Studio 57, CBS officials demanded the finest, most advanced units the industry could offer, and called on General Electric to supply them. Because a large studio layout of this type requires the maximum in flexibility, standard G-E studio units were ideal . . . cabinetry is uniform . . . block-building permits rapid, painless expansion when necessary. There are 4 complete camera channels in this CBS group, plus program control and accessory units.

There's plenty going on at Electronics Park these days—in research and manufacture for VHF, UHF and color TV. You're invited to come up and see what we've got before you buy any station equipment. For information and arrangements, call the G-E office near you.

HANDY LEATHERETTE ENVELOPE

. . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: General Electric Company, Section 291-10, Electronics Park, Syracuse, New York.



You can put your confidence in—

GENERAL



ELECTRIC

SUPPORT of labor leaders and the acceptance of UHF are the two developments that stand out in studying the strong pitches made by educators for the reservation of TV channels in last week's filings before the FCC.

Surprise of the filings was the switch from non-commercial to commercial requested by Michigan State College, East Lansing.

Originally, Michigan State had asked for the assignment for education of VHF Channel 10 to East

Lansing—to which FCC proposed to allocate only a UHF channel.

Last week, Michigan State repeated its request for assignment of Channel 10 to East Lansing, but asked that it be made commercial. It has, it reported, \$200,000 earmarked for TV and has been working with closed circuit TV.

Michigan State operates 5 kw WKAR, established in 1922.

Indication of labor's support is given in the announcement of a resolution to be introduced at the

International Labor Press of America convention in San Francisco Sept. 14-16. It calls for the establishment "in every major and medium sized city in the country" of a TV station "specializing in the promotion of a more enlightened and better citizenship."

Resolution is to be introduced by Bernard Tassler, managing editor of the AFL's *American Federationist*, also calls for establishing an ILPA committee to work with educators to establish "a nationwide network of public service television stations owned and operated for the public good jointly by labor and educational institutions."

Submission of the same proposition to the full AFL convention, scheduled in San Francisco Sept. 17, is also proposed.

Week's filings were highlighted by presentations of New York State Board of Regents and the states of New Jersey and Connecticut.

The New York Regents reaffirmed their earlier bid for 11 channels, but withdrew request for VHF in Rochester and Buffalo.

In addition to approving FCC proposals for reservation of non-commercial channels for Albany-Schenectady-Troy, Binghamton, Buffalo, Ithaca, Rochester, Syracuse, Utica-Rome and in New York City, the Board of Regents asked for another UHF reservation in New York City and for Malone and Poughkeepsie—the only assignments to the latter two cities.

Multi-Millions Spent

Cost of the 11-station network was estimated at \$3,850,000, not counting land and buildings—shrugged off as a minor consideration. The Board of Regents pointed out that for the fiscal year ending June 30, 1950, it spent \$885 million to operate all kinds of educational institutions, museums, historical societies, etc. State aid amounted to \$236 million plus another \$2,300,000 for adult education. The educational plant is worth \$2.3 billion, it said.

Yearly operating cost was estimated at \$2,300,000.

Still going its own way is Cornell U.'s WHCU Ithaca which repeated its plan to move VHF Channel 3 to Ithaca for commercial use.

The New Jersey presentation included specific request for FCC grant to build a UHF non-commercial TV station at New Brunswick, to be operated by Rutgers U.

Since New Jersey has had no channels reserved for educational TV, it loaded its document with outraged comments from leading citizens.

It repeated its earlier request for UHF channels in Andover, Montclair, New Brunswick, Freehold, Camden and Hammonton.

The state of Connecticut, which has only one UHF channel reserved at Storrs for non-commer-

cial TV, put in strong bid for four more UHF stations to establish a state-wide TV educational TV network.

Connecticut wants stations at Bridgeport, Hartford, Norwich and Waterbury.

Answer to the resolution of the Illinois Broadcasters Assn. last month opposing use of public funds to build and operate a state university TV station was made last week by U. of Illinois President George D. Stoddard in a letter to Ray Livesay of IBA.

The IBA resolution had stated that the university could "to much better advantage use the taxpayer's money to produce television programs for use on commercial stations . . . which will assure state-wide television coverage. . . ."

[BROADCASTING • TELECASTING, Aug. 6].

Mr. Stoddard said the university was considering the use of an educational TV station in conjunction with its agricultural, professional and adult education extension courses, and hopes to keep costs down through exchange of programs with other educational and commercial stations.

SAG CANCELS

Lippert Productions Contract

SALE of new theatrical feature pictures for television use last week brought Lippert Productions the first Screen Actors Guild action against a motion picture producer. The guild served the producer notice of cancellation of contract.

Notice was served in accordance with the SAG basic contract with all producers giving the guild a cancellation right if the producer sold feature films made after Aug. 1, 1948 for television use without negotiating agreement with SAG for additional payment to actors.

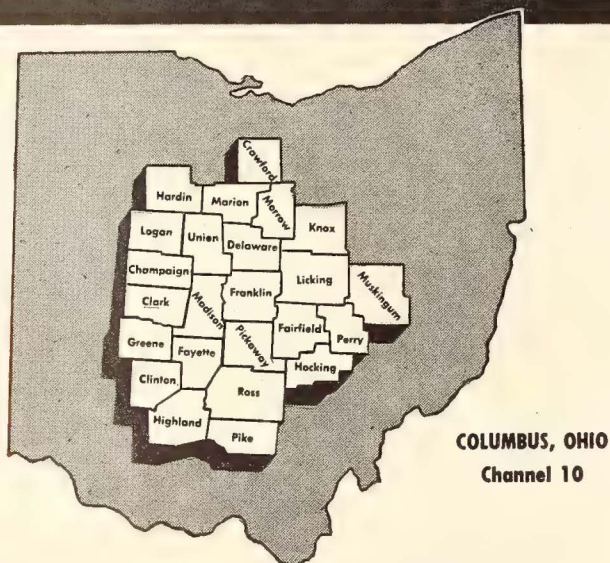
Lippert recently sold a batch of such films to KTLA (TV) Los Angeles.

Essentially the action means that SAG members will not work for Lippert until differences are adjusted and the new basic contract is signed. In its notice the guild stated that "we hereby offer to meet and confer with you and the Independent Motion Producers Assn. of which you are member for purpose of negotiating new collective bargaining contract and would appreciate it if you would promptly advise us of a convenient time and place where such meeting may be held."

SAG recently presented demands for a new contract with producers to replace the present one. New contract asks ban of all theatrical films made after Aug. 1, 1948 from television use in place of the present cancellation clause [BROADCASTING • TELECASTING, Aug. 20].

RECORD "highs" were set by Television-Electronics Fund Inc., Chicago, this month when firm reported total net assets of \$7,153,000, with \$13.14 net assets per share and number of outstanding shares 544,194.

Ready-Made TV Audience in a PROFITABLE MARKET



COLUMBUS, OHIO
Channel 10

There's no question about WBNS-TV Complete coverage of the central Ohio market

SABINA—52 miles from Columbus
—"We get WBNS-TV quite well here."*

KENTON—59 miles from Columbus
—"The best is WBNS-TV—picture good—signal strong."*

WILMINGTON—58 miles from Columbus—"We get WBNS-TV the best of the Columbus Stations."*

NEW LEXINGTON—49 miles from Columbus—"WBNS-TV is coming in very good—the best of the Columbus Stations."*

The consumer data is here, and it shows you why central Ohio is such a rich and responsive market for you. There's no question about where to put your TV sales message in central Ohio for full coverage all around. Just check the Pulse ratings and you will see the popularity of WBNS-TV programs in this fastest growing TV market. Read the "WBNS-TV Coverage Story" and learn about the bonus coverage you get. Yes, top local and CBS stars assure you of a profitable and ready-made audience in the rich 24 county central Ohio area when you schedule WBNS-TV.

*From "WBNS-TV Coverage Story"
To get your copy, phone Blair TV or write direct.

WBNS-TV

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM—Sales Office: 33 North High Street

KFI-TV NOW KHJ-TV

Personnel Changes Made

WITHOUT fanfare Don Lee Broadcasting System took over operation of KFI-TV Los Angeles from Earle C. Anthony last Thursday and station call letters became KHJ-TV identifying it with the networks AM operations. Six key KFI-TV department heads went along with new ownership.

George Whitney, formerly general manager of KFI-AM-TV, rejoined Don Lee as vice president in charge of TV sales [BROADCASTING • TELECASTING, Aug. 27]. Others making the shift include Ken Higgins, program director; Paul Knight, director of remotes; Brian Cole, supervisor of TV engineering; Serge Krisman, art director; Jim Love, film editor and Ted Meyers, news and special events.

Ward Ingram, Don Lee executive vice president, will be active in both radio and TV. Tony LaFrano, Don Lee director of AM operations, adds television to his responsibilities. Herb Smith, in the network's accounting department,

Set Sales Up

(Continued from page 78)

ame-small profit market is acknowledged.

The Dun & Bradstreet study was done at the behest of a number of the larger radio-TV and parts manufacturers. In addition to estimating the total number of TV sets in dealer inventory, it also reported:

- Between 350,000 and 450,000 portable model TV sets were among the 900,000-1,150,000 TV sets in retail inventory.

- Between 1,400,000 and 1,700,000 radio sets were in dealer inventory at the beginning of August.

- Between 375,000 and 450,000 battery portable radio sets were in dealer inventory at the beginning of August.

- Retail radio-TV inventories declined by about 15% during July.

This was the first of a continuing monthly survey of radio and TV set sales and inventories at the retail level to be conducted by Dun & Bradstreet. The next report, due about the middle of September, will cover August sales and inventories.

Underwrite Study

Manufacturers underwriting the study are: Bendix, Corning Glass, Crosley, GE, Hallicrafters, Indiana Steel Products, Motorola, Philco, RCA Victor, Sentinel, Sprague Electric, Stromberg-Carlson, Sylva, Westinghouse and Zenith.

TV set production for the first 10 weeks of 1951 totaled 3,483,674 sets, RTMA has reported. This compares with 3,463,800 produced during the same period in 1950.

However, only 116,000 TV sets were produced in July, the lowest number since the 79,500 built in the same month of 1949.

was made television production business manager and Jim Parsons, in charge of the network's public relations department, shifts to TV in a similar capacity. Rodney (Bud) Coulson, formerly KFI publicity director, takes over Mr. Parsons' former post. William Barron continues as Don Lee publicity news editor.

"Programwise, we will pursue the same aggressive policy that has made Don Lee Broadcasting System the nation's largest regional radio network," Willet H. Brown, president, who heads both AM and TV operations, said in announcing names of those being retained for KHJ-TV.

With the ownership change, Haan Tyler, manager of KFI-TV, shifted to KFI as general sales manager. He succeeds Kevin Sweeney, who resigned effective Sept. 15. Mr. Sweeney's future plans are not determined, he told BROADCASTING • TELECASTING.

CLOSED CIRCUIT

Used for Sales Pitch

PATTERN for what may be the typical sales convention of the future was set in Chicago on Wednesday, Sept. 5. Executives of the General Electric Co.'s Appliance Div. and 150 of their distributors and leading salesmen met in NBC's television studios "AA" in the Merchandise Mart for a closed circuit introduction preview of the network's *Bill Goodwin Show*.

The appliance division of GE will sponsor the new program twice a week over the NBC Television Network, Tuesday and Thursday, 3:30-4 p.m., EDT, beginning Sept. 11 through Young & Rubicam.

The closed circuit introduction was a part of the sponsor's Sales Counselors Convention which is being held in Chicago this week. All interconnected stations of the NBC Television Network were fed the unique telecast.

TEXAS TV

Four New Requests Filed

ALL FOUR of the new TV applications filed with FCC last week were for Texas.

Three of them were filed by the same company, UHF Television Co., owned by Texas oilmen H. L. Wheelock, W. L. Pickens and H. H. Coffield. They requested UHF stations in San Antonio, Houston and Dallas.

The trio recently sold their interests in KEYL (TV) San Antonio to Fort Industry Co. for more than \$1 million [BROADCASTING • TELECASTING, Aug. 6].

In addition to their new applications for Channel 35 in San Antonio Channel 23 in Houston and Dallas, the three oilmen have pre-freeze applications for New Orleans and Corpus Christi.

The fourth TV application was filed by KGNC Amarillo, requesting Channel 4 there. The same group owns KFYO Lubbock, Tex.

Survey* Shows 212,940 RADIO HOMES

31,072 TV HOMES AND BUSINESSES*

IN TULSA TV AREA ...

AS OF JULY, 1951

★ NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES" as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

\$1,000 REWARD!

Associated Tulsa Broadcasters have posted \$1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO

4.45 HOURS VIEWING TELEVISION

FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.

P. LORILLARD

Takes Garden Events

P. LORILLARD Co. for Old Golds, through Lennen & Mitchell, New York, has bought half sponsorship for 117 sports events to be telecast by WPIX (TV) New York from Madison Square Garden during the 1951-52 sport season, it was announced Thursday.

Reported to have paid more than \$500,000 in Garden's TV rights, WPIX, independent-owned by the *New York Daily News*, offered the coverage as a single package, as a third of a package, or as a series of 26 half-hour periods over a five-month span. Time, rights, and announcers for the latter arrangement—requiring about 14 different sponsors—bore a price mark of \$47,398 each, so it was reported that WPIX was asking some \$640,000 for the package.

TVA STRIKE

Ends on West Coast

TELEVISION Authority pickets which have maintained a five-month march on KFI-TV Los Angeles through change of ownership and of call letters last week ceased their march as the Don Lee Broadcasting System, new owners of station came to terms with the union. [BROADCASTING • TELECASTING, Sept. 3].

Almost simultaneously, Peter Prouse, west coast executive, TVA, submitted his resignation to TVA National Board to join Jack Douglas Productions, TV film producers.

The contract became effective Sept. 6, same day on which KFI-TV resumed operations as KHJ-TV. It continues to Nov. 1952. Including among contract conditions are payments to TV performers of \$35 for 15 minute show; \$45 for half-hour; \$60, hour show. Don Lee also agreed to accept a memorandum agreement covering employment of staff announcers.

PRODUCERS

Plan Own Group

FEELING need of what they term a "representative" organization of working television film producers, 10 leading Hollywood TV film producers last week bypassed the existing National Society of Television Producers and laid plans for a new producers' association.

Meeting was to be held Thursday night to formally organize the group.

In the new group are such active TV film producers as Jerry Fairbanks Productions; Ziv Television Productions; Bing Crosby Enterprises; William F. Broidy Productions Inc.; Flying A Productions; Roy Rogers Productions; Frank Wisbar Productions; TVA Inc.; Primrose Productions; Screen Assoc.

NBC-TV IN A.M.

Two Shows Planned

PLANS for expanding NBC-TV's hours of operation—and its advertising revenue—through addition of a breakfast-time program and a post-midnight show to its daily schedule, were revealed last week by Sylvester L. (Pat) Weaver, NBC vice president for television.

The morning program, to run from 7 to 9 a.m., will be modeled on the music-news-time-weather-comedy formula which has paid off so handsomely in radio as to become an almost universal formula.

Original plans called for selling the two-hour program to network sponsors in 15-minute segments, interspersed with local cut-in announcements at each station, but at week's end a proposal that the time periods be cut to eight minutes was reportedly receiving serious consideration from top NBC-TV sales and program executives.

Plans for the after-midnight show are less well developed, except that it will be a casually informal type of program suitable to the 12-to-1 time, possibly somewhat along the lines of last season's *Broadway Open House* series.

These two new NBC-TV network programs, according to present thinking, will be separated from the regular afternoon and evening shows on the network, leaving the 11 p.m.-to-midnight period and the morning hours after 9 a.m. free for local programming by NBC-TV affiliates.

Gillette Buys on CBS

GILLETTE Safety Razor's subsidiary, Cosmetic Co., for home permanents, becomes alternating sponsor on Sept. 27 of *Crime Photographer* on CBS-TV, Thursday, 10:30-11 p.m., EDT. Agency is Tatham-Laird Inc., Chicago. Carter Products Inc., New York (Ar-rid) through Sullivan, Stauffer, Colwell & Bayles Inc., New York, has been bi-weekly sponsor of the drama since it started April 19.

Maddigan Named

JOHN MADDIGAN, director of news for ABC, has been named director of special events and news, for the ABC television network. A similar appointment will be made soon for the ABC radio network.

KEYL (TV) Adds CBS

KEYL (TV) San Antonio will become a CBS television network affiliate effective December 11, General Manager W. D. Rogers Jr. told BROADCASTING • TELECASTING last week. KEYL will continue its ABC and DuMont affiliations.

Set Sail
FOR
BIGGER Sales
in the Great
SOUTH FLORIDA
MARKET

WTVJ CHANNEL 4
MIAMI
COVERS THIS RICH,
FAST-GROWING MARKET
Like the Sunshine
...REACHING NEARLY 750,000
PERMANENT RESIDENTS
plus NEARLY 2,000,000
TOURISTS every year.

82,300
TV SETS IN
GREATER MIAMI ALONE
(NBC and Dealer Surveys)
COMPLETE COVERAGE includes
So. PALM BEACH County
FORT LAUDERDALE
HOLLY WOOD
ALL GREATER MIAMI
WTVJ CHANNEL 4
MIAMI

a Full Time
TV STATION
9AM to 1AM
FULL NIGHTTIME PROGRAMMING
from all 4 NETWORKS
WTVJ
CHANNEL 4 MIAMI

WTVJ CHANNEL 4
MIAMI
Represented by FREE and PETERS

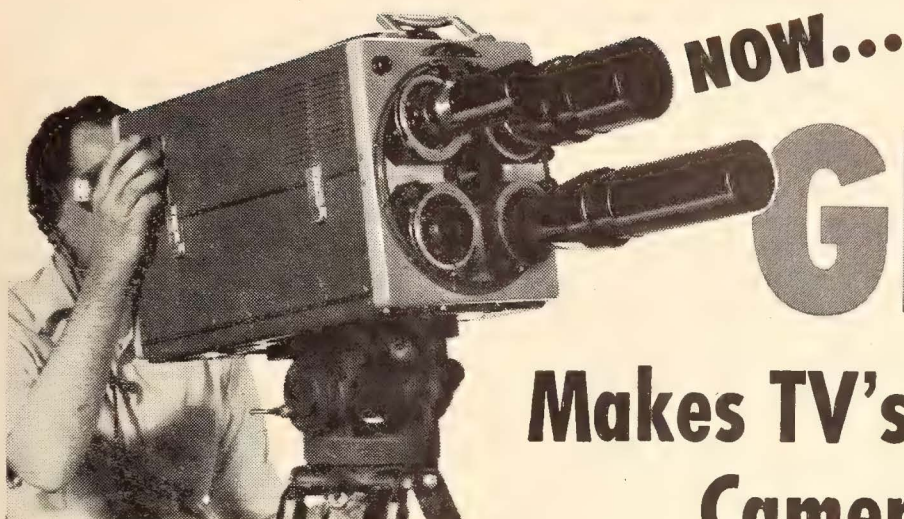
Set Sail
FOR
BIGGER Sales
in the Great
SOUTH FLORIDA
MARKET

WTVJ CHANNEL 4
MIAMI
COVERS THIS RICH,
FAST-GROWING MARKET
Like the Sunshine
...REACHING NEARLY 750,000
PERMANENT RESIDENTS
plus NEARLY 2,000,000
TOURISTS every year.

82,300
TV SETS IN
GREATER MIAMI ALONE
(NBC and Dealer Surveys)
COMPLETE COVERAGE includes
So. PALM BEACH County
FT. LAUDERDALE
HOLLYWOOD
ALL GREATER MIAMI
WTVJ CHANNEL 4
MIAMI

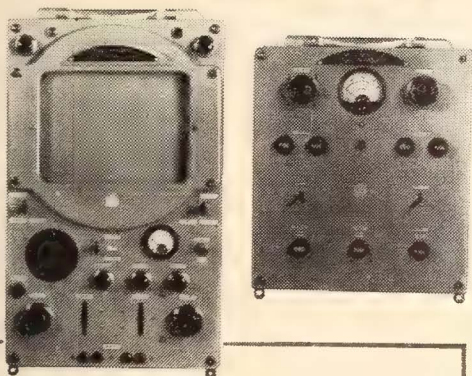
a Full Time
TV STATION
9AM to 1AM
FULL DAYTIME PROGRAMMING
Hundreds of \$\$\$-\$\$\$
advertising success
stories in our files
WTVJ
CHANNEL 4 MIAMI

WTVJ CHANNEL 4
MIAMI
Represented by FREE and PETERS



GPL

Makes TV's Outstanding Camera Chain Even Better!



Compare

THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE
FOR DETAILS

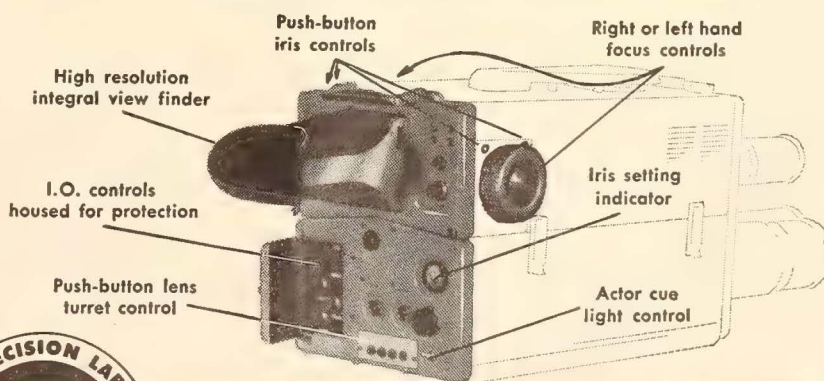
GPL's 1951 Image Orthicon Chain is delivering even more features — better performance — than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

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

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

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

FINGER-TIP OPERATION from CAMERA or REMOTE LOCATION



GENERAL PRECISION LABORATORY
INCORPORATED

Pleasantville


New York

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

NOW

**MORE
POWER
FOR YOU
THRU
WICU
ERIE
PENNSYLVANIA**

This bonus coverage
is available now to
all advertisers.



Phone or wire for
availability today.
A perfect test market
for any campaign!

WICU

Channel 12

EDWARD LAMB
President

HEADLEY-REED, NATL. REP.

Closely affiliated with—

WTVN Channel 6

Columbus, Ohio

WTOG Toledo, Ohio

COMPLETE TV SCHEDULE OF NCAA COLLEGE FOOTBALL GAMES

Date	Home Team	vs. Visitor	Location	Type	Date	Home Team	vs. Visitor	Location	Type
Sept. 22	No NCAA Games Televised				Nov. 3	Illinois	Michigan	Urbana, Ill.	West to Ea
Sept. 29	Pittsburgh	Duke	Pittsburgh	West to East	Nov. 3	Army	U. S. C.	New York	East to We
Sept. 29	Princeton	Columbia	Princeton, N. J.	East to West	Nov. 3	Frank. & Marshall	Wash. & Jeff.	Lancaster, Pa.	Local only
Oct. 6	Illinois	Wisconsin	Urbana, Ill.	Full network	Nov. 10	Mich. State	Notre Dame	Lansing, Mich.	West to Ea
Oct. 13	Notre Dame	S. M. U.	South Bend	Full network	Nov. 10	Navy	Maryland	Baltimore	East to We
Oct. 20	Yale	Cornell	New Haven, Conn.	East to East	Nov. 17	Columbia	Navy	New York	East to East
Oct. 20	Ohio State	Indiana	Columbus	West to West	Nov. 17	Nebraska	Colorado	Lincoln, Neb.	West to We
Oct. 20	Iowa State	Missouri	Ames, Iowa	Local only	Nov. 17	Maryland	N. C. State	College Park, Md.	S. E. only
Oct. 20	Minnesota	Nebraska	Minneapolis	Local only	Nov. 24	Michigan	Ohio State	Ann Arbor, Mich.	Full network
Oct. 27	Harvard	Dartmouth	Cambridge, Mass.	East to East					
Oct. 27	Northwestern	Wisconsin	Chicago	West to West					

NCAA Gridcasts

(Continued from page 27)

ers and eastern games directed only to the West. This arrangement also is slated for three Saturdays.

In addition, there will be sectional and strictly local telecasts. Local telecasts, such as the Minnesota-Nebraska game Oct. 20 at Minneapolis which is slated to be telecast to the Minneapolis-St. Paul area only, are expected to be of particular value in measuring TV's impact on box office receipts.

Nine teams will appear twice each on the national schedule. They are Columbia, Michigan, Maryland, Navy, Illinois, Nebraska, Ohio State, Notre Dame and Wisconsin.

Final draft of the national card, prepared by Westinghouse, was endorsed unanimously by the NCAA TV Committee. Co-chairmen are Ralph Furey of Columbia U. and Tom Hamilton, U. of Pittsburgh, both athletic directors at their respective schools.

Speaking for the NCAA committee, Mr. Furey expressed complete satisfaction for the schedule and asserted the committee had given "television a football schedule that it wouldn't have had" otherwise.

Bans in 1950

Mr. Furey cited bans imposed in 1950 on football telecasting by the Big Ten, the Southwest and the Pacific Coast Conferences, and the potential ban by the largest football group, the Eastern Collegiate Athletic Conference. He emphasized that the NCAA experimental plan had induced the colleges to permit telecasts of their games.

"We are hopeful that the experiment will result in some type of program that can be continued in the future," said Mr. Furey. "Television is here to stay; college football is here to stay. We hope the two can work together."

The Columbia U. official admitted other factors such as weather, team performance and ticket prices can affect gate receipts, all of which would be taken into consideration by the NCAA research agency.

The research agency referred to is the National Opinion Research Center of the U. of Chicago, which

measured gate receipts for the seasons of 1947, 1948 and 1949 when TV was not considered a major factor, and compared this collected data with 1950 season attendance.

It was on the basis of this comparison that NCAA felt justified to gauge TV's impact on attendance in the upcoming season.

All NCAA members, more than 300 colleges and universities, will file data on the 1951 season, including attendance figures, with NCAA. Information thus compiled will be analyzed by the NORC. Results of this analysis, expected to be aired at the NCAA winter convention, will guide future NCAA policy on grid telecasts. The present NCAA controlled experiment ends Nov. 24. Schools are, in fact, encouraged to obtain TV sponsors before Sept. 29, and after Nov. 24.

N.D.-U.S.C. Game Sought

It was understood that Westinghouse is negotiating for the Notre Dame-Southern California grid classic Dec. 8.

Further, NCAA has authorized any college to make individual arrangements for theatre television, Phonevision, or Skiatron.

The theatre television interests, Fabian Network in the East and Paramount in the Southwest, have been granted the right to telecast any game "they want to buy," Mr. Furey said, provided they submit results to NORC and 2% of their gross profit to NCAA. Skiatron and Phonevision also have been given the go-ahead sig-

nal by NCAA on the same basis.

In addition to the funds thus realized, NCAA will assess each school participating in the Westinghouse schedule "20% or less" of its television income.

U. of Pennsylvania, eastern grid powerhouse, which rebelled against the NCAA imposed plan then later relented, does not appear on the Westinghouse schedule. When queried about this glaring omission, Mr. Furey stated Penn had refused a Westinghouse offer to carry the Penn-U. of California game on the full NBC-TV network. This refusal reportedly stemmed from an exclusive Penn ABC-TV contract.

Restrictions imposed by NCAA on college gridcasts are expected to encourage telecasts at the professional and high school levels.

Already, Westinghouse has contracted to sponsor high school grid contests on Sept. 21 and on Thanksgiving Day via KING-TV Seattle.

The Washington (D. C.) Redskins professional football team has announced all of its National Football League road games will be telecast over WMAL-TV Washington.

Also announced was the sponsorship by the Atlantic Refining Co. of road games of the Philadelphia Eagles and the Pittsburgh Steelers, both professional teams.

On NCAA "black out" Saturdays, grid interest will be sustained on some stations by film pertaining to football in place of the live contests.

CBS-TV plans to carry several football games via color television

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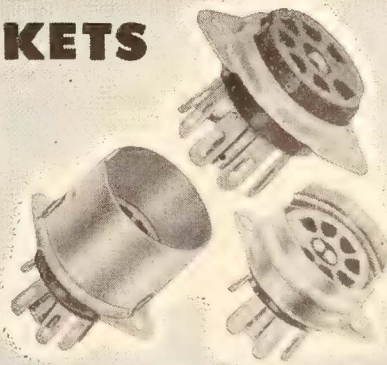
Power factor, 1 megacycle	0.0015
Dielectric constant, 1 megacycle	9.2
Loss factor, 1 megacycle	0.014
Dielectric strength, volts/mil	400
Volume resistivity, ohm-cm	1×10^{15}
Arc resistance, seconds	250
Impact strength, Izod, ft.-lb/in. of notch 0.7	
Maximum safe operating temperature, °C	350
Maximum safe operating temperature, °F	650
Water absorption % in 24 hours	nil
Coefficient of linear expansion, °C	11×10^{-6}
Tensile strength, psi	6000

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MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only .015 1 mc., insulation resistance 10,000 megohms. Fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

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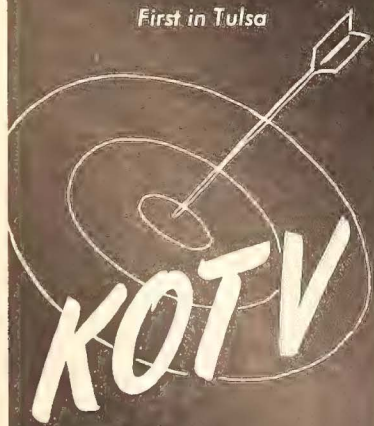


He Shot an Arrow!

But it was no accident that he hit the multi-million dollar Tulsa market, because you see—he's a time buyer who knows about the more than 80,000 TV homes covered by KOTV—Tulsa's first TV station. He also knows about the top-rated afternoon shows—Look-in' at Cookin', Matinee Showcase, and that KOTV has the finest shows available from four networks, NBC, CBS, ABC and Dumont.

Channel 6

First in Tulsa



Cameron Television, Inc.
302 South Frankfort
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Represented Nationally by
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NARTB Board Meet

(Continued from page 77)

service on the occasion of a great and vital diplomatic conference. It is inconceivable to those of us engaged in radio and television broadcasting that a State Department executive of such high rank should fail so utterly in evaluating the public service contributions of American broadcasting."

The directors pointed out that the 11-man program commission inherent in the Benton plan would be one step away from an actual censorship agency.

Even while the Senate subcommittee was hearing the pro-Benton bill witnesses tell why they wanted Congress to open the floodgates a crack or two and release the first surges of government-approved censorship (see hearing story page 23), the board was voicing genuine concern about the legislative situation.

'Pig Squeal' Video

Members were concerned, too, about the Benton-inspired drive to get Congressional blessing for fee or "pig squeal" television. They also discussed ways of meeting the extensive demands of well-organized educators for allocation of TV channels and required bracketing of special regular hours for educational and public service programs.

Obviously the board felt it should set the pace for a determined battle against legislation deemed highly damaging to the private telecasting industry. Members were in agreement that every resource of this young medium as well as all association facilities should be thrown into the battle.

Thad Brown, director of NARTB's television organization, reported to the board on the Wednesday-Thursday hearings on Capitol Hill.

NARTB President Harold Fellows, who took an active part in the Virginia Beach discussions, previously had asked Chairman Ed Johnson (D-Col.) for the right to testify in opposition to the Benton measures [BROADCASTING • TELECASTING, Sept. 3].

Presiding at the TV board's meeting was Chairman of the Board Eugene S. Thomas, WOR-TV New York. Justin Miller sat with the directors as chairman of the combined NARTB boards and NARTB general counsel.

The first day's meeting closed Thursday afternoon with a decision to name a committee to draw up specific language reflecting the board's position in the legislative crisis. This committee reported to the board as the Friday morning session opened.

The crucial question of television program and advertising standards was moved to the Friday agenda because of time consumed in the legislative discussion.

The commercial side of telecasting was dominant in several Thursday discussions. Cooperative ef-

forts carried on this year by broadcasters, telecasters and professional baseball operators were reviewed by President Fellows and Robert K. Richards, public affairs director.

Already in the works is a move to set up an industry committee to expand this cooperative venture. Despite the improvement in relations with sports promoters there still exists a belief among some club owners that radio and television are hurting the baseball gate.

Involved in the question are serious technical problems and it was felt a committee of broadcasters, telecasters and NARTB officials would provide the best means of handling the situations, which involves anti-trust angles.

AAAA Negotiations

Chairman Thomas reported on progress of negotiations with American Assn. of Advertising Agencies on standard advertising contracts. He submitted the report on behalf of Ted Bergmann of DuMont Television Network, chairman of a special NARTB committee handling the matter.

The standard forms will greatly simplify the business of signing TV sponsorship contracts, Mr. Thomas said. Provisions will cover such matters as discounts, cancellations and related material.

He added the committee will hold another meeting soon with an AAAA committee headed by Frank Silvernail, BBDO.

First action taken by the board after it convened Thursday morning was to approve the TV organization's expansion program. Director Thad Brown, who has headed the operation since June, will be given an assistant, to be appointed by President Fellows.

Operations have been kept well within the \$150,000 annual budget since the organization was set up last spring. Board Chairman Thomas told BROADCASTING • TELECASTING the directors unanimously applauded the TV organization's fiscal position.

With 68 stations and two networks now in the fold, the organization is ready to enter new functions and broaden its work, Mr. Thomas said. This will be part of a continuous effort to expand the service to TV members as well as to aural stations and TV applicants when a membership basis has been

worked out for them.

Solicitation of TV membership started last March. In the intervening months the membership dues have reached 92% of the budget estimate. The TV organization has been functioning with three persons.

Applications for TV membership were approved as follows: KFMB-TV San Diego; KING-TV Seattle WABD (TV) New York; WCPO-TV Cincinnati; WDTV (TV) Pittsburgh; WEWS (TV) Cleveland WHBF-TV Rock Island, Ill.; WJIM-TV Lansing, Mich.; WOR-TV New York; WTMJ-TV Milwaukee and DuMont Television Network. NBC Television Network and DuMont owned WTTG (TV) Washington had been admitted at the Board's June meeting.

Dues Action Later

The knotty question of NARTB dues, interlocked with AM and Broadcast Advertising Bureau membership, will be decided by the combined NARTB radio and TV boards at a joint meeting to be held in early December.

BAB already has started solicitation of members for the period starting next April 1 when it will be divorced completely from NARTB. As it stands now, NARTB dues follow a station-income schedule whereas monthly TV dues are based on the five minute or half the quarter hour card rate and BAB charges half the highest hourly card rate.

TV board members attending the Virginia Beach meeting were Chairman Thomas; Paul Raibourn KTLA (TV) Los Angeles; Campbell Arnoux, WTAR-TV Norfolk; Clair McCollough, WGAL-TV Lancaster, Pa.; Robert D. Swezey WDSU-TV New Orleans; Messrs Russell and Rogers. Excused were George B. Storer, Fort Industry stations; Chris J. Witting, DuMont; Harry Bannister, WWJ-TV Detroit, and Harold Hough WBAP-TV Fort Worth. Attending for NARTB besides President Fellows, Board Chairman Miller and Director Brown, were C. E. Arney, Jr., secretary-treasurer; Robert K. Richards, public affairs director; and Ella Nelson, secretary to Mr. Arney.

XELD-TV to CBS-TV

XELD-TV Matamoros, Mexico, became the 62nd CBS-TV affiliate Sept. 1. The first Mexican television station to affiliate with an American network will receive service by television recording.

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film report . . .

PUPPETS that can sell anything from a detergent to an automobile are claimed to be the invention of **Joop Geesink**, Dutch puppet maker. He has been signed by **TRANS-FILM Inc.**, New York to design exclusive TV film properties for "five prominent U. S. advertisers." Transfilm Executive Vice President **Walter Lowendahl** maintains that "Joop Geesink's Dollywood life-like puppets, set in almost unbelievably realistic detailed scenes, are certainly the most compelling identification for a product, trademark or idea that has been devised so far." Premiere showings will be scheduled for major TV cities soon after Mr. Geesink arrives in this country.

An interesting and informative quarter-hour TV commercial has been worked out by **Nelly Don** dresses (Donnelly Garment Co., Kansas City). It is described as an "editorial-type fashion show" tracing the creation of a lady's dress from designer's sketch pad to customer's wardrobe. Available in color and black-and-white to stores selling Nelly Don dresses, there is no charge for use of the film. Stores must buy their own time.

Wild Bill Hickok rides again in a series by **WILLIAM F. BROIDY Productions**. Filming starts next week. Kellogg's **Corn Pops** are sponsoring the show on 35 TV stations.

Last week, **I Love Lucy**, starring **Lucille Ball** and **Desi Arnaz**, was out before the cameras for the first time. The series starts Oct. 15 on CBS-TV, sponsored by **Philip Morris**. Fifty-two half-hour shows will be filmed. Producer, **DESILU Productions**, is owned by Miss Ball and Mr. Arnaz.

Jewelers' commercials will be brightened up by some 30-second stories called **Highlights of Famous Diamonds**. They are incorporated in one-minute spots narrated by **Tom Terris**, world traveler and explorer. **CHARLES MICHELSON**, New York, has produced them and

they are to be ready for distribution Oct. 1.

Take It Easy Time, half-hour musical series, is first production of a new Hollywood firm formed by **Buster Collier** and **Harry Joe Brown**. **FEDERAL Television** will produce both live and film TV shows.

Sales & Production . . .

DICK LEWIS Studios, Chicago, and **TELEPIX Corp.**, Hollywood, are affiliating in the sale of TV spot commercials at 155 E. Ohio St., Chicago.

JERRY FAIRBANKS, Hollywood, will film 65 TV spots for **Crawford Clothes** through **A. Paul Lefton** agency and has completed commercials for **Carter's Pills** through **Ted Bates & Co.**

SKYLINE Productions, New York, in association with **Auerbach Film Enterprises**, has completed half-hour pilot film for projected 13-week series tentatively titled **Stay Out of My Dreams**, featuring **Celeste Holm**.

ENCYCLOPAEDIA Britannica Films, Chicago, has bought assets of **Instructional Films Inc.**, New York, a distribution agency for educational films.

SNADER Telescriptions, Los Angeles, has completed 10 TV color shorts featuring **Andy and Della Russell** and **Marti Stevens**, singers, at **General Service Studios**.

INS-TELENEWS, New York, has sold its newsreel services to **KMTV (TV)** Omaha, **WNHC-TV** New Haven, **WTMJ-TV** Milwaukee and **XELD-TV** Matamoros, Mexico (planning studios in Brownsville, Tex.).

FRAN HARRIS and **NORMAN WRIGHT** are co-producing TV commercials for **Ice Follies** of 1952 through **WALTER McCREERY**

Inc., Beverly Hills, Calif.

ILLUSTRATE Inc., Los Angeles, will make its quarter-hour, five-a-week **Tele-Comics** series available in half-hour lengths for once-a-week showing, providing 44 weeks of programming.

WILBUR STREECH Productions, New York, is filming 13 one-minute spots for **Thom McAn Shoes** through **Neff-Rogow** agency.

JERRY SCHNITZER, **Bernard Luber** and **Robert Maxwell** have completed four five-minute films for their new **Magic Mirror** series.

DUDLEY Pictures Corp., Los Angeles, has sold 10-minute **This Land of Ours** series to six additional TV stations, making total of 11 now carrying the educational series. New outlets are **WDAF-TV** Kansas City, **WGN-TV** Chicago, **WNBT (TV)** New York, **KGO-TV** San Francisco, **KSTP-TV** St. Paul, and **WBEN-TV** Buffalo.

ALTAVITA Films, Rio de Janeiro, has purchased Latin-American rights to **Invitation Playhouse** from **WILLIAMS Productions**, Los Angeles.

FORD GRANT

Advisers Meet at WOI-TV

AN ADVISORY committee met at **WOI-TV** Ames, Iowa, Aug. 27 to discuss programs to be telecast under a \$260,000 grant from the **Ford Foundation**.

Purpose of the committee, explained **Richard B. Hull**, radio-TV director at **Iowa State College**, is to select subjects for two weekly 30-minute educational programs to be aired by **WOI-TV**.

Of the two programs now planned, one will deal with local, state and national problems, the other to be devoted to international problems.

The committee is composed of clergy, newspapermen, and other community leaders. **Dr. Burton Paulu**, manager of **U. of Minnesota's KUOM** Minneapolis - St. Paul, is supervisor of the program project.

Aim of the project is threefold. It will seek new techniques for telecast presentation, determine audience evaluation and train personnel for the production of educational programs.

Also at the **Iowa State College** to aid in organization of the programs dealing with international problems is **Mavor Moore**, director of television production for the **Canadian Broadcasting System**, Toronto.

The **WOI-TV** grant issued from the **Fund of Adult Education** of the **Ford Foundation**. It provides for a series of TV programs within the general objectives of the **Foundation**. These objectives are the avoidance of war, preservation of the democratic way of life and the strengthening of world economic foundations.

The outstanding
TV sports "catch"!
Already scheduled
in 15 markets!

DICK DUNKEL'S COLLEGE FOOTBALL RATINGS!



Action shots from top college and university teams across the nation. Scientifically computed strength ratings. 13 week presentation . . . first release week of Sept. 17th. Commentary for this 15 minute show is handled by **Bob Wilson**. Package includes weekly merchandising traffic-puller mat service with ratings on 400 teams.

Write, phone or wire immediately for individual market prices! Add your station to this rapidly growing list!

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WBAL-TV	KTTV	KPRC-TV
WNAC-TV	WDSU-TV	WDAF
WBKB	KSTP-TV	WFBM-TV
WBEN-TV	WPIX	WTAR-TV

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VIDEO'S EFFICACY

VIDEO's success as an advertising medium corresponds roughly with its efficacy as a training and educational medium, the American Psychological Assn. was told during its four-day convention in Chicago which ended last Monday.

That conviction was expressed by Dr. Thomas E. Coffin, supervisor of NBC-TV's program research division, in one of a series of papers reflecting the scientists' view of TV's impact on the public. The convention was held at the Hotel Sherman Aug. 31-Sept. 3.

In another paper, Dr. G. D. Wiebe, research psychologist for the CBS Radio Division, told delegates that television can, under certain demonstrable conditions, help achieve social and cultural objectives. A third paper, delivered by Norman Young, urged a "constructive" technique for securing "more definitive data" on TV program popularity with emphasis on program segments.

Dr. Coffin reviewed for the psychologists the findings of the second Hofstra College study of the impact of television [BROADCASTING • TELECASTING, June 18]. "The explicit objective of the research," he said, "was a study of television's effectiveness as an advertising medium, but implicit in the findings are a number of inter-

esting implications regarding television as an instrument for education and training."

From this viewpoint, effectiveness of advertising means to some degree effectiveness of learning, Dr. Coffin noted, "for in a very real sense the advertiser is undertaking a project of education and training with his commercial messages. A measurement of his success in this endeavor is a measurement of television's success as a training medium."

Commercial Types

Discussing viewers' attitudes towards commercials seen on TV, Dr. Coffin reported a survey finding that the least effective commercials were those that left viewers neutral or indifferent, with those arousing antagonism as somewhat more efficient and those that were well liked the most effective by a large measure. "Perhaps," he concluded, "some of our students might maintain that similar trends may often hold for transmitting education via television."

In his paper titled "Merchandising Commodities and Citizenship on Television and Radio," delivered at the convention Saturday, Dr. Wiebe contended that the media can, under certain demonstrable conditions, help achieve social and cultural objectives.

Sellers of commercial products assure themselves that certain agencies, mechanisms and conditions exist and are in good working order before they begin to advertise their products on radio or

Psychologists Praise

television, Dr. Wiebe explained; the manufacture of the products must have started, with distribution systematized, and retail outlets available, before the producer will want to advertise his products.

The same thing is true when it comes to selling good citizenship, Dr. Wiebe said. "Mass persuasion in terms of motivating behavior is a function of the audience member's experience with regard to five factors: The force of the motivation, the existence of a mechanism, the direction, the distance and the adequacy.

He cited a CBS war bond selling campaign of 1943 as a good example of radio's influencing social behavior. Audiences were asked to telephone their local CBS station to order war bonds. The motivating force, the war effort, was powerful and the mechanism through which listeners could act—the telephone—was easily available, obviously located, and familiar through previous use. The distance, both physical and psychological, was minimized. Result was that the audience response was strong, with \$39 billion worth of bonds being pledged within 18 hours.

Mr. Young told the convention that on the basis of 50 questionnaires he sent to televiewers in a large city, "a composite list of 10 program favorites differed significantly from the ranking of the segments (of programs taken) separately."

Segmental analysis technique, Mr. Young asserted, gives "not

only more information but better information as to the whys and wherefores of program popularity." He suggested the technique may be used in program construction and reorganization.

As an example, Mr. Young cited a program rated No. 1 by Hooper but which had no segment "in the first three favored segments of all the programs, whereas a lower-rated program (No. 9 or No. 10) had a segment rated as No. 2 among all the segments." Mr. Young said that formats using favored segments "were found not to match any top programs."

NLRB ON NABET

Rules Strike Illegal

NATIONAL Labor Relations Board in a unanimous decision Aug. 30 ruled as illegal the National Assoc. of Broadcast Engineers and Technicians jurisdictional strike last February [BROADCASTING • TELECASTING, Sept. 3].

Strike occurred in New York when Teleprompter machines, electrical cuing aids for actors, were installed at WNBC. Members of the IATSE local were assigned by the company to handle the equipment. NABET ordered its members out on strike, contending the added equipment increased the hazards of employment. NLRB however, found the union was acting to get Teleprompter work for its own members rather than those already employed for it, and ordered the dispute terminated.

Decision is expected to set precedent where jurisdictional question about Teleprompters is raised.

Canada Telesets Up

A TOTAL of 1,088 TV sets were sold in Canada in May, valued at \$542,073, compared to 686 sets year earlier. Most of the sets were sold in southern Ontario, close to the U. S. border. In first five months of 1951, a total of 19,255 sets valued at \$10,663,699 were sold in Canada, as against 4,241 in 1950 period, according to figures of the Dominion Bureau of Statistics, Ottawa. By cities sales of TV sets were mostly in the Toronto-Hamilton area, 8,361 in January-May 1951 period; 7,822 sets in Windsor area (opposite Detroit) and 2,215 sets in Niagara Falls area.

KTLL (TV) Hollywood adds two and one-half hours weekly to program schedule with addition of new five weekly half-hour public service program *Playercrafter's Club*.

BETTER PROGRAMS ON FILM

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WESTERNS:

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112 West 48th St.,
New York 19, N. Y.

Att: G. W. Hedwig

HOME AND AUTO SETS

Advertest Surveys New York TV Families

REPORT on home and automobile radio ownership in TV homes within the New York television area has been compiled for CBS by Advertest Research, New Brunswick, N. J.

The study was based on 767 personal interviews during the period Aug. 3-11 and released last week. Figures revealed 1,776 families with radios and 1,653 families with receivers in working order. Percentage of owned radios in working order was 93.1%.

Average number of radios per TV family, on the basis of figures supplied by Advertest, was 2.32 in the owned category and 2.16 in the working classification.

Families equipped with working auto radios amounted to 381 or 49.7% out of a total number of 639 vehicles. Average number of autos per TV family was 0.83 automobiles and 0.59 auto-equipped sets working. Percentage of all owned automobiles equipped with working radios was 70.6%.

Statistics furnished by Advertest follow:

OWNERSHIP OF ALL RADIOS AND WORKING RADIOS BY TV FAMILIES

(Base: 767 Television Homes)

Number of Radios	Families Having This Number	Families Having This Number Working
0	12 (1.6%)	27 (3.5%)
1	257 (33.5%)	271 (35.3%)
2	209 (27.2%)	221 (28.8%)
3	165 (21.5%)	142 (18.5%)
4	59 (7.7%)	58 (7.6%)
5	41 (5.3%)	24 (3.1%)
6	12 (1.6%)	15 (2.0%)
7	7 (0.9%)	6 (0.8%)
8 or more	5 (0.7%)	3 (0.4%)
Total Number of Radios	1776	1653
Average Per TV Family	2.32	2.16
Percentage of all Owned Radios in Working Order		93.1%

OWNERSHIP OF AUTOMOBILES AND RADIO EQUIPPED AUTOMOBILES BY TV FAMILIES

(Base: 767 Television Families)

Number of Automobiles	Families Having This Number	Families Having This Number Equipped With Working Radios
0	251 (32.7%)	381 (49.7%)
1	422 (55.0%)	335 (43.7%)
2	68 (8.9%)	39 (5.1%)
3	23 (3.0%)	10 (1.3%)
4 or more	3 (0.4%)	2 (0.2%)
Total Number of Automobiles	639	451
Average Per TV Family	.83	.59
Percentage of all Owned Automobiles Equipped With Working Radios		70.6%

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Ed McConner
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NEW WMAQ TOWER

Extends Coverage Area

CONSTRUCTION of a new 740-foot tower for WMAQ Chicago has been completed near Bloomingdale, Ill., 30 miles west of the Windy City.

The tower is expected to be ready to begin transmitting within a week.

Beasley Construction Co., Muskogee, Okla., began work on the tower base Aug. 20 and on Aug. 30, nine working days later, the last rivets were in place.

WMAQ's first tower was a 100-foot mast erected atop a store in 1922.

The new mast is reported to give WMAQ a service area some 12-15% greater than was embraced by the previous antenna and to add several thousand square miles to the station's coverage.

RED 'FREE RADIO'

Canned Propaganda Pleases

THE REDS have "free" radio. They do it with wires.

A vice president of the Roumanian Broadcasting Committee wrote a long newspaper article in Bucharest explaining the Soviet brand of broadcasting. He calls it "radiofication."

Radiofication is the "construction of local stations of radio amplification which are able to receive the broadcasts of transmitting stations and send them along wires to the loud-speakers installed in the homes of the inhabitants of the respective locality."

Capitalist countries like the United States avoid this radiofication, the official says, because "they do not dare to put at the disposal of the masses a means of propaganda and education . . . They fear the masses, who would doubtless use it . . . in the interests of the people, peace, democracy and the welfare of those who work."

The wired-radiofication of the communists, of course, precludes reception of Voice of America broadcasts. The Roumanian official self-consciously assures his readers that this American brand of broadcasting is "hated and despised by the workers everywhere."

Because of Radio

(Continued from page 28)

bargain hunters were already lined up for a block outside Kosciuszko's warehouse store.

Today 90% of Kosciuszko's advertising money is spent on radio. Out of an approximately \$25,000 per year radio budget, one-third goes to WEMP.

Ed Stein attributes a large portion of Kosciuszko's success to his WEMP advertising.

"WEMP got us started in radio and gave us good spots on the air, which brought people into the store who ordinarily do not come to this side of town. We have had customers come all the way from North Milwaukee and Port Washington. Now only 60% of our business comes from south side residents," he says.

"We were only a small neighborhood store when we started advertising over WEMP. Our radio messages brought in the traffic and today the Kosciuszko Furniture Stores are rated among the upper four or five in the city for sales volume."

Brings Them In

In Mr. Stein's opinion radio has done a "terrific job for sales of major appliances and bedding. Radio brought in the store traffic, and when they start looking at items, half the battle is won."

"We have never run a newspaper ad on carpets," Mr. Stein declares. "But our radio advertising has brought people in who are looking for a rug, and they've left after purchasing wall-to-wall carpeting."

In the future the Kosciuszko Furniture Stores, now in their 41st year of business, plan to use the same amount of radio advertising. However, radio will be concentrated more in the daytime hours, with perhaps some evening television spots.

The Little Potts Furniture Store, at 10 East North Ave. in Baltimore, spends 95% of its \$16,000 annual budget in radio and finds the results are eminently satisfactory.

So satisfactory, in fact, that Isaac Potts, owner of the store,

just signed up for his 12th consecutive year on one radio program on WFBR Baltimore.

Proof that the type of program is important to the furniture store is found in the fact the Little Potts store was not particularly impressed with its first venture into radio, a series of dramatic sketches based on the life of Edgar Allen Poe.

There seemed to be no tangible results. So the store tried both daily newspapers in Baltimore. Results were no better.

Out For Year

The store was out of radio advertising for a year until the Maurice Chessler Co. proposed the idea of *Sing 'n Win*, a telephone prize show which was then a new idea for radio. Isaac Potts accepted the plan on a 13-week trial basis and subsequent developments have proved he picked a winner.

Sing 'n Win is presented as a separate feature of WFBR's variety show *Club 1300* near the middle of the show, falling at about 1:30 p.m. each day. Ten minutes long, the portion includes two phone calls with a \$5 cash, cumulative prize offered to the listener who can identify the song.

Between calls m.c. Henry Hickman takes time out to talk about *Sing 'n Win* "money savers" which can be purchased at the Little Potts store. The approach is on a neighborly, down-to-earth basis. People like it. And what's more important, they go to the store and buy the "money savers" and other furniture as well. Through its 11-year use of radio Little Potts has become one of the best-known stores in Maryland.

On Friday The Lather Boys, a barber shop quartet, put in a special appearance for *Sing 'n Win*. Each member of the quartet belongs to the station staff who joined the group as a gag several years ago.

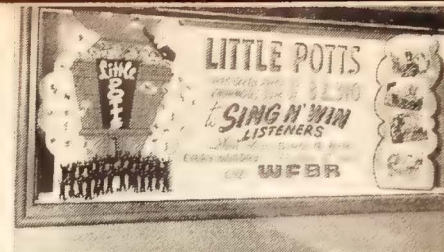
The Potts firm feels that the "money saver" is the key to the store's success with radio.

Results Good

Ephraim Potts, son of the store's founder, is in charge of advertising. He points out the item featured may not be a money maker. It is selected for its seasonal appeal and outstanding value and is rated by the number of people it brings into the store. It is not unusual for one of these offers to bring people from 20 or 30 miles away even though the store is in what is usually classified as a neighborhood location.

The fact that the Potts store has given more than \$35,000 in prizes to Baltimore radio listeners is featured in radio and other advertising. The station publicizes this feature generously through its own facilities as well as through display. All of the people who top \$100 in winnings are interviewed on the air and are awarded a certificate of membership to the Little Potts \$100 club.

Each year Mr. Potts celebrates



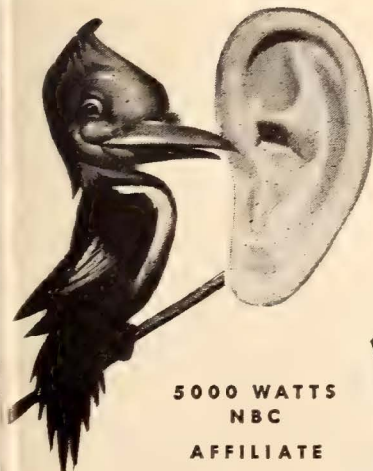
WFBR promotes the Little Potts give away with this radio display.

his contract renewal by putting in an appearance on *Club 1300* with John E. Surrick, vice president and general manager of WFBR. He joins in the fun by reading his own commercials, putting in a phone call to a prospective prize winner and joining the Lather Boys for a tune.

Cab Driver Test

Mr. Potts likes to test the effectiveness of his advertising in radio on Baltimore cab drivers. When getting into a cab he will ask the driver to take him to the store that sponsors the *Sing 'n Win* program. He says he always gets to the right destination.

The furniture store owner was please one day recently while talking to Mayor Thomas D'Alesandro to hear that Mrs. D'Alesandro is a steady listener to the program although she has never been called on the prize question. He finds the constant association of the Little Potts named with his own makes a profitable business relationship.



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NATIONAL REPRESENTATIVE
EVERY-KNODL, INC.
608 FIFTH AVE. NEW YORK 20, N. Y.

Film

(Continued from page 79)

Wine in seven markets and local advertisers on open-end basis in other areas), with a weekly 60 minute syndicated open-end, *American Legion Wrestling*.

Firm also has six re-issues in circulation and in addition this week is scheduled to start two new series. One is a mystery-drama prestige package and the other an untitled dramatic series with star names.

Sharing equal first place honors with Fairbanks Productions is Snader Telescriptions, turning out a weekly average of 12 of its three and one-half minute musical TV filmed open-end shorts. Shooting is in color as well as black and white. Snader shot its quota of 400 telescriptions on schedule last season and now is in all of the 63 TV markets.

Firm also has set up a subsidiary, Snader Productions, to finance and produce full length TV feature films and various quarter-hour series. Besides the *Dick Tracy* series and *Tele-Vespers*, religious programs, in production are two half hour as yet untitled adventure series of 39 programs each. Pilot films of *Brenda Starr* and *Moon Mullins* also have been shot. Based on the syndicated cartoon strips, they will be a half-hour each, with a series of at least 39 programs.

Roland Reed Productions is

shooting the 30 minute situation comedy series, *Trouble with Father*, sponsored by General Mills. The *Beulah* comedy series sponsored by Procter & Gamble, was scheduled to go into production last Tuesday (Sept. 4). Half-hour *Mystery Theatre*, sponsored by Sterling Drug Co., also is being shot by Roland Reed Productions.

Then there are Ziv Television and John Guedel Productions, each with two major entries. Ziv has its *Cisco Kid* series going full blast in several markets and *Boston Blackie* will be ready for fall release. *The Falcon* will be produced in color as well as black and white, according to John L. Sinn, president of Ziv TV. He believes that 95% of TV entertainment eventually will be on film.

Filmcraft Productions is again filming the Groucho Marx *You Bet Your Life* audience participation show for NBC-TV. DeSoto-Plymouth sponsors that network package.

John Guedel Productions is filming its *Life With Linkletter* for ABC-TV release, with Green Giant the sponsor. Shooting is every other week for 26 weeks.

Showcase Productions

Others include Showcase Productions (Hal Roach Jr.), producing *Racket Squad* for Philip Morris & Co.; Desilu Productions, filming *I Love Lucy* for that same cigarette company for CBS-TV release, with Freeman Gosden and Charles Correll credited as producers of *Amos 'n' Andy* for CBS and Blatz beer. William F. Broidy Productions' *Wild Bill Hickok* series for Kellogg Corn Pops; Frank Wisbar Productions' *Fireside Theatre* for Procter & Gamble; Apex Films' *The Lone Ranger* for General Mills; Dudley TV Corp.'s documentary series for the Assn. of American Railroads; Flying A Productions' *Gene Autry* open-end series and *Rocky Jordan* adventure series now in preparation.

Then there is Cathedral Films with a series of 12 half-hour religious films, *Life of Jesus Christ*, which has a production budget of more than \$500,000. Cathedral also is making its complete stock of church films available to video. Consisting of 40 productions based upon biblical material, their combined production cost is more than \$1,200,000.

Not to be forgotten are Condor Pictures' *Pulse of the City*, series of 10 half-hour dramas based on public health officers' experiences which goes into production Sept. 15; Arizona Motion Picture Corp. *The Calico Kid*, now being shot at rate of two half-hour programs weekly; Television Associated series of five minute films, *Digress of the News*, with Alan Mowbray; Adrian Weiss Productions' *Craig Kennedy—Criminologist*, 30-minute mystery drama; Wilkins-Gooden Productions' open-end soap opera, *The Jonathan Story*, starting Sept. 15 at rate of six per week.

Peter O'Crotty Productions is

making *On Guard*, series of 13 quarter-hour patriotic documentaries sponsored by General Plant Protection Co.; Bing Crosby Enterprises has the half hour series *Rebound*, and re-run of *Royal Playhouse*, which is a re-issue of the earlier *Fireside Theatre* series.

Others on the list include Allegro Productions, with an adventure series, *Voyage of the Scarlet Queen*, scheduled for Sept. 20 start; Roy Rogers Productions, shooting half-hour westerns; Superman Inc., producing 30 minute *Superman* series at rate of two programs weekly; TCA Productions, which starts its series of seven half-hour *Abbott & Costello* films for NBC on Sept. 12, each with a two day shooting schedule.

Williams Productions is shooting *Invitation Playhouse*, a filmed series of 52 quarter hour dramas, mysteries and comedies. Firm also has *Bits of Life* in 26 half hour programs. TeeVee Co. is producing *Little Theatre* dramatic series.

There are several other film productions under way. Many also are set to start within the next few weeks or in early October, some signed with national or regional sponsors. Others are for sale on an open-end basis and will be syndicated for local station advertisers.

Networks Uncertain

How far the major networks will go in the way of making filmed programs for television is yet to be seen. The situation, instead of becoming clearer each week, simply becomes more muddled. Consensus is that they are not quite certain themselves. And that admission comes from some of their own top Hollywood executives. While the networks continue to talk up live TV shows, the fact remains that they are in the foreground of film production, either present or future.

NBC, reportedly interested in buying a large number of motion pictures from a major studio and in making its own film too, has signed many name stars to long-term contracts these past several months, presumably for a combination of both live and filmed or kinescoped shows.

That network has also put its

KDB APPOINTMENT

Selph Named Gen. Mgr

COLIN M. SELPH, formerly vice president and director of sale KPIX (TV) San Francisco, has been appointed general manager of



Mr. Selph

KDB Santa Barbara, according to Lincoln Dellar station owner. He succeeds Don Quinn, who has been on temporary leave from KXOC Chicago serving as interim manager of KDB for past three months. Mr. Quinn has returned to his Chicago post as vice president and general manager.

Both KDB and KXOC are affiliated in operation as units of the Lincoln Dellar Group of California stations which also includes KXOA Sacramento and KXOB Stockton.

long inactive TV-on-film syndication plan back into operation and is selling programs to affiliates and others in the open market.

Packages include *Public Prosecutor* and 200 *Crusader Rabbit* programs; *Jackson & Jill*, situation comedy, and *Going Places With Uncle George* which were produced when the network's film department was aligned with Jerry Fairbanks Productions. Also there are the *Hopalong Cassidy* films which General Foods sponsors on a national basis.

In addition several network owned shows will be put before the camera, the first being *Dangerous Assignment*, starring Brian Donlevy, and *Texas Rangers*, with Joe McCrea in the lead. Pilot film will be made in Hollywood, according to John West, NBC Western Division vice president. Don Sharp is packager of the two shows.

Although production details were not clarified, it is believed that these programs will be "shopped out" for filming by independent producers.

A close look at CBS's announced program schedule for fall shows at least three filmed shows besides its own *Amos 'n' Andy*. Every

KROD's
"LONE STAR ROUND-UP"

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Henry Wooldridge

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Henry Wooldridge, president of this pioneer southwestern automobile agency, says: KROD has been doing a good job for us for years. Our "Lone Star Round-up" has been on the air for three years and we're pleased with it.

KROD can also sell YOUR product in this vital market, with its 441,310 population and \$396,840,000 of retail sales.

CBS IN EL PASO

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NEW YORK CITY	TEL. MURRAY HILL 9-0200

thing else apparently will emanate live from Hollywood and New York, with an abiding faith in both micro-wave and kinescope.

Despite denial, CBS has under wraps a TV film syndication plan that will be comparable to the one NBC has set in operation.

ABC, with a 23-acre TV Center in Hollywood, announced last spring it was going to produce video films in a big way. Nothing further has been said on the subject since proposed merger with United Paramount Theatres. Story was that half of ABC television programming will emanate from Hollywood within a year, with about 75% of those programs to be on film.

Addition of Henry Ginsberg, formerly Paramount Pictures production chief, as general consultant for NBC's radio and television operations in Hollywood last spring is regarded by many as another link in the chain to bring the motion picture and video industries closer together. It is expected that he will figure heavily in the network's upcoming TV film operations, if and when it gets under way.

NBC will eventually erect a new \$25 million West Coast radio-TV center in Burbank, Calif., having acquired 49 acres from both that city and Warner Bros. [BROADCASTING • TELECASTING, Aug. 20]. While much of this space will be used for live programming, it is expected that the network will also produce its own TV filmed programs at this spacious plant.

CBS Ready

CBS has a strong team to carry its ball into the film-making field and when it decides to get into that type of operation. It is headed by Daniel O'Shea, vice-president and general executive who supervises business affairs for both radio and TV programming. He was president of Vanguard Films before joining CBS. Prior to that he was executive producer of David O. Selznick Studio.

Second man on the team is Charles Glett, now vice president in charge of CBS Hollywood radio-

TV network services. More recently administrative assistant for KTSL (TV) Hollywood, Mr. Glett came to CBS from Don Lee Broadcasting System where he was vice-president in charge of TV. He was in the motion picture industry before coming to video. With a background in motion pictures which extends from financing through production, he had been managing director of Motion Picture Center and previously a vice-president in charge of David O. Selznick production and studio operations.

Two other former David O. Selznick associates joined CBS recently. They are Louis T. Stone, formerly his assistant and previously ASCAP counsel, and Leonard Case, formerly in charge of the Selznick New York office. Another is William Dozier, formerly executive story and writer head of Samuel Goldwyn Studio who joins CBS-TV programming executive staff on Oct. 1.

Television City

CBS, it must be remembered, will eventually have a \$35 million Television City of its own in Los Angeles. Network last year bought a 15 acre tract of land at Beverly Blvd. and Fairfax Ave. and has option to buy ten more acres. Hope is to occupy at least one of the mammoth sound-stage and office buildings to be erected on that property by this time next year. Both radio and video activity eventually will be centered in Television City, with the network disposing of present Western Division headquarters at Columbia Square on Sunset Blvd.

Network executives in Hollywood by-pass any elaborate discussion on film plans at the moment. They are putting emphasis on live shows in their enthusiasm over the micro-wave relay.

Much of the indecision on the part of networks on their future filming plans grows out of the uncertainties of jurisdiction involving the various unions and guilds. Until jurisdictional squabbles between IATSE, IBEW and NABET are settled and demands are met, the networks are stymied in going forward.

Television continues a big and important buyer of old Hollywood produced theatrical motion pictures. Previously released to theatres, these film now being shown on TV come from several sources. Among them have been banks and other lending agencies which foreclosed upon the chattel mortgage and turned the film over to TV to help recoup losses.

Many independent film producers and others controlling negative rights are releasing old motion pictures for telecasting at prices ranging from \$2,500 down to \$75 for a one-time telecast. Price depends upon if first-run or otherwise. Taken into consideration too are age of the movie, number of TV

(Continued on page 96)

EFFICIENCY FACTS about the *Continental* 315 TRANSMITTER

Special

CERAMIC COIL FORMS

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.



These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.



This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units
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Send for WHO'S WHO
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WEVD
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HENRY GREENFIELD, Mgr. Director N.Y. 19

Film

(Continued from page 95)

sets and stations in the market.

With TV turning out new products at an accelerated speed, and networks reaching a sell-out in time availability, there is a growing realization in the movie industry that the video market may soon be at a peak which may never be reached again for old theatrical film. Major independent producers who heretofore shunned the medium are now seriously mulling release of their storaged products. Fear that Hollywood guilds and unions will demand a share of profit, plus the James C. Petrillo edict of 5% royalty fee and possible theatre exhibitor reprisals are said to be holding back an avalanche of good features from video.

Major Feature Release

Edward Small, onetime independent film producer, who tied-in with Columbia Pictures last year, has 26 major feature motion pictures which he is releasing to video. Then there is Hunt Stromberg, another name producer, who would do likewise if the market is good. In addition he is considering the making of movies for video.

David O. Selznick is having a survey made of the TV market, with the thought in mind of releasing about 20 of his name movies if price is right.

A few weeks ago ABC paid around \$150,000 for dual-run rights over a ten months period for 10

Pine-Thomas Productions theatrical films. They are pre-1948 features and available for sale in ABC's five owned and operated TV station markets.

Pine-Thomas acquired outright ownership to these 10 features several months ago in a deal with Paramount Pictures, which held 50% interest in 20 pictures with the producers. Group was equally split up to give each party full ownership to 10 films each.

Distribution of old movies for TV has been organized to the extent where the average production, a "B" or better, can look to a gross of better than \$90,000 from its first run on the present 107 stations, it was said.

There is quite a handful of releasing firms renting old movies of various age and length to video. One major New York releasing firm reportedly has around 1,000 Hollywood-made movies and several score foreign-made ones which are being leased to stations throughout the country. Another firm has a backlog of some 500 Hollywood-made features and "B" products.

Large Transaction

Although major motion picture studios are holding back, on danger of antagonizing their exhibitor customers, Republic Pictures broke away from that solid front against video and in mid-August sold a block of 175 old movies to KTTV (TV) Hollywood. Price was reported as \$250,000 on a one-year basis for first run rights.

Deal includes features, westerns and serials, and is one of the largest first-run film transactions made to TV. Hollywood Television Service Inc., subsidiary of Republic, made the deal. Earl Collins, HTS president, represented the studio. Dick Moore, general manager, and Tom Corradine, film director, respectively, handled negotiations for KTTV.

It is estimated that the eight major motion picture companies—MGM, 20th Century-Fox, Paramount, Warner Bros., RKO-Radio, Columbia, Universal-International and Republic—have 6,307 features and 8,750 one- and two-reel short subjects available that could be placed on TV, providing of course that there were no exhibitor protest and Mr. Petrillo approved.

Would Lower Price

It was further pointed out, however, that if all the companies simultaneously threw their backlog of old movies on the TV market, prices would hit the bottom. Meanwhile, though, many feature film oldies that are available are renting for as much as \$3,000 in a few cases and for \$2,500 and \$2,000 per single telecast in some of the TV markets.

Although major film studio top executives refrain from discussing television, at least in public, in deference to theatremen, Louis B. Mayer, while still MGM studio chief several months ago and despite the fact that company is the staunchest holdout against video,



ASSUMING new duties as sales manager of WCCO Minneapolis-St. Paul is Roy Hall (r), former account executive at CBS Radio Sales. He is welcomed by Gene Wilkey (l), WCCO general manager, and Phil Lewis, assistant sales manager. Mr. Hall replaces Carl Ward, now general manager of WCBS New York [BROADCASTING • TELECASTING, Sept. 3].

declared during an interview that "television and motion pictures must work together."

"We'll furnish the entertainment and talent, and television will distribute it," he said.

The fact that Mr. Mayer is one of the film industry's elder statesmen, and, as such, often considered a spokesman, drew special emphasis in the trade to his remarks.

Despite coast-to-coast microwave relay, the West Coast will still continue to see the majority of network live shows via kinescope film because of the time element involved.

Hollywood TV film producers are in accord that live network cable will not dim the rosy future they foresee in the making of motion pictures for video. They predict the microwave relay will not materially affect their future, and believe that from 65% to 80% of TV entertainment ultimately will be on film.

COMPOSITION by George Crandall, director of press information for CBS Radio Network, will be included when Organist E. Power Biggs devotes his broadcast (CBS Radio, Sunday, Sept. 2, 9:30-10 a.m. EDT) to works by American composers.

CAPITOL SALES

Record Co. Profits Rise

SALES and earnings of Capitol Records Inc. for the year ending June 30 were substantially higher than in the preceding 12-month period, according to Glenn E. Wallich, president.

Net income for the 12 months to June 30 was \$419,414. This equal, after preferred dividend to 24 cents a share on the common stock outstanding as compared with net income of \$242,370 or 35 cents a share on the same number of shares in the preceding fiscal year. Sales for 12 months ending June 30 were \$13,034,230 against \$11,847,806 for the preceding year.

Hollingbery Additions

GEORGE P. HOLLINGBERY Co. station representative, last week announced the addition of William C. Brearley and Jack Peterson to its New York sales staff. Prior to joining the Hollingbery Co., Mr. Brearley served six years as an account executive with WOR New York. Mr. Peterson, who has had 11 years' experience with local radio stations, last served as radio and television director for the Barnes-Chase Adv. Agency, San Diego, Calif.

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Wanted—scripts adaptable for radio and/or TV.

For more information on story requirements, payment rates, etc., write to—

W. P. ROBINSON
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OUR BIGGEST YEAR

at the

STATE FAIRS

(SEE INSIDE FRONT COVER)



Clear Channel Home of the National Barn Dance

Fall Outlook

(Continued from page 77)

ences each month at 11:30 a.m. to 12 noon, we are looking for more big advertisers to sign up morning time periods.

"Plans for building the Sunday daytime audience are taking shape; we have a big children's show scheduled for the noontime period, followed by football films and a series of outstanding news and entertainment shows in the late afternoon."

DuMont's sales director, Ted Bergmann, predicted that gross billings for this TV network during the months ahead will surpass the same period of last year by 150% judging by the current and future time sales picture.

"With renewals from every major 1950 sponsor," Mr. Bergmann said, "the DuMont sales roster has added a number of new clients presently picking up program tabs or scheduled to do so within the next few months."

Among these new DuMont sponsors, he listed Crawford Clothes, General Foods and The Mennen Co., both recently signing five-year contracts with DuMont; P. Lorillard Co., American Chicle Co., Bigelow-Sanford Carpet Co., International Shoe Co., Walter H. Johnson Candy, and Larus & Brother.

"In addition," Mr. Bergmann noted, "two sponsors of WABD New York programs — Premier Food Products and Doeskin Products—have bought the network's eastern leg to bring their shows and commercial messages to a vastly greater audience."

"Always front-ranking in the field of sports, DuMont this year is scheduled to bring its viewers the most comprehensive sports coverage in its history. Included are 30 National Professional Football League games, 20 of them sponsored by Atlantic Refining Co. and Brewing Corp. of America."

With NBC-TV completely sold out except for one-half-hour on alternate weeks on the *Kate Smith Show*—and that expected to be sold by any minute—sales executives of this network felt that list of NBC-TV clients speaks for itself and comment would be unnecessary.

programs promotion premiums



SCHOOL SAFETY

WIP Philadelphia, in cooperation Philadelphia Dept. of Public Safety and the Safety Council of the Chamber of Commerce, is launching all out campaign on traffic safety for returning school children and motorists. Series of taped announcements made by school children and members of city's safety unit are being used. Sam Serota, WIP educational director, made 20-second recordings at playgrounds throughout city.

PLOWING COVERAGE

KFEQ St. Joseph, Mo., Aug. 16-17 carried twice-daily broadcasts of Missouri and National Soil Conservation Plowing Contests. Farm Service Director Harold J. (Smitty) Schmitz, was on hand for the broadcasts sponsored by Standard Oil Co.

BROCHURE ON STAR

KTSL(TV) Los Angeles sending trade and advertisers brochure based on KTSL star Jeanne Gray and her show sponsored by Owl-Rexall Drug Stores. Piece gives inside data on show and format. Pictures of newspaper clippings and list of awards show has received are included.

SUNNY FLORIDA

WEAT Lake Worth, Fla., sending trade and advertisers folded mail piece headed "WEAT . . . NBC for the Palm Beaches . . . Florida's gold coast is growing faster because." Inside tells of state's tropical climate and tourist trade. Piece gives population, data on tourists and business by cities and counties.

BEAUTY CONTEST

KWPC Muscatine, Iowa, in cooperation with Batterson's Dept. Store

and A. A. Schneiderhahn Co., local Zenith radio-TV distributor, sponsored local beauty contest. Winner was acclaimed "Miss Zenith of Batterson's," received many gifts including Zenith portable radio. Station reports 2,500 attended contest.

TRAY PROMOTION

YOUNG & RUBICAM, N. Y., sending five trays marked for each day of week with picture of either Bert Parks or Bill Goodwin on each, as promotion piece to radio and TV Editors. Promotion plugs both General Foods *Bert Parks Show* on Mon., Wed. and Fri. and General Electric's *Bill Goodwin Show* on Tues. and Thurs. on CBS-TV. Glass trays were packed in round leather cigarette box.

IT TOOK ONE SPOT

WJBS DeLand, Fla., used one spot announcement during baseball game to inform listeners of change in arrival time of Francis P. Whitehair, Under Secretary of Navy whose home is in DeLand. Arriving an hour and 15 minutes ahead of schedule, he was greeted by several hundred people. Station recorded greeting and rebroadcast following morning.

PROGRAM BROCHURE

MARCH OF TIME, N. Y., distributing promotion brochure to advertisers, agencies and stations carrying its new documentary 26-film series *Cruasde in the Pacific*. Brochure contains commercial schedules, accessory pressbook, weekly press sheet, photographs and suggested press releases.

WORDS OF WISDOM

DYING gasps of man pinned beneath his ruined car, sounds of driver being pried from his smashed auto, sobs and talk of families beside their relatives dead in the road—all taped at the scene of automobile accidents in the past several months—was aired by NBC as special events safety documentary, Aug. 31. Show titled, *Are You About to Die?*

FOOTBALL PROMOTION

WCAV Norfolk, Va., sending time-buyers miniature footballs with complete schedule of games to be broadcast. Station plans to carry 45 games this fall.

MUSICAL BAZAAR

WOL-AM-FM Washington, *Musical Bazaar*, featuring Frank Blair

new late morning show. Program is aired Monday-Friday, 9:15-11 a.m. Listeners contact "Trader" Blair and tell him what they want to buy or sell, Mr. Blair airs item description and actual buyer and seller can then contact each other directly.

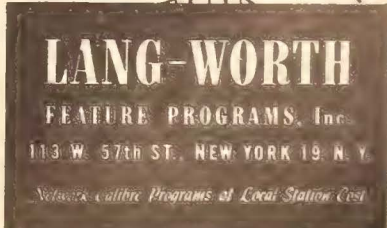
RURAL RADIO

RURAL Radio Foundation, owner and policy making board for Rural Radio Network, approved two major projects at meeting earlier this month at Cornell U., Ithaca, N. Y. Foundation recommended active participation by RRN in intensive steel scrap drive, and adopted plan for County Food Production Awards to top producing farmers of listening area.

FOR BETTER RELATIONS

WDTV(TV) Pittsburgh Aug. 28 presented interview salute to visiting World Assembly of Youth group visiting city. Youths, from many different countries in Europe and Asia, gave first-hand reports on social and economic conditions in their countries. Jean Sladden, WDTV director of women's programs, was hostess.

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



immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting

September 10, 1951 • Page 97

Telestatus

(Continued from page 80)

network programs by the number of stations used.

National-regional spot fell to 1,064 in June from 1,093 in May. Local-retail spots also fell from 4,227 in May to 3,937 in June.

Among product groups (see Table II), Foods & Food Chain Stores led classifications, accounting for 47 network advertisers and 356 spot users. Beer & Wine was second in spot accounts and toilet requisites, third.

Los Angeles topped other cities in total number of accounts, having a total of 401. New York ranked second with 391 and Chicago, third, with 290.

Rate Card No. 4 Announced by WHAS-TV

NEIL CLINE, sales director, WHAS-TV Louisville, Ky., has announced issuance of Rate Card No. 4, effective Sept. 15. The new card has a base rate of \$500 for one hour in Class A time. Class A announcements will have a base rate of \$100, the station announced.

'Big Town' Tops Nielsen Report

LEADING the national Nielsen ratings percentage-wise for the top 10 television programs during the

two weeks ending Aug. 11 is the program, *Big Town*. Ratings were based on the per cent of TV homes reached in program station areas. The Nielsen "per cent of homes reached" gives a "relative measurement" of the audience obtained by each program in the particular station areas where it was telecast. All TV homes in those areas able to view the television being taken as 100%. Top 10 ratings follow:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS		
RANK	PROGRAM	HOMES (%)
1	Big Town	31.8
2	Rocket Squad	31.4
3	Arthur Godfrey's Friends (Liggett & Myers)	29.0
4	Toast of the Town	28.6
5	Original Amateur Hour	28.0
6	Fireside Theatre	27.7
7	Kraft Television Theatre	27.1
8	Amos 'n' Andy	26.9
9	Lights Out	26.8
10	Westinghouse Theatre	26.4

(Copyright 1951 A. C. Nielsen Co.)

SET PRODUCTION

Slightly Above '50

RADIO SET production for the first 30 weeks of 1951 totaled 8,413,136. Radio-Television Manufacturers Assn. has reported. This compares with 8,019,600 for the same period last year.

Of the first seven months of 1951 radio production, 4,233,611 were home sets, 3,264,043 were auto sets and 915,482 were portables. This compares with 4,192,300 home sets, 2,650,000 auto sets and 1,177,300 portables for the same months of 1950.

During July 1951, radio manufacturers produced 539,500 sets, compared to 666,000 in the same 1950 month.

RTMA also reported that the sale of receiving tubes dropped 50% in July from those in June due to the same plant vacations that brought radio and TV set production down. July tube sales totaled 13,185,567, compared with June sales of 27,667,099. Of the July sales, 7,117,435 were for new equipment, 4,625,314 for replacements, 1,222,735 for export and 220,083 for government use.

For seven months of 1951 receiving tube sales totaled 229,087,892.

Ad Workshop

WILLIAM T. WHITE, divisional vice president of Wieboldt Stores Inc., will be principal speaker at the opening session of the 1951 Advertising workshop which opens Sept. 17 in Chicago's Morrison Hotel. The workshop is sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago. It will offer clinics in copywriting, art and layout, production, industrial advertising, markets and marketing, radio, television and direct mail. Each clinic will meet one evening a week for eight weeks.

upcoming



NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Sept. 10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
* * *			
Oct. 4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Cliff	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
* * *			
Nov. 1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

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

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

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

Sept. 17: BMI Program Clinic, Augusta, Me.

Sept. 17: Institute of Radio Engineers Professional Group on Broadcast Transmission Systems, Report by Eight Ultrahigh Specialists, Franklin Institute, 10 a.m. to 6 p.m., Philadelphia.

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

Sept. 18: BMI Program Clinic, Boston, Mass.

Sept. 20: BMI Program Clinic, Rochester.

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

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

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

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

Oct. 4-5: Continental Adv. Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 5-7: Second District Meeting, Adv. Federation of America, Sterling Hotel, Wilkes-Barre, Pa.

Oct. 7-9: Tenth District Meeting, Adv. Federation of America, Washington-Youree Hotel, Shreveport, La.

Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 15-16: Boston Conference on Distribution, 23d Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Batter Park Hotel, Asheville, N. C.

Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 19: NARTB TV Members Meeting, Stevens Hotel, Chicago.

Oct. 19-20: Fifth District Meeting, Adv. Federation of America, Fort Hayes Hotel, Columbus, Ohio.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

Oct. 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 28-31: Life Insurance Adv. Assn. Annual Meeting, Williamsburg, Va.

Oct. 29-31: IRE-RTMA Annual Meeting, Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sheraton Hotel, Chicago.

Nov. 12-15: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Jan. 25-26: Assn. of Railroad Ad Managers, St. Louis.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

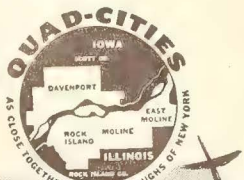
WCOP Aids Police

WCOP Boston with information appeals and news has joined Massachusetts's state police in an intensive search for a killer who shot to death a state trooper in Barre, Mass., Aug. 31. Gene King, program manager, promptly placed the entire facilities of WCOP at the disposal of the state police and will continue cooperation as long as necessary. WCOP reporter Patricia Goodnow and Newscaster Hugh McCoy were assigned to state police headquarters shortly after the trooper's body was discovered, riddled with bullets.

THE **QUAD-CITIES**
ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities
in 2 states - on the Mississippi River

THE Quad-Cities are as intimate as four acres. These four cities are tied by proximity, by business and social bonds into one large metropolitan unit. Here 234,256 Quad-Citians live as residents of this 82nd metropolitan area. Alert time buyers know this fact and are making profitable sales to Quad-Citians whose per capita E.B.I. ranks 14th among S.M. 162 metropolitan areas. Write for brochure on this unique Quad-City market.

WHBF
sells to
Quad-
Citians!



Quad-Cities' favorite
WHBF AM
FM
TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

OF LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.
REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.
A big, growing market awaits you in mid-Mississippi. Jackson is the hub of this market. WJDX . . . the "Voice of Mississippi" . . . can help you get maximum value for every advertising dollar spent.

TV Network Clients for Fall

(Continued from page 77)

Sponsor	Program	Hours per Week	Agency
Canada Dry Ginger Ale Inc.	Super Circus	1/2	J. M. Mathes Inc.
Celanese Corp. of America	Celanese Theatre 1 EOW*		Ellington & Co.
Cliquot Club	Langford-Ameche Show 1/4		Frank Weston Adv.
Cluett, Peabody & Co.	Don Ameche's Musical Playhouse 1/2 EOW*		Young & Rubicam
Cory Corp.	Langford-Ameche Show 1/2		Dancer-Fitzgerald-Sample
Florsheim Shoe Co.	Red Grange Predicts 1/4		Gordon Best Co.
General Mills Inc.	Lone Ranger 1/2		Dancer-Fitzgerald-Sample
	Betty Crocker 1/2		Dancer-Fitzgerald-Sample
	Stu Erwin Show 1/2		Dancer-Fitzgerald-Sample
	Ted Mack Family Hour 1/2		Tatham-Laird Inc.
Goodyear Tire & Rubber Co.	Paul Whiteman Goodyear Revue 1/2		Young & Rubicam
Graham, Billy, Evangelistic Assoc. Inc.	To be announced 1/2		Walter F. Bennett & Co.
Green Giant Co.	Life With Link-letter 1/2 EOW*		Leo Burnett & Co.
Gruen Watch Co.	Gruen Guild Theatre 1/2		McCann-Erickson
Hollywood Candy Co.	Hollywood Junior Circus 1/2 EOW*		Ruthrauff Ryan
Ironrite Ironers Corp.	Hollywood Screen Test 1/2		Brooks, Smith, French & Dorrance
Jene Sales Corp.	To be announced 1/2 EOW*		Sherwin Robert Rigers Assoc.
Kellogg Co.	Tom Corbett, Space Cadet 45 min.		Kenyon & Eckhardt
Kreisler, Jacques Mfg. Corp.	Tales of Tomorrow 1/2 EOW*		Hirshon-Garfield Inc.
Lorillard, P., Co.	Stop The Music 1/2		Lennen & Mitchell
Maidenform Brassieres	Faith Baldwin Theatre of Romance 1/2 EOW*		Wm. H. Weintraub
M & M Ltd.	Super Circus 1/2 EOW*		William Esty Co.
Masland, C. H., & Sons	Masland At Home Show 1/4		Anderson & Cairns Inc.
Mason, Au & Magenheimer	Chester The Pup 1/4		Turner & Dyson
McKesson & Robbins Inc.	A Date With Judy 1/2		Tarcher & Co.
Murray, Arthur Dance Studios	The Arthur Murray Show 1/2 EOW*		Ruthrauff & Ryan
Nash Kelvinator Corp.	Paul Whiteman TV Teen Club 1		Geyer, Newell & Ganger
Packard Motors Inc.	Don Ameche's Musical Playhouse 1/2 EOW*		Young & Rubicam
Peter Shoe Co.	Super Circus 1/2		Henri, Hurst & McDonald
Philco Corp.	Don McNeil TV Club 1/2		Hutchins Adv.
Procter & Gamble Co.	Beulah 1/2		Dancer-Fitzgerald-Sample
Purina, Ralston	Space Control 1/2 EOW*		Gardner Adv.
Ranger Joe Inc.	Ranger Joe 1/4		Lamb & Keen
Schenley Industries Inc.	Cooks Champagne Party 25 min.		The Biow Co.
Seeman Bros.	I Cover Times Square 1/2 EOW*		Wm. H. Weintraub Inc.
Seiberling Rubber Co.	The Amazing Mr. Malone 1/2 EOW		Meldrum & Fewsmith
Sterling Drug Inc.	Mystery Theatre 1/2		Dancer-Fitzgerald-Sample
Sundial Shoe Co.	Foodini The Great 1/4		Hoag & Provandie
Swanson, C. A.	Ted Mack Family Hour 1/2		Tatham-Laird Inc.
Voice of Prophecy Inc.	Faith For Today 1/2		Western Adv.

*EOW—Every Other Week



KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND OREGON on the efficient 620 frequency AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,150
Station C	295,470
Station D	192,050

NIGHTTIME

KGW	347,370
Station B	290,230
Station C	307,970
Station D	205,440

Sponsor	Program	Hours per Week	Agency
Wine Corp. of America	Charlie Wild, Private Detective	1/2	Weiss & Geller
Word of Life Fellowship	Song Time	1/2	Walter F. Bennett & Co.
Young Peoples Church of the Air	Youth On The March	1/2	J. M. Camp & Co.

CBS-TV

Sponsor	Program	Hours per Week	Agency
Aluminum Cooking Utensil Co.	Homemakers Exchange	1/4	Fuller & Smith & Ross Biow Co.
American Home Products Corp.	Love of Life		
American Tobacco Co.	The Show Goes On	1/2	McCann-Erickson
Anheuser Bush Inc.	This Is Show Business	1/2	BBDO
Best Foods Inc.	The Ken Murray Show	1/2	D'Arcy Adv.
Blatz Brewing Co.	Garry Moore Show	1/2	Earle Ludgin Inc.
	Amos 'n' Andy	1/2	William H. Weintraub & Co.
Block Drug Co.	Danger	1/2	Cecil & Presbrey
Brown Shoe Co.	Smilin' Ed McConnell	1/2	Leo Burnett Co.
Burkart Mfg. Co.	Patricia Bowman Show	1/4	Winius-Brandon Co.
Carnation Co.	Burns & Allen	1/2	Erwin, Wasey & Co.
Carter Products Inc.	Crime Photographer	1/2	SSC&B
Carter Products Inc.	Songs For Sale	1/4	SSC&B
Colgate-Palmolive-Peet Co.	Strike It Rich	1 1/2	Wm. Esty Co.
	Strike It Rich	1/2	Sherman & Marquette
Electric Auto-Lite Co.	Suspense	1/2	Cecil & Presbrey
Esso Standard Oil Co.	Alan Young	1/2	Marschalk & Pratt
General Electric Co.	Fred Waring Show	1	Young & Rubicam
	Garry Moore Show	3/4	Young & Rubicam
	It's News to Me	1/2	Young & Rubicam
	Mama	1/2	Benton & Bowles
	Live Like a Millionaire	1/2	Knox Reeves Adv.
	Live Like a Millionaire	1/2	Gardner Co.
	CBS News with Douglas Edwards	1 1/4	D. P. Brother & Co.
	Celebrity Time	1/2	BBDO
B. F. Goodrich Co.	Sarah Churchill	1/4	Foote, Cone & Belding
Hall Bros.	Garry Moore Show	1/4	McCann-Erickson
Chr. Hansen's Labs	Bride & Groom	1/4	Duane Jones Co.
Hudson Pulp & Paper Co.	Fashion Magic	1	Foote, Cone & Belding
International Latex Corp.			

(Continued on page 100)

MEXICAN STATIONS

New Assignments Reported

NEW STATION assignments in Mexico have been reported to FCC under provisions of the 1941 NARBA. Changes reported by Mexico (probable commencement date in parentheses) are:

XEGE Coatzacoalcos, Veracruz, new Class II station, 250 w day on 840 kc (Jan. 1, 1952).

XEGK Papatla, Veracruz, new Class II, 250 w fulltime on 920 kc (Jan. 1, 1952).

XEGA San Andres, Tuxtla, Veracruz, new Class III-B, 500 w fulltime on 1300 kc (April 1, 1952).

XEMS Montemorelos, Nuevo Leon, deleted and reinstated at new location of Matamoros, Tampaulipas with same assignment of 250 w daytime on 1310 kc, Class IV (Jan. 1, 1952).

XERG Nuevo Laredo, Tampaulipas, changed from 250 w to 2.5 kw on 1090 kc, Class II (Oct. 1).

XEXO Nuevo Laredo, Tampaulipas, changed from 1140 kc to 1550 kc. XEFZ Monterrey, Nuevo Leon, new Class I-B, 50 kw DA-N fulltime on 1550 kc (Sept. 1).

XENL Monterrey, Nuevo Leon, new Class II, 1 kw-day and 250 w-night on 1190 kc (Oct. 1).

XEFY Ensenada, Baja California, new Class IV, 100 w fulltime on 1450 kc. (Jan. 1, 1952).

SAG Nominees

SCREEN ACTORS GUILD last week released 23 nominations, made by the group's own nominating committee, for officers and directors to be voted upon in the forthcoming annual election. Lists sent to members were headed by incumbent President Ronald Reagan and First Vice President William Holden.

Key to a \$6 Billion Market

WPHL

560 kc

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

TV Network Clients for Fall

(Continued from page 99)

Sponsor	Program	Hours per Week	Agency
S. C. Johnson & Son Inc.	Starlight Theatre	1/2	Needham, Louis & Brorby
The Kroger Co.	Alan Young	1/2	Ralph H. Jones Co.
Lambert Pharmacal Co.	Sammy Kaye Musical Variety Show	1/2	Lambert & Feasley
Lehn & Fink	Bride & Groom	1/4	McCann-Erickson
Lever Bros. Co.	Lux Video Theatre	1/2	J. Walter Thompson
	Big Town	1/2	Ruthrauff & Ryan
Liggett & Myers Tobacco Co.	Arthur Godfrey & His Friends	1/2	Cunningham & Walsh
	Perry Como	3/4	Cunningham & Walsh
	The Stork Club	1/2	Cunningham & Walsh
Lincoln-Mercury Dealers	Toast of the Town	1/2	Kenyon & Eckhardt
Thomas J. Lipton Inc.	Arthur Godfrey's Talent Scouts	1/2	Young & Rubicam
Longines-Wittnauer Watch Co.	Longines Chronoscope	3/4	Victor A. Bennett
P. Lorillard Co.	The Web	1/2	Geyer, Newell & Ganger
Marlene's Inc.	Vanity Fair	Participation	O'Neil, Larson & McMahon
Jules Montenier Inc.	What's My Line	1/2	Earle Ludgin & Co.
National Dairy Products Co.	The Big Top	1	N. W. Ayer & Son
National Pressure Cooker Co.	Homemakers Exchange	Participation	Geo. R. Nelson Inc.
Norwich Pharmacal Co.	Week in Review	1/4	Benton & Bowles
Pabst Sales Co.	Pabst Blue Ribbon Bouts	Approx. 3/4	Warwick & Legler
Pearson Pharmacal Co.	Hollywood Opening Night	1/2	Harry B. Cohen Adv.
Pepsi-Cola Co.	Faye Emerson Show	1/2	Biow Co.
Philip Morris & Co.	Lucille Ball Show	1/2	Biow Co.
	Racket Squad	1/2	
Pillsbury Mills Inc.	Arthur Godfrey & His Friends	1/2	Leo Burnett Co.
Procter & Gamble Co.	First 100 Years	1 1/4	Benton & Bowles Co.
	Search for Tomorrow	1 1/4	Biow Co.
	Garry Moore Show	1 1/4	Compton Adv.
	Steve Allen	1/2	Compton Adv.

EOW—Every other week

Sponsor	Program	Hours per Week	Agency
Quaker Oats Co.	Garry Moore Show	1/4	Price, Robinson & Frank
R. J. Reynolds Tobacco Co.	Man Against Crime	1/2	Wm. Esty Co.
	Garry Moore Show	3/4	
Ronson Art Metals Works Inc.	Peter Lind Hayes, Mary Healy	1/2	Grey Adv.
Schick Inc.	Crime Syndicated	1/2	Kudner Agency
Schlitz Brewing Co.	Playhouse of Stars	1	Young & Rubicam
Standard Brands Inc.	Garry Moore Show	3/4	Compton Adv.
Sterling Drug	Songs for Sale	1/2	Dancer-Fitzgerald-Sample
Sylvania Electric Products	Beat the Clock	1/2	Cecil & Presbrey
Toni Inc.	Arthur Godfrey & His Friends	1/2	Foote, Cone & Belding
	Crime Photographer	1/2	Tatham-Laird
Westinghouse Electric Corp.	Studio One	1	McCann-Erickson
Wm. Wrigley Jr. Co.	Gene Autry	1/2	Ruthrauff & Ryan

DuMONT

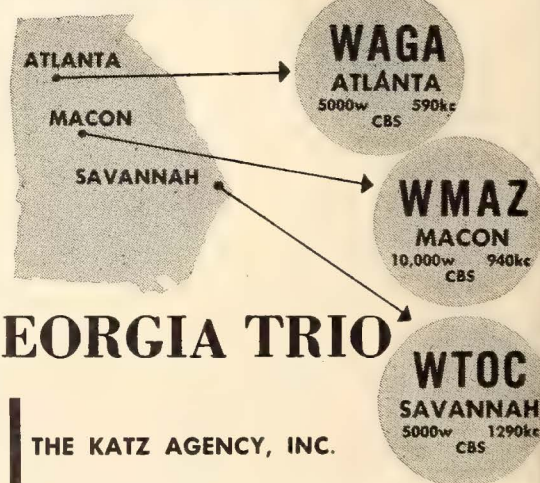
Atlantic Refining Co.	Nat. Professional Football League	2 1/2	N. W. Ayer & Son
American Chicle Co.	Rocky King, Detective	2 1/2	Dancer-Fitzgerald-Sample
Brewing Corp. of America	Nat. Professional Football League	2 1/2	Benton & Bowles
Bigelow-Sanford Carpet Co.	Bigelow-Sanford Theatre	1/2	Young & Rubicam
Crawford Clothes	They Stand Accused	1	Al Paul Lefton
Doeskin Products Co.	Eloise Salutes The Stars	1/4	Federal Adv.
Drug Store TV Productions	Cavalcade of Stars	1	Products Adv.
Drug Store TV Productions	Cavalcade of Bands	1	Products Adv.
General Foods Corp.	Captain Video	2 1/2	Benton & Bowles
International Shoe Co.	Kids & Company	1/2	Westheimer & Block
Walter H. Johnson Candy Co.	Flying Tigers	1/2	Franklin Bruck
Larus & Brother Co.	The Plainclothes Man	1/2	Warwick & Legler
Francis H. Leggett Co. (Premier Foods)	Rumpus Room	2 1/2	Peck
P. Lorillard & Co.	Down You Go	1/2	Lennen & Mitchell
Mennen Co.	Twenty Questions	1/2	Duane Jones
Rosefield Packing Co.	You Asked For It	1/2	Guild, Bascom & Bonfigli
Tide Water Associated Oil Co.	Headline Clues From Broadway to Hollywood	1/2	Lennen & Mitchell

NBC-TV

Admiral Corp.	Lights Out	1/2	Erwin, Wasey & Co.
American Cigarette & Cigar Co.	The Big Story	1/2	SSC&B
American Tobacco Co.	Robert Montgomery Presents	1 EOW	BBDO
American Tobacco Co.	Your Hit Parade	1/2	BBDO
Armstrong Cork Co.	Circle Theatre	1/2	BBDO
Benrus Watch Co.	Your Show of Shows	10 min.	J. D. Tarcher
Bohn Aluminum & Brass Co.	American Forum of The Air	1/2	Zimmer-Keller Inc.
Borden Co.	Treasury Men in Action	1/2	Kenyon & Eckhardt
Bristol-Myers Co.	Break The Bank	1/2	Doherty, Clifford & Shenfield

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

represented individually and as a group by

THE KATZ AGENCY, INC.

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, management, sales and agency executives who are the leading **buyers of advertising.**

CZECH 'HAMS'

Get Orders to Spy

ALL Czechoslovakian "hams" have been instructed by their government to utilize amateur radio for political propaganda and information purposes, according to Harold Stassen, chairman of the 1951 Crusade for Freedom Campaign.

Mr. Stassen last week asked the American Radio Relay League, representative of some 40,000 American ham operators, to warn its members of the orders issued by the Czech Ministry of Information.

Amateurs were told to acquire, through radio contacts, information about technical developments in the western world, to ask for "gifts" of a technical nature and to report receipt of anything to the central amateur office in Prague, where findings will be evaluated by Czech and Soviet authorities.

Czechoslovakian hams were warned at the same time, Mr. Stassen revealed, that their calls are monitored and that action will be taken for deviations from instructions. Maximum penalty for rule violations is death.

As chairman of the Crusade for Freedom, whose \$3 1/2 million drive will build more radio transmitters for Radio Free Europe and Radio Free Asia, Mr. Stassen said he does not want to discourage person-to-person contact between America and Iron Curtain countries, but felt American radio amateurs should be aware of the Czech instructions.

Sponsor	Program	Hours per Week	Agency
Bymart Inc.	Somerset Maugham Television Theatre	1 EOW	Cecil & Presbrey
Campana Sales Co.	Ruth Lyons' '50 Club	1/4	H. W. Kastor & Sons
Campbell Soup Co.	Aldrich Family	1/2	Ward-Wheelock Co.
Cannon Mills Inc.	Kate Smith Hour	1/4	N. W. Ayer & Son
Cheesebrough Mfg. Co.	Greatest Fights of the Century	1/4	Cayton Inc.
Cheesebrough Mfg. Co.	Kate Smith Hour	1/4	McCann-Erickson
Clinton Foods Inc.	All Star Revue 1 (every 3rd Wk.)		Maxon Inc.
Colgate-Palmolive-Peet Co.	Comedy Hour	1	Sherman & Marquette
Colgate-Palmolive-Peet Co.	Howdy Doody	3/4	Ted Bates & Co.
Colgate-Palmolive-Peet Co.	Miss Susan	1 1/4	William Esty Co.
Congoleum-Nairn Inc.	Kate Smith Show	1/2 EOW	McCann-Erickson
Derby Foods Inc.	Magic Slate	1/2 EOW	Needham, Louis & Brorby
De Soto Div. of The Chrysler Corp.	You Bet Your Life	1/2	BBDO
Eversharp	Your Show of Shows	1/2 EOW	Biow Co.
Firestone Tire & Rubber Co.	Voice of Firestone	1/2	Sweeney & James Co.
Ford Division, Ford Motor Co.	Ford Festival	1	J. Walter Thompson Co.
General Electric	Bill Goodwin Show	1	Young & Rubicam
General Foods Corp.	Young Mr. Button	1/2	Young & Rubicam
General Foods Corp.	Bert Parks Show	1 1/2	Young & Rubicam
General Foods Corp.	Hopalong Cassidy	1	Young & Rubicam
Gerber Products Co.	Kate Smith Hour	1/4	Federal Adv.
Gillette Safety Razor Co.	Cavalcade of Sports	3/4	Maxon Inc.
Hidden Co.	Kate Smith Hour	1/2	Meldrum & Fewsmith
Goodyear Tire & Rubber Co.	Television Playhouse (Tentative title)	1 EOW	Young & Rubicam
Gulf Oil Corp.	We, The People	1/2	Young & Rubicam
Gazel Bishop Inc.	Freddy Martin Show	1/2	Raymond Spector Co.
Hunt Foods Inc.	Kate Smith Hour	1/2	Young & Rubicam
International Shoe	Howdy Doody	1/4	Henri, Hurst & Mc- Donald
Andrew Jergens Co.	Kate Smith Hour	1/2	Robt. W. Orr & Assoc.
Kellogg Co.	Howdy Doody	1/2	Leo Burnett Co.
Kellogg Co.	All Star Revue 1 (every 3rd Wk.)		Kenyon & Eckhardt
Knomark Mfg. Co.	Kate Smith Hour	1/4	Emil Mogul
Kraft Foods Co.	Kraft Television Theatre	1	J. Walter Thompson Co.
Kohn & Fink	Your Show of Shows	1/2 EOW	Lennen & Mitchell
Lever Bros. Co.	Hawkins Falls	1 1/4	N. W. Ayer & Son
Libby, McNeill & Libby	Your Show of Shows	10 min.	BBDO
Liggett & Myers	(a comedy-variety show)	1/2	Cunningham & Walsh
Lorillard Co.	Original Amateur Hour	1	Lennen & Mitchell
Manhattan Soap Co.	One Man's Family	1/2	Duane Jones Co.
Mars Inc.	Howdy Doody	1/2	Leo Burnett Co.
Miles Laboratories	Quiz Kids	1/2	Geoffrey Wade Adv.
Minnesota Mining & Mfg. Co.	Juvenile Jury	1/2	BBDO
Minute Maid Corp.	Kate Smith Hour	1/4	Ted Bates Inc.
Mohawk Carpet Mills	Mohawk Showroom	3/4	George R. Nelson Inc.
Mutual Benefit Health & Accident Assoc. of Omaha	On The Line With Bob Considine	1/4	Bozell & Jacobs
National Biscuit Co.	Kukla, Fran & Ollie	1/2	McCann-Erickson
Norfolk Div. Borg-Warner	Kate Smith Hour	1/2 EOW	McCann-Erickson

OW—Every other week

Sponsor	Program	Hours per Week	Agency
Penick & Ford Pet Milk Sales Corp.	Ruth Lynn Show	1/4	BBDO
Peter Paul Inc.	All Star Revue 1 (every 3rd Wk.)		Gardner Adv.
Philco Corp.	Gabby Hayes	1/4	Maxon Inc.
Pillsbury Mills Inc.	Philco TV Playhouse	1 EOW	Hutchins Adv.
Procter & Gamble Co.	Kate Smith Hour	1/4	Leo Burnett Co.
Procter & Gamble Co.	Fireside Theatre	1/2	Compton Adv.
Procter & Gamble Co.	Kate Smith Show	1 1/4	Dancer-Fitzgerald- Sample
Procter & Gamble Co.	Kukla, Fran & Ollie	1	Benton & Bowles
Quaker Oats Co.	Red Skelton Show	1/2	Benton & Bowles
Quaker Oats Co.	Zoo Parade	1/2	Ruthrauff & Ryan Inc.
RCA	Gabby Hayes Show	1/2	Sherman & Marquette
Revere Copper & Brass Inc.	Kukla, Fran & Ollie	1/2	J. Walter Thompson
Reynolds Metals Co.	Meet The Press	1/2	St. Georges & Keyes
R. J. Reynolds Tobacco Co.	Kate Smith Show	1/2 EOW	Buchanan & Co.
R. J. Reynolds Tobacco Co.	Camel News Caravan	1 1/4	William Esty Co.
R. J. Reynolds Tobacco Co.	Your Show of Shows	1/2	William Esty Co.
Riggio Tobacco Corp.	Leave It To The Girls	1/2	Brooke, Smith, French & Dorrance
Simmons Co.	Kate Smith Hour	1/4	Young & Rubicam
Simoniz Co.	Kate Smith Hour	1/4	SSC&B
Singer Sewing Machine Co.	Kate Smith Hour	1/4	Young & Rubicam
S. O. S. Co.	Your Show of Shows	10 min.	McCann-Erickson
Speidel Corp.	Paul Winchell-Jerry Mahoney Show	1/2	SSC&B
Standard Oil Co. of Indiana	The Wayne King Show	1/2	McCann-Erickson
Stokely-Van Camp Inc.	The Little Show	1/2	Calkins & Holden, Car- lock, McClinton & Smith
Texas Company	Texaco Star Theatre	1	Kudner Agency
Time Inc.	Kukla, Fran & Ollie	1/2	Young & Rubicam
United States Tobacco Co.	Martin Kane, Private Eye	1/2	Kudner Agency
Wander Co.	Howdy Doody	1/4	Grant Adv.
Welch Grape Juice Co.	Howdy Doody	1/4	Doherty, Clifford & Shenfield.

WNXT ON AIR

Rosene Is Manager

WNXT, new 1-kw fulltime outlet in Portsmouth, Ohio, staged its dedicatory broadcast Aug. 30. Station, assigned 1260 kc and licensed to Portsmouth Broadcasting Co., is an ABC affiliate.

The 75-minute inaugural broadcast included addresses by Governors Frank Lausche of Ohio, Lawrence W. Wetherby of Kentucky and Okey L. Patteson of West Virginia. Others appearing were Rep. James G. Polk (D.-Ohio), Portsmouth's mayor and city manager, as well as other city and county dignitaries.

WNXT president and general manager is Marshall Rosene, who recently resigned from the general managership of WSAZ Huntington, W. Va., to head the new outlet. WNXT personnel includes Russ Newman, chief engineer; Dean Sturm, program director; Phil Phillips, production manager; Jack Hurst, sports director; Frank Balmert, news editor; Bill Dawson, special events; Carl Mitchell and William Pepper Sr., sales department; Lillian Segraves, continuity chief; Thelma Henderson, traffic manager; Bryson Prather, auditor; and Charles Gilmer, C. Lyons and Russ Evans, engineers.

Studios are in the Masonic Temple Bldg. in downtown Portsmouth with the transmitter five miles north of the city on Route 23. Standard Radio library service and UP news are being used.

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NARCOTIC WAR

Westinghouse Effort

A SPOT crusade against teen-age narcotic peddling has been opened by the Westinghouse Radio Stations. The campaign is using short statements by famous government and sports figures.

Gordon Hawkins, program and educational director for the Westinghouse stations, said a well-rounded program and spot campaign had been planned with the Senate Crime Committee and the Federal Bureau of Narcotics. Mr. Hawkins said "I am particularly interested in the spot campaign . . . in view of its frequent and continuing impact of concise and hard-hitting messages."

All program material and announcements used in the narcotic drive are being made available to the National Assoc. of Educational Broadcasters' tape network (made up of 70 college campus stations) at that organization's request. Programs include interviews, dramatic and documentary angles.

WGAR Fair Train

MORE than a thousand persons took advantage of a WGAR Cleveland offer of special rates for a train excursion to "Northern Ohio Day" at the Ohio State Fair in Columbus. Bob Smith, station's farm director, promoted the event and arranged for the two-section train which carried listeners to the fair.

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AUGUST 31 THROUGH SEPTEMBER 6

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	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.

August 31 Decisions . . .

BY THE COMMISSION EN BANC SSA Extended

WNYC New York, N. Y.—Granted extension of special service authorization to operate on 830 kc with 1 kw from 6 a.m. to local sunrise at New York and from local sunset at Minneapolis to 10 p.m. EST, for a period ending Oct. 31, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of ABC Inc., v. FCC, decided July 19. WNYC's views as to effect of court's decision in this case are invited and should be filed with FCC by Sept. 21.

KFAR Fairbanks, Alaska—Granted extension of special service authorization to operate on 660 kc with 10 kw unl. for period ending Oct. 31 pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of ABC Inc., v. FCC, decided July 19. KFAR's view as to effect of court's decision in this case are invited and should be filed with FCC by Sept. 21, 1951.

ABC-UPT MERGER

Commission designated for hearing seven applications relating to proposed merger of ABC and United Paramount Theaters Inc., into a new entity, American Broadcasting-Paramount Theaters Inc. Hearing was consolidated with other applications involving license renewals etc., of Paramount, DuMont and Balaban & Katz which, on Aug. 8, were set for future hearing. No date has yet been set for this now consolidated hearing.

The seven applications concerned in contemplated ABC-Paramount merger are:

For consent to transfer control WXYZ-AM-FM-TV Detroit.

For consent to transfer negative control WSMB-AM-FM New Orleans.

For assignment of licenses KECA-AM-FM-TV Los Angeles.

For assignment of licenses KGO-AM-FM-TV San Francisco.

For assignment of licenses WENR-AM-FM-TV Chicago.

For assignment of license WJZ and construction permits of WJZ-FM-TV New York.

For assignment of license WBKB (TV) Chicago, from Balaban & Katz to CBS, which was filed contingent upon approval of ABC-Paramount merger.

September 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGBF Evansville, Ind.—Mod. CP to increase power and change DA-N for extension of completion date.

License for CP

WONW Defiance, Ohio—License for CP, as mod., authorizing change hours operation and install DA-N.

Change Trans. Location

Farrell, Pa.—CP for new AM station on 1470 kc 500 w D AMENDED to change trans. location to on W. Middlesex Rd., 840 ft. south of New Castle Rd., near Farrell, Pa. and change ant. system etc.

License Renewal

Following stations request renewal of license: WPBB Jackson, Ala.; WSMB New Orleans, La.; WAYB Waynesboro, Va.; WOI-FM Ames, Iowa.

September 5 Decisions . . .

BY THE SECRETARY

WKOK Sunbury, Pa.—Granted license to use formerly licensed main trans. as aux. trans. at present location of main trans.

Scripps-Howard Radio, Inc., Cleveland, Ohio—Granted CP to change type of stations KA-4846, KA-4849 from TV Pickups to one TV STL station (KQD-71), and change transmitter location.

WTRW Two Rivers, Wis.—Granted mod. CP for approval of ant. trans. location, specify main studio location and change type trans.

WNBT New York—Granted mod. CP for extension of completion date to 12-15-51.

Granted following renewal of licenses of remote pickup on a regular basis: KA-5251 area Alliance, Ohio; KOB-281 Ogden, Utah, KA-6391 area Ogden, Utah.

Extended following licenses of remote pickup on temporary basis to Dec. 1: KA-7154 area San Francisco, Calif.; KA-2965, KA-6678, KA-6679 area Miami Beach, Fla.; KA-8036 area Madison, Wis.; KA-4039 area New York, N. Y.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket 6651: KA-3416 area Albuquerque, N. M.; KQC-385 Alliance, Ohio.

Extended following licenses on temporary basis to Dec. 1, subject to change in frequency which may result from proceedings in Docket 6651: KA-7152, KA-7153, KA-7155, KA-7156 (KPIX, Inc.) area San Francisco, Calif.; KA-3373 area Pensacola, Fla.; KA-8653 area Sherman, Tex.

Extended following license of FM STL on a temporary basis to Dec. 1: KAA-61 Ames, Iowa.

KOAT Albuquerque, N. M.—Granted license covering change in frequency (1240 kc 250w unl.).

WWHG Hornell, N. Y.—Granted license covering change in trans. and studio locations and install of new trans.

WABG Greenwood, Miss.—Granted license covering change in hours of operation and installation of DA-N (960 kc 500 w-N 1 kw-LS DA-N; cond.).

WDDO Chattanooga, Tenn.—Granted license covering installation of new aux. trans.

KCNO Alturas, Calif.—Granted license for new AM station; 570 kc 1 kw D.

KFJM Grand Forks, N. D.—Granted license covering installation of new trans.

WIBA-FM Madison, Wis.—Granted license for FM station Ch. 268 (101.5 mc) 45 kw ant., 1010 ft.

WJLL Niagara Falls, N. Y.—Granted

CP to change trans. location and install new vert. ant.

KDMA Montevideo, Minn.—Granted mod. CP for approval of ant., trans. and main studio location.

WVOW Logan, W. Va.—Granted mod. CP for extension of completion date to 3-1-52.

WFRX West Frankfort, Ill.—Granted license for AM station; 1300 kc 1 kw 1

WRAK Williamsport, Pa.—Granted license to use old main trans. as alt. main trans. at present location of main trans.

WDXE Lawrenceburg, Tenn.—Granted license for AM station; 1370 kc 5 w D.

KNED McAlester, Okla.—Granted license covering change in frequency install new trans. and change ant. system (1150 kc, 1 kw, D).

WSAT Salisbury, N. C.—Granted license covering change in hours of operation and install DA-N; 1280 1 kw DA-N unl.; cond.

WMNE Menomonee, Wis.—Granted license for AM station and change studio location; 1360 kc 500 w D.

WPTL Providence, R. I.—Granted mod. license to make changes in existing noncommercial educational station to change ERP from 2.9 kw to 3.19 kw

WTIC Hartford, Conn.—Granted CP to install new trans. as an aux. trans. at present location of main trans. 1080 kc 5 kw.

WCHS Charleston, W. Va.—Granted CP to install old main trans. as aux. trans. at present location of main trans. on 580 kc 1 kw.

WLCM Lancaster, S. C.—Granted mod. CP for approval of ant., trans. location, specify main studio location and change type trans.; 1360 kc 1 kw.

KGMC Englewood, Col.—Granted mod. CP for approval of ant., trans. and studio location.

WVOW Logan, W. Va.—Granted mod. CP to change type trans.

KBOX Modesto, Calif.—Granted mod. CP for extension of completion date to 11-1-51; cond.

WSPA Montgomery, Ala.—Granted license covering increase in D power and install new trans. (1440 kc 1 kw-5 kw-LS DA-N).

WAIN Columbia, Ky.—Granted license for AM station; (1270 kc 1 kw D).

WPRC Lincoln, Ill.—Granted license for AM station (1370 kc 500 w D); con

WSTR Sturgis, Mich.—Granted license for AM stations (1460 kc 500 D).

WMTE Manistee, Mich.—Granted license for AM station, and specify studio location; (1340 kc 250 w unl)

WEKZ Monroe, Wis.—Granted license for AM station; (1260 kc 500 w D).

WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 3-21-52.

Granted following renewal of licenses remote pickup on regular basis: KA-5247, 5248, area Louisville, Ky.; KA-6919 area Independence, Mo.; KA-7321, 7322 area West Plains, Mo.; KA-698 West Plains, Mo.; KA-5178-51; KA-5481 KA-5484 KA-6026 area Cleveland, Ohio; KA-4917 area Rio Piedra, P.R.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket 6651: KA-3820 area of Independence, Mo.; KA-5074 KA-8746 area Cleveland, Ohio, KQA-697 Cleveland, Ohio; KA-6975 Mario Acosta, Ar Mayaguez, P.R.; KA-3625 area S Juan, P.R.

Extended following licenses of remote pickups on a temporary basis: Dec. 1: KA-2313, KA-4606-4608 area Detroit, Mich.; KQA-755 Detroit, Mich. KA-4621-4623 area Schenectady, N. Y. KA-2775, KA-7065 area Cleveland, Ohio; KQA-795 Cleveland; KA-8 area Tacoma, Wash.

Extended following licenses of remote pickup on temporary basis: Dec. 1, 1951, subject to change in frequency which may result from proceedings in Docket 6651: KA-4552 K

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—Granted license for remote pickup KA-9417.

Carbondale Bestg. Co., Inc., Carbondale, Pa.—Granted license for remote pickup KA-9254.

WSRS Inc., Cleveland Heights, Ohio —Granted license for remote pickup KA-7713.

WVBT (FM) Bristol Center, New York.—Granted license covering changes in FM stations; Ch. 236 (95.1 mc) 5.3 kw; ant. 990 ft.

WHEC Inc., Rochester, N. Y.—Granted mod. license to change KA-5613 frequencies to 26.15 mc.

Trent Bestg. Corp., Trenton, N. J.—Granted CP's and licenses for remote pickups KEC-450 KA-9564 KEC 447.

Mid-Illinois Bestg. Co., Litchfield, Ill.—Granted CP and license for remote pickup KA-9567.

Evanston Bestg. Co., Evanston, Ill.—Granted CP and license for remote pickup KA-9578.

Saunders Bestg. Co., Flagstaff, Arizona.—Granted CP's and licenses for remote pickups KA-9568 KA-9577.

Star Printing Co., Miles City, Montana.—Granted CP and license for remote pickup KA-9579.

Thompson K. Cassel, Sayre, Pa.—Granted CP for remote pickup KA-9570.

News Press Publishing Co., Santa Barbara, Calif.—Granted CP for remote pickup KA-9569.

Atlantic Coast Bestg. Co., Charleston, S. C.—Granted CP's for new remote pickups KA-9565 KA-9566.

Iowa Great Lakes Bestg. Co., Inc., Spencer, Iowa.—Granted CP to make changes in remote pickup KA-8719 to increase power from 20 to 40 and to change trans.

KVWO Cheyenne, Wyo.—Granted mod. CP for approval of ant., trans. and studio location.

WOW-TV Omaha, Neb.—Granted STA for increase in trans. output power from vis. 4.7 kw to 5 kw and aur. from 2.35 kw to 2.5 kw.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WINX Washington, D. C.—Granted petition for dismissal of applications for renewal of licenses of synch. amps. located in Washington and Montgomery County, Md. and developmental station KG2XCK.

Telanserphone, Inc., Washington, D. C.—Denied petition insofar as it requests dismissal without prejudice of application for CP in domestic public land mobile radio service in Washington, but granted insofar as it requests dismissal. Application dismissed with prejudice.

By Hearing Examiner J. D. Bond

WINX Washington, D. C.—Granted motion for continuance of hearing in proceeding re application for CP to change main trans. location of WINX from Garden City, Arlington, Va., to 8th and Eye Streets, N.W., Washington, and establish synch. amps. and developmental station KG2XCK as presently operated; hearing now scheduled for Sept. 17 was continued indefinitely.

Alabama-Gulf Radio, Foley, Ala.—Granted petition to accept late appearance and statement of appearance in proceeding re its application and that of Gulf Beaches Bestg. Co., Inc., St. Petersburg Beach, Fla.

Gulf Beaches Bestg. Co., Inc., St. Petersburg, Florida.—Granted petition for continuance of hearing in proceeding re its application and that of Alabama-Gulf Radio, Foley, Ala.; hearing now scheduled for Sept. 4 was continued to date to be set by further order.

WTAD Quincy, Ill.—Granted motion for leave to amend application to provide current information re officers,

(Continued on page 107)

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All other classifications 25¢ per word—\$4.00 minimum • Display ads. \$12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

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

Manager-commercial manager. Unusual opportunity for advancement offered good commercial manager or general manager of small market station interested in advancement. Write Box 893K, BROADCASTING.

Salesman

Radio station salesman. Topflight salesman to call on radio stations selling nation's number one radio programs. \$150 week draw. Exceptional opportunity. Write full details about yourself. Box 384K, BROADCASTING.

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

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

Immediate opening with exceptional opportunity for experienced time salesman as field representative for firm supplying local radio stations with program service. Expenses plus commissions and bonus. Weekly earnings exceed \$300.00. Applicant must be personable, dependable, have car and be free to travel. For New York City interview, write Box 854K, BROADCASTING and enclose photo.

A real opportunity for a self starter to take over established studios in a large non-competitive market. Man needed would sell, service accounts, do 2½ hours air work. Established accounts would be turned over. Guaranteed salary and commission. Box 859K, BROADCASTING.

Experienced salesman wanted by successful N. Y. independent station. We want an aggressive salesman who can and will fight for business in a highly competitive field for national and local billing. This is not a job for a contact man or a beginner. Good starting income and bright future for the right man. Give full account of your experience and references in strict confidence for interview. Box 883K, BROADCASTING.

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

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

Announcers

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

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

Help Wanted (Cont'd)

Immediate opening experienced staff announcer, must operate board, handle news, DJ and some special events. Louisiana station, send particulars including picture. Box 833K, BROADCASTING.

Wanted: Announcer interested in learning all phases of radio. Start night work. 250 Mutual outlet, small town. Box 872K, BROADCASTING.

Opening in Minnesota station for salesman-announcer. Must have car. Guaranteed salary. Box 890K, BROADCASTING.

Wanted: Combination man. Accent on announcing. Florida resort town independent. All details first letter. Box 697, New Smyrna, Florida.

Immediate opening for combination announcer-engineer midwest independent. Excellent working conditions, 41 hours no split shift. Experience desirable but not necessary. Good starting wage to right man wanting a permanent job. Contact Charles Harrison, KBOA, Kennett, Missouri.

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

Newsman—age 21 to 25. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

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

Announcer-engineer wanted at once. Thousand watt station with CP to go 5,000. Congenial staff, excellent working conditions. Will consider inexperienced man with training and ability. Contact Hugh Fite, General Manager, Radio Station WERH, Hamilton, Alabama.

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

WFTR, Front Royal, Virginia is growing. Immediate opening for announcer-engineer with experience, one that wishes to advance in programming, production and accent announcing plus permanent position. Start sixty per week, raise after one month. Profit sharing after three months. Located seventy miles west of Washington, D. C. in Shenandoah Valley. Will also hire inexperienced combo man desiring training and future. Write Ken Gordon, WFTR, Front Royal, Virginia.

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

Announcer-engineer, with first class ticket, at least six months' experience. Good working conditions, 250 watt network station. Send disc, qualifications, and salary requirements. WMLT, Dublin, Georgia.

Announcer wanted. South Georgia network station wants experienced announcer who can operate board and tables. Good pay and hours. WVOP, telephone 327, Vidalia, Georgia.

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

Help Wanted (Cont'd)

Immediate need for combination man. Good pay, good hours, congenial staff. Scenic resort town on Tennessee River. Prefer some experience. Would consider beginner. Contact Ed Carrell, P. O. Box 32, Guntersville, Ala.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

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

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

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

Wanted: Transmitter operator 1st ticket. Prefer low power man now ready for high power experience, but will consider applicants with no experience if your potential is good. \$58.00 for 50 hours to start. Increases based on ability. Box 834K, BROADCASTING.

Engineer, first class license, some announcing. Missouri daytimer. Box 843K, BROADCASTING.

Transmitter engineer needed for 1000 watt North Carolina daytimer. Good working conditions; no experience necessary. Must have car. Box 849K, BROADCASTING.

Want combination engineer-announcer, first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

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

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

Need first class license transmitter engineer immediately. Possible living quarters for single man. Radio Station KRIS, Corpus Christi, Texas.

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

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

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

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

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

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

First phone engineer needed immediately. No experience necessary. WFOB, Fostoria, Ohio.

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

Help Wanted (Cont'd)

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

Combo man wanted, stress on voice. Outstanding opportunity with major network property. Good starting wage scale with real opportunities for increases. Write, wire or call WGTW, Worcester, Massachusetts.

Engineer, first class license. Experience not necessary. Basic ABC station central New York state. Contact T. Brown, WGVA, Geneva, New York.

There is an immediate opening for first class engineer at the below station. No announcing is necessary. App WHFB, Benton Harbor, Michigan.

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

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

Engineer with first class ticket. Experience unnecessary. Car essential. WMRI, Marion, Indiana.

Production-Programming, Other

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

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

Situations Wanted

Managerial

Manager—Fourteen years experience all phases independent station operation. No arm chair executive but go-getter who can make your station a paying proposition. If you are seeking a hard working, conscientious man I can do a real job for you. Box 838K, BROADCASTING.

Aggressive manager available with thirty days. Experienced in all phases of radio with seven years in the business including establishment of a new station. Hard working salesman and sober with the best references desired a location in the midwest. Box 842K, BROADCASTING.

Manager-commercial manager. 16 years experience with proven record. Know good programming sales and economy in operation. 38 years of age, married. This is an opportunity to get a good man with the radio knowledge you are looking for. Box 857K, BROADCASTING.

Newspaper executive. After sixteen years in all phases of radio, I tried to reform by becoming general manager of two daily newspapers. It's a good position, but I have radio in my blood instead of printer's ink. Complete experience in radio management, sales programming, engineering, FCC procedures. 38, married, two children. want to get back to running a good radio station again. Write Box 868K, BROADCASTING.

Manager-program director-commercial manager. Thoroughly capable, experience all phases radio. Efficient management, good programming, strong sales and public relations. Mature judgment, youthful enthusiasm, friendly personality and good showmanship everything that makes a successful station. Reasonable salary and percentage. Box 888K, BROADCASTING.

Successful commercial manager desirous of south or southeast. 1st license. Box 889K, BROADCASTING.

After over twenty years in radio a year away, I want to get back in the field where I am best qualified and happiest in sales or management. Prefer Florida, but will go anywhere. Address P. O. Box 615, West Palm Beach, Florida.

Situations Wanted (Cont'd)

Salesmen

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

Diamond in your own backyard. Young-thinking creative employer in NYC market, here's an opportunity to buy the services of a sparkling talent in the advertising business. Not a jack-of-all-trades, but firmly grounded in retail sales (\$55,000 gross billing), creating copy campaigns that hit the register on the spot; analyzing markets and accounts; developing promotion, publicity, original presentations. TV production experience, hi-powered but not hi-pressured. Anxious to leap out of mental rut into flexible agency or station (no ulcer outlets) where top work begets top dollar. Own accounts best references. Journalism BS, 27, draft exempt, child. Wife cooks terrific dinners for right boss. Box 837K, BROADCASTING.

Young aggressive salesman-announcer. Emphasis on sales. Knowledge merchandising. Four years experience all phases announcing, sales promotion. Single. Draft exempt. Personal interview preferred. Box 852K, BROADCASTING.

Announcers

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

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

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

Sports announcer, play-by-play all sports. Available October 21st. Married. Advancement more important than starting salary. Box 830K, BROADCASTING.

California here I come. Combo, exempt, married man desires California station. Asking \$75.00, will consider \$65.00. Two weeks notice required. Box 831K, BROADCASTING.

Announcer, draft exempt, single, college graduate. Operates console and turntable. Experience in all phases including technical knowledge. Available immediately. Disc, photo. Box 832K, BROADCASTING.

Sportscaster — Topflight play-by-play man for football, basketball, baseball and all other sports. Family man seeking permanent spot with sports minded station. Fourteen years experience as sportscaster, newscaster, commercial and general manager. Box 839K, BROADCASTING.

Competent, experienced, reliable, employed announcer desires change to around, progressive station, run by radio men. Good DJ, 8 years experience, 3 years PD. State salary, hours. Box 840K, BROADCASTING.

News-sports specialist, now employed. Age 28, draft free. Accept staff, desire D. C. area. Box 844K, BROADCASTING.

Hillbilly DJ. know, like hillbillies. Seven years with own top western unit. Want light permanent spot. Please no stuffed shirt station replies. Also news, commercial. Details, transcription, request. Available in Sept. Box 845K, BROADCASTING.

Announcer-sportscaster. Employed, 26 years old. Married. Will travel. Available immediately. Strong on all play-by-play. Veteran. Year's experience. Box 846K, BROADCASTING.

Talented novice football broadcaster desires prep or college play-by-play assignment as announcer or assistant, anywhere in U. S. College grad. 24. Four years football P. A. experience. Box 847K, BROADCASTING.

Announcer moving to California. Varied experience football, special events, operate own board news, DJ and write copy. Married. No hot shot or character. Presently employed at large southwest metropolitan station. Box 848K, BROADCASTING.

Situations Wanted (Cont'd)

Attention, east and southeast! Announcer-newscaster. Five years solid experience. Veteran. Family man. Good voice. Sober and reliable. Good baseball. Looking for well established station offering good pay and good future. Best references. Box 855K, BROADCASTING.

Staff job with regional NBC or CBS affiliate. Prefer combination with TV. Five years experience all phases announcing. Two years managing program directing. Six years college. 31, non drinker, married, one child. If sincerely interested will come for interview. Available on two weeks notice. Box 861K, BROADCASTING.

Announcer: Creative ability, concert and show business background, bass voice, trained Radio City, New York, seeks stable position. Veteran, age 33, married, no children, sober, good appearance, healthy, character excellent, desires opportunity to prove talent is worth its weight in gold. Box 862K, BROADCASTING.

Thousands thousands yes, thousands of families know this man! Disc jockey with ready-made audience available. A "household name" in New York metropolitan area seeks change. Willing sacrifice large "take" to join New York station with growth possibilities. Request interview. Write Box 863K, BROADCASTING.

Announcer-copywriter. Two years experience with one station. Work board. Vet, single, sober. Box 864K, BROADCASTING.

Young, married, draft exempt, combo man; 2 years experience. Desires California station position. Smooth news and disc delivery. Letter, tape, photo available on inquiry. Stable! Box 866K, BROADCASTING.

I'm zaney. I like late hours. Music-gab my forte. Build me as your dog-watch personality. Prefer fulltime independent in midwest, east. Box 870K, BROADCASTING.

Gil Mason's the name. I can handle your announcing. Newscasting and disc jockey programs. Just need the opportunity to prove it. Resume and disc on request. Box 874K, BROADCASTING.

Announcer-program director. Ten year background. Prefer east. Details, transcription. Box 877K, BROADCASTING.

Moving up, versatile announcer, personable, vet, family, employed metropolitan station. Box 884K, BROADCASTING.

Alabama stations: Experienced announcer, sportscaster, salesman, interested in good proposition. Send details. Box 886K, BROADCASTING.

Platter-chatter man with one-year proven ability. Looking for opportunity to build late night or morning show. Prefer decent size city in midwest or possibly east. Fulltime independent best bet. Box 871K, BROADCASTING.

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

Technical

Engineer, degree, license, 15 years experience chief, combo. Box 852K, BROADCASTING.

First phone, 18 months experience, draft exempt, married, wishes to locate in south, have no experience but will except combo work. Box 835K, BROADCASTING.

Colored vet, first phone license. 5 years technical training. Desires employment. Please state salary and hours. Box 853K, BROADCASTING.

Engineer, 1st class ticket. AM-FM-TV experience. Desire position, preferably in Vermont or New Hampshire. Permanent location wanted. Married, draft exempt. Box 856K, BROADCASTING.

Experienced combination engineer-announcer presently employed by fulltime clear channel station. Notice necessary. Southwest preferred. Minimum salary \$300.00. Have automobile. Box 875K, BROADCASTING.

Experienced combo man available. Handle all phases. Family man with car. Good references. Full details first letter, please. Box 879K, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 4 years experience, transmitter, control room and remotes. Desire change to progressive station. Draft exempt. Minimum \$65. Box 885K, BROADCASTING.

Chief engineer, 20 years experience maintenance and new construction. Excellent record as chief, family, reasonable salary. Box 887K, BROADCASTING.

First phone, no experience, single, amateur experience, willing. Write to Vincent Giangregorio, 108-31 48th Ave., Corona, L. I., N. Y.

Immediately, engineer, chief engineer, experienced, family. Northeast, midwest. James Gray, 58 Saily Avenue, Plattsburg, N. Y.

Production-Programming, Others

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

Program director, 10 years experience as announcer news man; in short all phases of radio promotion, production, writing shows and copy. Prefer to locate with AM-TV operation. However, would consider sound AM position. Presently on leave network affiliate from position as program director. Aim to secure future for self and family. Age 30, draft exempt. Box 836K, BROADCASTING.

Experienced girl continuity writer also microphone work. Upper midwest preferred. Box 841K, BROADCASTING.

College graduate, male, 22, draft exempt, anxious to locate in southwest. Wants experience in copywriting. Box 860K, BROADCASTING.

Presently employed, program department, eastern net 50 kw. Desire program directorship medium station. Unquestionable background (9 years) in programming, sales, engineering. 32, vet, draft exempt, married. Consider any location. Excellent references. Box 865K, BROADCASTING.

Television

Salesman

Currently TV sales manager for large independent station with outstanding sales record. Prior experience includes 1 year as TV network account executive, TV direction and writing credits, TV department head for advertising agency. Emphasis on sales but varied background embraces all production in TV. Want to exploit sales plus management experience on higher level than present. Will also consider station rep, film distribution and/or advertising agency position. Write Box 851K, BROADCASTING • TELECASTING.

Production-Programming, Others

Television cameraman and photographer; commercial, news; advertising and publicity. Age 40, married. Excellent references. Box 891K, BROADCASTING • TELECASTING.

For Sale

Stations

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

250 watt fulltime independent on northern California coast. In operation 3 years. Box 876K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

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

Like new General Electric BC-3A transmitter console. Cost \$650.00, will accept \$450.00. Suitable for any transmitter or small station speech-input. Box 850K, BROADCASTING.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

2 Ampex model 400, twin track recorders, as new. \$750.00 each. Box 878K, BROADCASTING.

For Sale (Cont'd)

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

RCA BTF250-A 250 watt FM transmitter, Hewlett-Packard monitor, RCA transmission line monitor, RCA isolation unit, RCA limiting amplifier, 200 feet 1 1/2" coax transmission line. Best offer, Chief Engineer, WCOH, Newnan, Georgia.

Wanted To Buy

Stations

Station wanted. Gross between 50-100 thousand dollars. Cash available. No brokers. Replies confidential. Box 873K, BROADCASTING.

Equipment, etc.

Want used 3 channel amplifier, microphones, pickups, and turntables. Send description and lowest price to Box 858K, BROADCASTING.

Used 4 or 6 bay sidemount FM antenna, 1 1/2 inch line and brackets. Box 867K, BROADCASTING.

Miscellaneous

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

Help Wanted

SALESMEN

for new SYNDICATED RADIO IDEA

If you are now calling on radio stations and can handle another salable idea along with the service you are now selling, we have a proposition that is made to order for you. This is a brand new idea for one station in each market. It was created by active radio station men and has ample financial backing. It is a solid, sound, brand new, legitimate plan that cannot fail to increase billings for every station that participates. It is fully copyrighted and protected. Choice territories are now open. Write today to Box 882K, BROADCASTING.

Announcers

DISC JOCKEY WANTED

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

BOX 450K, BROADCASTING

Production-Programming, Others

WAAB

Basic ABC (10-15-51)—5000 watts seeks experienced woman to expertly handle proposed five-weekly half-hours of community activities, interviews, shopping and household information. Must also be willing and able to assist Continuity Director in handling several accounts. Please enclose photo, state full background details and expected starting pay and send audition disc to: Bruff W. Olin, Jr., President, WAAB, Worcester, Mass.

For Sale

RADIO SCRIPT LIBRARY

(can be run by one person)
Over 100 stations have used this service. Priced for quick sale.

BOX 892K, BROADCASTING

Equipment etc.

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

'BRIGHT STAR'

Series Sold in 183 Cities

THE Frederic W. Ziv Co.'s transcribed radio series *Bright Star* starring Irene Dunne and Fred MacMurray, was sold in 183 cities during the first three weeks it was offered, company officials announced last week. Twenty-seven of the 95 "major markets"—cities of 100,000 population or more—have purchased the show.

The series has also been sold in 21 of the 63 television cities in the United States, which Ziv executives interpret as a strong over-all appeal, in large as well as small cities. They anticipate stations in more than 90% of television cities will have bought *Bright Star* by the time it goes on the air the end of this month.

The 27 major markets, where sales have been completed, are: Detroit, Boston, Houston, New Orleans, Cincinnati, Indianapolis, Memphis, Columbus (Ohio), Atlanta, Birmingham, Akron, Providence, Omaha, Miami, Dayton, Jacksonville, Norfolk, Salt Lake City, Tulsa, Hartford, Charlotte, Mobile, Shreveport, Knoxville, Tampa, South Bend, and Little Rock.

McConnell Sails

JOSEPH H. McCONNELL, NBC president, sailed Friday on the Queen Mary to attend broadcasts of *The Big Show* to originate Sept. 16 in London and Sept. 23 in Paris. Programs will be taped for U. S. Broadcast Sept. 30 and Oct. 7, respectively. London show will be broadcast on BBC; Paris one will be for studio audience only without being broadcast in that country.



ANNUAL harvest (and the only one by BROADCASTING • TELECASTING, (pullez) of 1951 radio beauty contestants includes Mrs. Arkansas, Mrs. Coleman Kent, who went to the Asbury Park finals last week under the sponsorship of KNEA Jonesboro.

MRS. PENNSYLVANIA, Mrs. Marcella Marder, receives the title ribbon from Bob Nelson, manager of WARD Johnstown during state finals in the city. Last year's national Mrs. America winner represented Johnstown and WARD.

Television Transmitter

FOR SALE

New --- Never Used

In Original Crates

RCA TT5A

5 KW--VHF

Channels 2 through 6

Available Immediately

Address Box 880K

BROADCASTING • TELECASTING

Wanted to Buy

Stations

WANTED A Radio Station

WEST OR SOUTHWEST
250-5000 WATTS

All Replies Confidential

SEND DETAILS,
INCLUDING PRICE TO
BOX 881K, BROADCASTING

EASTERN DOUBLE MARKET INDEPENDENT

\$65,000.00

The only station covering TWO very attractive eastern cities having a total city population in excess of 35,000 and retail sales of more than \$40,000,000.00. This station needs owner operation and offers two or three partners an unusual opportunity to earn real profits. Financing arranged.

Appraisals • Negotiations • Financing BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

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

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



MISS WASHINGTON of 1951, June Beverly Klein, receives congratulations of Vice President Alben W. Barkley as she is entrained for the Miss America finals. WWDC Washington again sponsored this year's contest in the Nation's Capital.

MRS. RADIO Cleveland, Mrs. Jean Carrione, won a WHK competition that all started with a flip remark of Disc Jockey Bill Gordon about sending in beauty pictures. The deluge of mail that followed prompted the contest.

EYEFUL at KLRA Little Rock is Lee Power, who conducts a nightly disc jockey show for Long-Bell Lumber Co. By day she serves as advertising director for the lumber chain and furnishes proof that beauty and brains often go together.

WGAP Maryville-Alcoa, Tenn., was one of the sponsors of Miss Alcoa Bobbie Bird. Mayor O. W. Brumfield congratulates her. (Editor's Note: That's all—next radio beauty layout in our September, 1952 issue.)



FCC Actions

(Continued from page 103)

Decisions Cont.:

Directors, stockholders and financial and program plans.

By Hearing Examiner Basil P. Cooper
WHUN Huntingdon, Pa.—Granted petition for continuance of hearing from Sept. 10 to Nov. 13 in Washington, D. C. in proceeding re its application.

By Hearing Examiner Elizabeth C. Smith

WJKO Springfield, Mass.—Granted petition for continuance of hearing from Sept. 5 to Oct. 5, in Washington, in proceeding re its application.

September 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WFN-FM Findlay, Ohio—License for CP to change FM station.

License Renewal

Following stations request renewal of license: **KLX-FM** Oakland, Calif.; **WTMV-FM** East St. Louis, Ill.; **WCNB-FM** Connerville, Ind.; **WCTW** (FM) New Castle, Ind.; **KGLO-FM** Mason City, Iowa; **KMFM** (FM) Monroe, La.; **WCBS-FM** New York, N. Y.; **WMGM-FM** New York, N. Y.; **WFDR** (FM) New York, N. Y.; **WWNY-FM** Watertown, Ohio; **WFMJ-FM** Youngstown, Ohio; **KMUS-FM** Muskogee, Okla.; **WMGW-FM** Meadville, Pa.; **WDXY** (FM) Spartanburg, S. C.

September 6 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

Mobile, Ala.—CP new AM station requested by Cary Lee Graham and Edwin H. Estes AMENDED to change from 1340 kc 250 w unl. to 960 kw 1 kw D.

AM—900 kc

Calhoun, Ga.—CP new AM station requested by Gordon County Bestg. Co. AMENDED to change from 1490 kc 250 w unl. to 900 kc 1 kw D etc.

License for CP

WNXT Portsmouth, Ohio—License for CP new AM station.

Modification of License

WILK Wilkes-Barre, Pa.—Mod. license to change from DA-DN to DA-N.

Theatre TV Lens

BETTER picture detail for theatre TV is promised by a new giant self-correcting lens, according to American Optical Co., manufacturer of the precision magnifier. It is more than 22 inches in diameter and projects "improved 15-20 foot television pictures on movie screens." Several of the lenses have been ordered by RCA and General Precision Lab. for use in their theatre TV equipment, American Optical reported. Lens is used to correct distortions induced by mirror-magnifier when the image on the 5-in. kinescope is blown up to theatre-screen size.

THE LITTLE STATION WITH...



REP. By Hal Holman, Co. **WMAM** MARINETTE WISCONSIN

fCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY THROUGH SEPTEMBER 6

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,292	2,264	128		299	125
FM Stations	655	544	115	*1	11	3
TV Stations	107	87	22		438	171

* On the air.

Docket Actions . . .

FINAL DECISIONS

Clovis, N. M.—Announced final decision granting New-Tex Bestg. request for new AM station on 1240 kc with 100 w fulltime and denying application of **KDDD** Dumas, Tex. to change from 800 kc, 250 w, daytime to 1240 kc, 250 w, fulltime; dismissed as moot petition of New-Tex for severance and grant of application and other related pleadings. Decision Aug. 29.

MEMORANDUM OPINIONS AND ORDERS

Dallas, Tex.—By order, granted petition by chief of broadcast bureau to reopen record of proceedings on Lake-wood Bestg. Co. application for new AM station on 1480 kc with 1 kw fulltime, directional. Enlarged issues and ordered further hearing to determine whether proposed station would interfere objectionably with **XEAR** Monterrey, Mexico, or any other foreign stations to an extent unauthorized by treaty or the Commission's rules and standards. Order Aug. 31.

Non-Docket Actions . . .

TRANSFER GRANTS

KSEL Lubbock, Tex.—Granted acquisition of control Lubbock Bestg. Co., licensee, by Walter G. Russell through purchase of 28% interest from B. C. Garnett and Betty K. S. Garnett for \$56,000. Mr. Russell now owns 9,609.6 shares out of total of 18,480 shares. Granted Aug. 31.

WRYO Rochester, Pa.—Granted assignment of license from Beaver Valley Radio Inc. to Michael Maker Jr. (70%) and S. W. Calkins (30%), a partnership of the two major stockholders in former licensee, Beaver Valley. Consideration consists of assumption of obligations and liabilities. Granted Aug. 31.

WTNT Tallahassee, Fla.—Granted acquisition of control Tallahassee Appliance Corp., licensee, by Frank W. Hazelton, present 1/2 owner, through purchase of another 1/2 from W. H. Wilson, Godfrey Smith and J. T. Smith Jr. for \$15,000. Granted Aug. 27.

KGFL Roswell, N. M.—Granted involuntary transfer of control **KGFL** Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Granted Aug. 27.

KENM Portales, N. M.—Granted involuntary transfer of control Plains Bestg. Co. Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Granted Aug. 27.

KXGI Ft. Madison, Iowa—Granted assignment of license from Carson Radio Inc., to **KXGI** Inc. a formality following July 10 grant of transfer of all Carson Radio stock to **KXGI** Inc. Granted Aug. 27.

New Applications . . .

AM APPLICATIONS

Liberty, Tex.—Cyril W. Reddoch and John B. McCrary d/b as Liberty Bestg. Co., 1050 kc, 250 w, daytime; estimated construction cost \$16,775; first year operating cost \$25,000; first year revenue \$34,500. Partners also own **WATM** Atmore, Ala. and **KDLA** DeRidder, La. Filed Sept. 4.

TV APPLICATIONS

Amarillo, Tex.—Plains Radio Bestg. Co., Ch. 4 (66-72 mc), 50 kw, visual, 25 kw aural, antenna 561 feet; estimated cost \$486,558.70; operating costs and revenue unknown. Applicant is licensee of **KGNC** Amarillo and **KFYO** Lubbock, Tex. Filed Sept. 5.

Oklahoma City, Okla.—Oklahoma Television Corp., Ch. 9 (186-192 mc),

200 kw visual, 100 kw aural, antenna 1551 feet; estimated cost \$1,350,000; operating cost \$360,000; revenue \$400,000. Principals include President Roy J. Turner (20%), oil business; Vice President F. E. Harper (10%), oil business; Secretary Henry S. Griffing (trustee for 30% owned by Video Independent Theatres, Oklahoma City); Treasurer Luther T. Dulaney (30%), state RCA distributor; Executive Vice President Edgar T. Bell (10%), general manager **KTOK** Oklahoma City. Filed Sept. 5.

Wausau, Wis.—Rib Mountain Radio Inc., Ch. 7 (174-180 mc), 48.6 kw visual, 24.3 kw aural, antenna 814 feet; estimated cost \$240,445; operating cost \$150,000; revenue \$150,000. Applicant is owned by Central Bestg. Co. (60%), representing the Morgan Murphy-Walter C. Bridges interests, and Record-Herald Co. (40%), publishers of **Wassau "Record-Herald."** Filed Sept. 5.

San Antonio, Tex.—R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as **UHF** Television Co., Ch. 35, 187 kw visual, 93.5 kw aural, antenna 425 feet; estimated cost \$372,500; operating cost \$140,000; revenue \$300,000. Same partners have applied for TV stations in New Orleans, La. and Corpus Christi, Tex. Also see two other UHF applications below. Filed Sept. 6.

Houston, Tex.—UHF Television Co., Ch. 23, 182.5 kw visual, 91.25 kw aural, antenna 514 feet; estimated cost \$382,500; operating cost \$140,000; revenue \$300,000. See San Antonio application above. Filed Sept. 6.

Dallas, Tex.—UHF Television Co., Ch. 23, 180 kw visual, 90 kw aural, antenna 515 feet; estimated cost \$352,500; operating cost \$140,000; revenue \$300,000. See San Antonio application above. Filed Sept. 6.

TRANSFER REQUESTS

KOKO La Junta, Col.—Assignment of license from Southwest Bestg. Co. to Otero Bestg. Co. for \$250 plus mortgage-purchase agreement involving \$17,750. Principals in transferee are President William W. Shepherd (48%), 10% owner **WWGS** Tifton, Ga.; Secretary-Treasurer Hortense D. Shepherd (2%), professor Georgia State Dept. of Education; Vice President Dr. Charles E. Zimmerman (50%), physician. Filed Sept. 5.

WCOL-AM-FM Columbus, Ohio—Assignment of license from Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley as individuals to Air Trails Inc. for \$100,000 plus. (Contingent upon

simultaneous application requesting transfer from Pixley's Inc., present licensee, to three individuals named who own Pixley's Inc.) Principals in Air Trails are President and Treasurer Charles Sawyer (20%), U.S. Secretary of Commerce and owner of **WING** Dayton, majority stockholder in **WIZE** Springfield, Ohio; Executive Vice President J. Pattison Williams (20%), executive vice president for **WIZE** and **WING**; Vice President Adna H. Karns, general manager **WING** and **WIZE**; Secretary John Sawyer (12%), farmer; Assistant-Secretary Catherine Brown, private secretary to Secretary Sawyer and assistant secretary for **WING** and **WIZE**; Charles N. Evans, station manager for **WIZE**; Anne Sawyer Williams (12%), director **WING**; Charles Sawyer Jr. (12%), director of Coney Island Co., Cincinnati; Jean Sawyer Weaver (12%), housewife; Edward Sawyer (12%), U.S. Army. Filed Sept. 5.

WIBS Santurce, P.R.—Resubmitted application for assignment of license from Radio Station **WIBS** Inc. to Tomas Muniz and Ramon Pares d/b as Muniz & Pares for \$174,200. Mr. Muniz (50%) is general manager **WIAC** San Juan and Mr. Pares (50%) is vice president of Olavanna Sugar Corp., San Juan. Filed Sept. 5.

KGAL Lebanon, Ore.—Assignment of license from W. Gordon Allen to Linn County Bestg. Co., new corporation owned 59.1% by Mr. Allen, president. Other owners are Vice President Donald F. Whitman (20%), production director **WJBK-TV** Detroit and **KOIN** Portland, Ore.; Secretary-Treasurer Harold C. Singleton (9.9%), 52% owner **KWVB** Walla Walla, Wash. and chief engineer **KGW** Portland, Ore.; Kathryn B. Hayden (10%), part-owner "Lebanon Express"; Madeline R. Allen (1%), housewife. Total of \$8,000 is paid to Mr. Allen for interests obtained. Filed Sept. 5.

KGPH Flagstaff, Ariz.—Assignment of license from partnership d/b as The Flagstaff Bestg. Co. to The Frontier Bestg. Co. Inc. to effect change from partnership to corporation. Same ownership. Filed Sept. 5.

KXOX Sweetwater, Tex.—Assignment of license from Sweetwater Radio Inc. to Radio & News Inc., present 100% owner of licensee. Filed Sept. 5.

KTER Terrell, Tex.—Transfer of control Terrell Best. Corp. from Frederick I. Massengill Jr. and D. W. Massengill to Paul A. Wnorowski through sale of 51% interest for \$16,500. Mr. Wnorowski owned 40% of **WIBV** Belleville, Ill. until June 14 this year. Filed Sept. 5.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 24, FM 54, TV 0. New deletions and effective dates follow:

KJSK-FM Wheeling, W. Va.—George Basil Anderson, construction permit, Aug. 28. Economic.

Morning Program

WBAL-TV Baltimore announced last week that beginning today (Monday) it will begin programming at 10 a.m. with a new full-hour program to be known as *The Brent Guntz Show*. New show will be aired Monday through Friday and aimed at housewives.

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

Another BMI "Pin Up" Hit—Published by Johnstone-Monte

I LOVE THE SUNSHINE OF YOUR SMILE

On Records: Four Knights—Cap. 1587; Ray Anthony—Cap. 1723; Merv Griffin-Hugo Winterhalter—Vic. 20-4181; Jerry Gray—Dec. 27695.

On Transcriptions: Lenny Herman—Capitol; Victory Military Band—Standard.

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



Benton's Inning

(Continued from page 23)

predominant matter which Sen. Benton sought to settle.

He quoted industry sources as well as several editorials from BROADCASTING • TELECASTING as stating that broadcasters feared the spectre of censorship in his proposal, and he denied that these fears were valid.

Other witnesses, under questioning by Sen. Benton, contended that no censorship would be present in the system. But Senate Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the subcommittee, got closer to the heart of the matter when he asked Sen. Benton:

"How much good would this board accomplish without exercising some degree of censorship?"

Sen. Benton answered, in part: "I have a great faith in the desire of the industry to respond to the kind of constructive report from the type of men that would be on this board. . . . If such a board had been in existence for the past 30 years of radio history . . . the history of broadcasting would have been changed for the better."

"If stations did not conform to the recommendations of this board," continued Sen. McFarland, "would the FCC conform to them?"

"That's hard to say," said Sen. Benton.

"Would it be your desire that the FCC conform to them?" asked Sen. McFarland.

"It would and could on occasions where you have a flagrant failure of a licensee to live up to his promises," said Sen. Benton.

Attached to Congress?

Sen. McFarland said it seemed to him that "unless the FCC did follow the recommendations," the advisory board would have no effect.

Sen. Homer E. Capehart (R-Ind.) questioned whether (1) there was a need for such a board since it might "be doing what this committee (the Interstate and Foreign Commerce Committee) ought to be doing, or (2) whether, "if we do need such an organization," it

ought not to be attached to Congress.

"Why should it (the board) be attached to the executive branch?" Sen. Capehart asked. "Only the House and Senate have the power to change the law (governing broadcasting)."

Sen. Benton said the thought of attaching the board to Congress had not occurred to him and that although the notion might be worth considering, he felt that his proposal was the better solution.

Sen. Benton continued throughout the hearings to maintain that this procedure would not constitute censorship.

The legislation under discussion before the subcommittee of the Senate Interstate and Foreign Commerce Committee last Wednesday and Thursday was S J Res 76, a joint Senate-House resolution, and S 1579, a bill. The two, and proposed amendments to them, together represent Sen. Benton's proposals.

Requisite of Bill

In his testimony last week Sen. Benton said that the bill, in its amended form, "calls upon the board to make 'a continuing study of programming trends of broadcasting stations with particular reference to' four problems."

Said the Senator: "The four problems spelled out in the revised bill are briefly: (1) the manner in which broadcasters are serving community needs; (2) the extent to which broadcasters are carrying programs which 'broaden the educational and cultural interests of the American people; (3) new techniques in programming, or in the financing of broadcast operations, as these affect programming; and (4) study of the nature and composition of the groups which exercise effective control of programming, e.g. station operators, networks, advertisers, educational institutions, etc."

Sen. Benton confined his prepared statement to an outline of the purposes of his legislation and to the introduction of several endorsements from educators.

One letter, from Dr. Robert G. Sproul, president of the U. of California, suggested that part of the campaign for improvement of broadcasting should be a provision enabling educational institutions that acquire the reserved TV channels to sell time. As now proposed by the FCC, the educational stations would be non-commercial.

"I am extremely doubtful," wrote President Sproul, "that the quality of television programs or radio programs over commercially-controlled stations can be changed for the better or maintained at any given level by legislation defining more precisely the meaning of public interest, convenience and necessity.

"A more effective approach would be to guarantee to the public that commercially-operated stations will have substantial competition from non-commercially operated stations controlled by non-profit organizations of public and private educa-

tional institutions and agencies, reasonably protected from unjustified interference either by government or commercial stations."

Sen. Lester C. Hunt (D-Wyo.), co-sponsor of the Benton legislation and a member of the subcommittee, also read a prepared statement in support of the measure. (Sens. John W. Bricker [R-Ohio] and Leverett Saltonstall [R-Mass.] are other co-sponsors.)

Sen. Hunt had little good to say for present arrangements in broadcasting.

"Tap dancing, acrobats, song and dance teams, blood and thunder murders—what value are they?" Sen. Hunt said.

"Contrast these kinds of TV programs with those that could be offered," he said.

As types of programs that he would like to see in greater abundance, Sen. Hunt suggested "sewing, cooking, nursing care" as well as subjects of particular interest to various professions. He thought it would be a splendid television program of interest to lawyers if a station presented "some legal authority on Sunday evening discussing Supreme Court decisions."

FCC Under 'Pressure'

Owing to pressures from the industry, said Sen. Hunt, the FCC was "not in a position to pass on these important matters." What it needed was the extra push the National Citizens Advisory Board could give.

Other witnesses were Angus McDonald, legislative representative of the National Farmers Union; Stanley Ruttenberg, director of education and research of the CIO; Dr. I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio and Television; Dr. Edgar Fuller, executive secretary of the National Council of Chief State School Officers, speaking for the Joint Committee on Educational Television; Wallace J. Campbell, director, Washington office, Cooperative League of the U.S.A., and president of WCFM (FM) Washington, a cooperatively owned station; Carroll Newsom, associate commissioner of education of the State of New York and representative of the New York State Board of Regents; James Webb, acting U.S. Secretary of State, and Alice Dunlap, director, Washington office, American Library Assn.

Of these, perhaps the witness most antagonistic to commercial broadcasting was Dr. Fuller.

"Mr. Chairman," he said, "it is unthinkable that the limited number of television channels may be allowed to become monopolized for selling goods . . . The history and present status of radio has demonstrated that the rituals of the sellers demand monotonous repetition of the trademark and the trite cliché. Such repetition, carried to excess, spoils programs and stultifies thinking."

Dr. Fuller said it was "difficult for us to understand why commercial broadcasters should oppose such a National Citizens Advisory

Board as S 1579 proposes. The board would be entirely unofficial and advisory, and it would have no powers of censorship. It would be legal for both the FCC and Congress to ignore every suggestion it might make.

"Do the broadcasters suppose that there will be no organized groups of any kind whatever to suggest to them what the public opinion is concerning their presentations on television? . . .

"If they take an attitude that all the television channels belong to them, to use as they please to bombard the people in any way that will earn them the most dollars, the alternatives of the general public may be limited to less desirable types of action to protect itself."

Sen. Benton asked Dr. Fuller to comment on an analysis which Sen. Benton said he had made of industry reaction to his proposals.

Sen. Benton said the analysis indicated that broadcasters had no objection to the one-year limitation on TV station licenses (a limitation now in effect) or to an encouragement of subscription broadcasting, but that "their fear is in regard to the National Citizens Advisory Board and possible censorship."

"They fear the board because there would not be an opportunity to appeal to the courts from any of its recommendations, as they can now appeal from FCC decisions," Sen. Benton said.

Dr. Fuller ventured that would not be a censoring body.

Mr. Newsom, of the New York Board of Regents, reported on the status of the boards interest in an educational TV network.

Plans for Financing


In answer to a question by Sen. McFarland as to how the Regents proposed to finance such a network Mr. Newsom said the board would include in its next budgetary request an appropriation of \$3 to \$4 million to build "perhaps as many as 11 stations."

This was the first public acknowledgment that the Regents may tone down their plans from the 11 stations they have announced they would seek. From competent sources, BROADCASTING • TELECASTING has learned that the Regents may wind up by seeing no more than three stations.

Sen. McFarland asked whether the Regents hoped to sell time commercially.

"It is not our present intention," said Mr. Newsom. "But we have counsel on the job exploring the possibilities."

Dr. Tyler, of Ohio State U., said he saw the advisory board as "being a necessary part of the whole



CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!



WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned
every hour to good listening.
WTTN WATERTOWN
WISCONSIN

structure of broadcasting to carry out provisions of the Communications Act of 1934."

As things are now, he said, the industry is constantly before the FCC while the public is seldom before it."

"You would complete a triangle by setting up this board to represent the public... The FCC would have a broader base for its decisions than it gets now from industry groups alone," he said.

Dr. Tyler said he had read the resolution passed three weeks ago by District 4 of the NARTB, opposing the Benton bill on the grounds that it threatened censorship. The resolution, Dr. Tyler said, "didn't make much sense to me."

He felt that because the board would be "advisory" and would deal only with overall programming trends it would not tend toward censorship.

Acting Secretary of State Webb testified to the successful operation of three other boards, somewhat similar in organization to the proposed radio-television board, which were set up when Sen. Benton was assistant secretary of state.

These are the U.S. Advisory Commission on Information, the U.S. Advisory Commission on Educational Exchange and the U.S. National Commission for UNESCO. All of which are composed of private citizens and are attached to the State Dept. to give advice in those fields.

Other witnesses spoke favorably of the Benton legislation, and pointed out their special interests in a swing toward heavier educational programming by radio and TV.

Summing up, before adjournment, Sen. Benton said that the advisory board's influence could not fail to benefit the television industry by an improvement of programs which, he felt, would increase audience.

"It cannot fail to benefit the broadcasters and advertisers whose interest is in enlarging audience," he said.

The hearings were adjourned to an unspecified date.

Sen. McFarland said that although the next subcommittee session on the Benton legislation might be postponed until after the forthcoming Senate recess, he would promise that all witnesses who wanted to be heard would be given a chance before the hearings were closed.

Harold Fellows, NARTB president, has requested an opportunity to testify, and presumably other industry representatives will also appear at future hearings. Wayne Roy, FCC chairman, too is expected to be a future witness.



NBC AFFILIATION of WGFG Kalamazoo and WJIM-AM-TV Lansing was announced at Chicago during Drake Hotel cocktail party enjoyed, among others, by (l to r) Carlin S. French, vice president, H-R Representatives; L. Joe Bolles, WGFG general manager; Harold F. Gross, stations' president-owner; Howard Finch, WJIM-AM-TV manager; Dwight Reed, vice president H-R Representatives.

Allocations

(Continued from page 78)

assigned four VHF channels, including Channel 12, to Philadelphia.

What Philadelphia applicants want to do is exemplified in the proposal by WIP of that city.

It suggested that in order to keep Channel 12 in Philadelphia, WDEL-TV Wilmington, now operating on Channel 7, be moved to Channel 8 instead of to Channel 12 as proposed by the FCC. It also recommended that WGAL-TV Lancaster, now operating on Channel 4, remain on that frequency with (a) a directional antenna or (b) limited power, instead of moving to Channel 8 as proposed by the FCC.

In his statement on WIP's proposal, Benedict Gimbel Jr., president and general manager of the station, alluded to these facts:

- (1) Philadelphia is the third largest city in the U. S.
- (2) City has more than 900,000 sets in use, costing public some \$200 million.
- (3) Without four VHF channels, Philadelphia will not have four competitive network stations.
- (4) Two surveys conducted by

WIP showed an overwhelming objection on the part of TV set owners to buy UHF converters in order to receive another station.

Interference to NBC - owned WNBT New York and WNBW Washington, both on Channel 4, from the operation of WGAL-TV on the same frequency can be minimized, Mr. Gimbel said, by the use of a directional antenna by the Lancaster station. If that cannot be worked out, he said, power limitation for WGAL-TV would serve the purpose.

In any event, he said, since both the New York and Washington stations are owned by NBC, areas lost through the operation of WGAL-TV on Channel 4 will still receive the same network programs from NBC through affiliates.

Common ownership is also the theme of Mr. Gimbel's attitude toward WGAL-TV and WDEL-TV.

This is the way Mr. Gimbel sees it: Even if WGAL-TV were to go to Channel 7 as FCC proposes, its interference to WDEL-TV on WIP-recommended Channel 8 would not be serious, since both stations are owned by the same interests—the Steinmans.

Naturally, the Philadelphia suggestions have aroused vehement objections on the part of both WDEL-TV and WGAL-TV, as well as NBC, ABC and such others who would be affected by co-channel and adjacent channel interference.

As an example of the significant touch-and-go quality of the allocation hearing, take the case of WNHC-TV New Haven, using

Channel 6, which the FCC wants to shift to Channel 8.

In the FCC's proposals, a footnote warns that stations using antennas above 500 ft. would have to reduce a certain amount below the 200 kw maximum permitted. The difference is related to the height of the antenna above 500 ft.

WNHC-TV agreed to make the change to Channel 8, although it will cost \$160,000, it said. But it agreed with proviso that its Grade A service area be protected.

New York's WJZ-TV on Channel 7 and WOR-TV on Channel 9, both of which are using antennas above 1,000 ft. don't want to be limited in power. They are pushing hard to show that they can still radiate maximum powers and not cause serious difficulty to WNHC-TV.

In addition to the Boston, Philadelphia and New Haven problems, the bulk of the other filings covered new recommendations and objections affecting such cities as Providence, Buffalo, Hartford, Worcester, Albany-Schenectady-Troy, Holyoke-Springfield, Manchester, N. H., among others.

WANTS UHF

WELI Sole Bidder Last Week

ONE AND ONLY allocation filing last week unequivocally in favor of UHF was from WELI New Haven.

In its presentation, the station related the experience and findings of its executives and engineers with UHF receivers and converters monitoring signals from RCA's experimental UHF station in Bridgeport.

Based on UHF receiver and converter installations installed in the homes of 17 of its executives, and on tests made by its engineers, it reported that:

(1) UHF signal is free from interference from automobile ignition, diathermy, X-ray, other man-made disturbances.

(2) UHF signals bend around and over obstacles—thus cover a much larger area than is expected.

WELI's enthusiasm for UHF is no sudden inspiration. Optimistic reports from the station were published in the Feb. 6, 1950 and April 16, 1951 issues of BROADCASTING • TELECASTING.

SENATE PICKUPS

Lawmakers Refuse Telecasts

A SUGGESTION that the Senate permit its sessions to be broadcast was abruptly turned aside last week by three Democratic Senators who feared broadcasts would "ruin the Senate."

The proposal was made by Wallace J. Campbell, president of the cooperatively owned WCFM (FM) Washington, who said the station would like to carry daily broadcasts of the Senate.

"It would completely ruin the Senate," Sen. William Benton (D-Conn.) said.

Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the subcommittee before which Mr. Campbell was testifying in support of Sen. Benton's legislation to create a citizens board for radio and TV, said:

"You'd be playing up the showmen in the Senate rather than the workers."

Sen. Lester C. Hunt (D-Wyo.) jocularly thought that regular broadcasting might cause a drastic "turnover" in Senate membership.

WCKY PRODUCES RESULTS

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

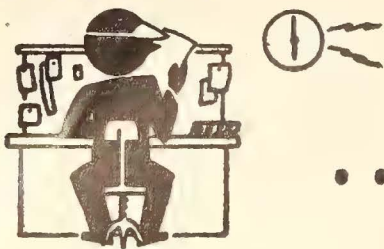
50,000 WATTS

OF

SELLING POWER



REACHES
93,217
RADIO
FAMILIES
WEEK
POUGHKEEPSIE
REPRESENTED BY DEVNEY



...at deadline

WMIE TRANSFER GETS FINAL FCC APPROVAL

TRANSFER of construction permit of WMIE Miami from Lincoln Operating Co., trustee for Sun Coast Broadcasting Corp. to Sun Coast alone, was finally approved by the FCC last week [CLOSED CIRCUIT, Sept. 3].

Commission found nothing in hearing record that disqualifies Arthur B. McBride or Daniel Sherby as broadcast grantees. McBride's association with Continental Racing Press was feature of Kefauver Senate Crime Committee hearings earlier this year. Complaint against both Mr. McBride and Mr. Sherby alleged tax monopoly in Cleveland.

Initial decision granting transfer was issued last March, but was stayed by the FCC in May [BROADCASTING • TELECASTING, May 21, March 19].

Pending FCC approval is application from Messrs. McBride and Sherby to sell WMIE to E. D. Rivers Sr., ex-Governor of Georgia. Purchase price is \$200,000 [BROADCASTING • TELECASTING, July 9].

INTERMOUNTAIN EXPANDS

INTERMOUNTAIN NETWORK, comprising some 28 stations in Utah, Idaho, Wyoming, Montana and Nevada will expand into Colorado and New Mexico this week. In connection with the expansion, Avery-Knodel Inc., national sales representative for the regional network, will discontinue representation of KGGM Albuquerque and KVSF Santa Fe on Sept. 14, picking up KVER Albuquerque on Sept. 15. Lynn L. Meyer, vice president in charge of sales of Intermountain, will be in New York this week to discuss plans for promoting and selling the enlarged regional group with Avery-Knodel.

STATION SALE APPROVALS

FINAL FCC approval for sale of WARL-AM-FM Arlington, Va., and WDAE-AM-FM Tampa, Fla., was announced Friday. Control of WDAE was sold to minority stockholder David E. Smiley for \$825,000 [BROADCASTING • TELECASTING, July 30]. Lou Poller, owner of WPWA Chester, Pa., bought WARL for \$78,000 [BROADCASTING • TELECASTING, July 23]. FCC also granted transfer of WLOU Louisville, Ky., to Robert W. Rounsaville for \$40,000 [BROADCASTING • TELECASTING, July 23] and approved sale of WIKC Bogalusa, La., to Enterprise Pub. Co. for \$50,000.

NEWSCASTS HIT HIGH

RADIO NEWSCASTS continue popular even in such a heavily-TV populated city as New York, according to survey made by research staff of WOR New York, showing that in first half of 1951 station's newscasts registered higher ratings than at any time in past eight years with average audience this year 26 percent larger than in 1946. Even at night, WOR newscasts now boast larger audiences than in pre-TV era, survey shows.

JOLLIFFE, ENGSTROM GIVEN PROMOTIONS BY RCA

DR. CHARLES B. JOLLIFFE, executive vice president in charge of RCA Labs division, elected to newly created position of RCA Vice President and Technical Director at board meeting Friday, when Dr. E. W. Engstrom, Vice President in Charge of Research at RCA Labs, was named Vice President in Charge of the RCA Labs division. In his new post, Dr. Jolliffe will be responsible for the development and execution of long range plans for RCA, for the coordination of the corporation's broad engineering policies and for representing RCA in connection with technical matters before public and governmental bodies.

RCA board also declared dividend of 87½ cents a share on \$3.50 cumulative first preferred stock for July-Sept., payable Oct. 1 to holders of record Sept. 17.

FIRST CBS COLOR SET

FIRST CBS-COLUMBIA color TV set came off line Friday, with full production due in about three weeks. Set is the \$499.95 console with doors, contains a 10-in. picture tube magnified to 12½-in. size. At the same time, CBS-Columbia announced it had developed "first fully compatible receiver to be introduced since the Supreme Court decision in favor of the CBS system of color television." Set, as described by CBS-Columbia, is regular 20-in. chassis, but contains third knob on front of receiver, known as "compatibility switch," by which viewer can receive colorcasts in black and white.

NSTP-LABOR MEETING

EXPLORATORY meeting with film labor unions and guilds called by National Society of Television Producers for Sept. 19 to discuss mutual problems prior to contract negotiations. Further attempt to include in their fold newly-organized TV producers group (see story page 86) so far comprising top 10 TV film producers, seen in NSTP inviting all TV producers, "members and non-members" in addition to network and station representatives.

DOUGLASS TO ERWIN-WASEY

JAMES C. DOUGLASS resigned as coordinator of radio and television advertising for Colgate-Palmolive-Peet Co., effective Sept. 14, to join Erwin, Wasey & Co., as vice president and director of radio and television, succeeding C. H. Cottingham, resigned. (See AGENCY BEAT).

DUFFY HONORED

BERNARD C. (BEN) DUFFY, president of BBDO, named honorary deputy Commissioner of Commerce of the City of New York. He will serve as public relations and advertising consultant to the N. Y. City Dept. of Commerce.

SHEARER HEADS N.Y. NIELSEN

T. RODNEY SHEARER, vice president of A. C. Nielsen Co., has been appointed head of sales and service of Nielsen Radio and Television indexes in New York.

Closed Circuit

(Continued from page 4)

Civil Defense expected to emerge as result of European trip being made by Clem Randau, executive director of Federal Civil Defense Administration. Mr. Randau, on last leg of two-month tour, is former vice president of UP and of Field Enterprises, and now owns minority interest in WNEW New York.

CARLOS MARISTANY, stormy petrel of Cuban Communications, in addition to his recent appointment as Ambassador to Argentina by President Prio, has been named head of Cuban Delegation to Geneva Telecommunications Conference later this year. His presence always has spelled trouble for U. S. Delegation.

TV STANDARDS COMMITTEE NEARS CODE

PROPOSED television program and advertising standards moving rapidly toward final drafting stage, NARTB's TV board told Friday at conclusion of two-day meeting held at Cavalier Hotel, Virginia Beach, Va. (see early story page 77).

Board praised code committee for its work after hearing report by Chairman Robert Swezey, WDSU-TV New Orleans. He told board two subcommittees already had turned in first drafts. Walter J. Damm, WTMJ-TV Milwaukee, is chairman of subcommittee on advertising practices, which has adopted tentative standards. Similar progress made by subcommittee on news and public events, religion, community responsibility and controversial issues. Chairman is Harold Hough, WBAP-TV Fort Worth.

DuMONT SALES CAMPAIGN

INITIAL MEETING in series of cross-country regional conferences between executives of Allen B. DuMont Labs receiver sales division and its distributors, has been scheduled for tomorrow (Tuesday) in New York City. Following conclaves designed to discuss future sales merchandising, advertising and service plans, will be conducted by Walter Stickney, national sales manager, and Fred Lyma, assistant sales manager, on Wednesday in Chicago for the midwest distributors and Friday in Chicago for the western group. Joseph H. Moss Jr., DuMont distributor manager and Advertising Manager George Hakim, are scheduled for southern meeting in Atlanta on Wednesday and southwestern conference in Dallas on Friday.

CBS COLOR IN PARIS

CBS COLOR SYSTEM will be demonstrated in Paris from Sept. 15-18, under official sponsorship of French government, CBS-TV division announced Friday. Radio Industrie, large French manufacturers of radio-television equipment, will show its new models, designed for both black and white and color reception. Director General of French radio and television, Walimir Porche, has sent invitations opening to cabinet members from his own country as well as Belgium, Italy, Switzerland, Sweden, Norway and Denmark.

PARSONS PROMOTED

WILLIS B. PARSONS, sales promotion department of ABC, has been named assistant manager of the advertising and promotion department of the network, it was announced last week.

"IN THE HEART OF AMERICA . . .

It's

KANSAS CITY —

"Back in Business"

and it's

Wholehearted"



The above picture was taken August 14, 1951.

A month earlier, July 14, this area was under 14 to 18 feet of water.

Midwesterners are noted for their wholehearted determination. And because of this determination, Greater Kansas City and the entire recently flooded sections of Kansas and Missouri are "Back in Business"!

Kansas City is entitled to a mighty salute—not only for its quick return to normal, but for the manner in which flood control legislation is being enacted to prevent a recurrence of flooding in the heart of America. That

same determination and cooperation will see all partially completed projects to a finish and the necessary new water control systems built without delay.

Hats off to Kansas City and the Midwest! Standing in the midst of this spirit, The KMBC-KFRM Team can see only one ultimate result—a BIGGER AND BETTER KANSAS CITY!

Represented nationally by Free & Peters, Inc.



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE

PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



Radio talks BIG in Detroit!

In Detroit, WWJ is a better-than-ever buy at lower-than-ever cost. Here are the facts:

Assuming that television owners never listen to radio, bear in mind that increases in Detroit population and trading area have combined to give WWJ 96% coverage of the number of families it had in 1940. When you take into consideration the shrinkage of the dollar since then, present rates enable you to buy the WWJ market today for *substantially less* per thousand than you could in 1940.*

That's why advertisers in the Detroit market choose WWJ and its big exclusive radio audience.

*average WWJ families, 1940	931,922
TV families, 1950	508,000
exclusive radio families, 1950	896,300

FIRST IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



AM — 950 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246 — 97.1 MEGACYCLES