

TELECASTING

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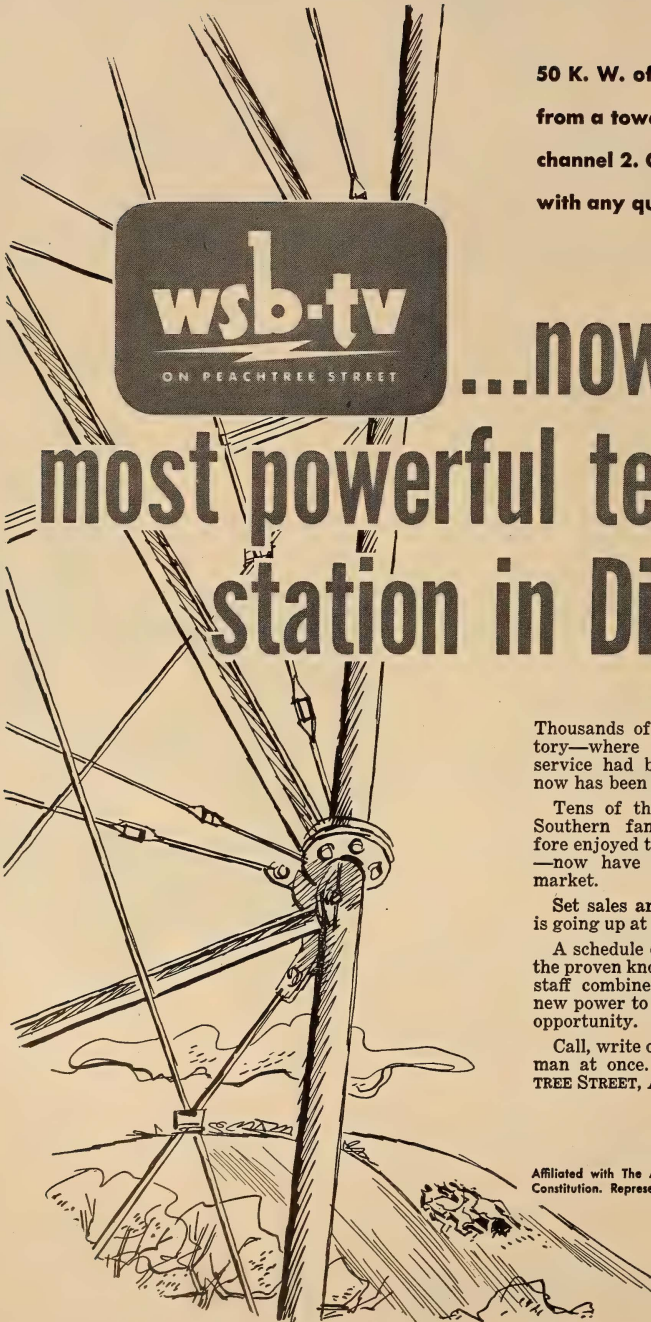
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ON PEACHTREE STREET

...now the most powerful television station in Dixie

Thousands of square miles of territory—where no adequate television service had been provided before—now has been opened up.

Tens of thousands of prosperous Southern families—who never before enjoyed television in their homes—now have entered the WSB-TV market.

Set sales are booming. Circulation is going up at a dizzy pace.

A schedule of top-rated shows *plus* the proven know-how of the WSB-TV staff combine with this tremendous new power to give you a golden sales opportunity.

Call, write or wire us or your Petry man at once. WSB-TV ON PEACHTREE STREET, ATLANTA.

Affiliated with The Atlanta Journal and The Atlanta Constitution. Represented by Edw. Petry & Co., Inc.

WLTV ON AS 108TH STATION

WSB-TV Atlanta Now Ch. 2

THE 108th television station was poised to take the air yesterday (Sunday) in Atlanta, first addition to the nation's video spectrum in a year.

Sept. 30 will go down in Atlanta's history as TV moving day. These events were listed:

- WSB-TV—Switch from Channel 8 to 2, using 1,062-foot tower originally built for the former *Atlanta Constitution's* projected outlet, WCON-TV. Power increased to 50 kw radiated.

- WLTV—First program scheduled yesterday from former WSB-TV transmitter. New station operated by Broadcasting Inc.

- WAGA-TV—Continued operation on Channel 5 under Fort Industry Co. ownership.

- Second AT&T network link ready.

Final details for the switch of WSB-TV to Channel 2 and sale of Channel 8 transmitting facilities to Broadcasting Inc. were settled late Wednesday in Atlanta. The transfer had been approved by the FCC Aug. 9 [BROADCASTING • TELECASTING, Aug. 13].

Wilcox, Lane Sign

Signing the contract between Atlanta Newspapers Inc. (WSB) and Broadcasting Inc. were H. B. Wilcox, secretary-treasurer and a director of Atlanta Newspapers, and William T. Lane, vice president and general manager of the new station. Present at the signing for WSB-TV were J. Leonard Reinsch, in charge of the radio-TV properties of ex-Gov. James M. Cox, of Ohio, and Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson. Mr. O'Bryan notified the FCC late Wednesday that negotiations had been officially completed.

Atlanta and a large area of the Southeast were in a state of TV animation last week as pre-transfer excitement spread rapidly.

WSB-TV began test-pattern operation Tuesday from the 1,062-foot tower with 50 kw radiated power. Using the old WCON-TV test pattern, WSB-TV called for reception reports and claimed that these reports came from all parts of an area extending more than 200 miles away from Atlanta. It asserted reliable pictures were being received in such spots as Savannah, Thomaston and other

Georgia cities; Montgomery, Ala., and Greenville, S. C.

WLTV officials, under General Manager Lane, had been working weeks to get the station on the air by Sept. 30. Studios were set up in the old Constitution Bldg., where the discontinued WCON-AM-FM had headquartered.

Other key personnel at WLTV include Arch Ragan, general sales manager; Harvey J. Aderhold,

technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic manager; Winifred C. Brown, manager of accounting department, and Madeline Chace Haddox, director of promotion and public relations.

WLTV is operating as a television affiliate of ABC and also plans a film network schedule, expanding to live local productions before the end of the year.



ARRANGEMENTS for representation of Broadcasting Inc.'s WLTV (TV) Atlanta, Ga., by Harrington, Righter & Parsons, television station representative, are concluded in that city. L to r: Jack Harrington, president of the station representative firm which headquarters in New York; Arch Ragan, sales director of WLTV, and William T. Lane, vice president and general manager of station.

NETWORK GROSS

Up Nearly Five-Fold in Aug.

TV network time sales are not only increasing but are doing so at an accelerated pace, according to figures released for publication today (Monday) by Publishers Information Bureau. PIB reports show the combined gross TV network time sales in August were more than five times as high as in the same month of last year, while the eight-month cumulative total for 1951 is only a little over four times the

1950 gross for the same period. While the comparison is not exactly due to the absence of DuMont figures for 1950, it appears likely that the addition of those figures

would not greatly alter the picture.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB.

AUGUST GROSS TIME SALES

	Aug. 1951	Aug. 1950	Jan.-Aug. 1951	Jan.-Aug. 1950
ABC-TV	\$1,444,593	\$ 265,421	\$11,174,614	\$ 2,402,902
CBS-TV	3,734,551	354,524	24,238,538	5,339,826
DuMont	763,071		4,468,996	
NBC-TV	3,359,856	1,242,276	33,577,340	9,684,755
Total	\$9,302,071	\$1,862,221	\$73,459,488	\$17,427,483

*Figures for 1950 not available.

REVISED GROSS SALES JANUARY-JULY

	1951	ABC-TV	CBS-TV	DuM	NBC-TV	1950	ABC-TV	CBS-TV	DuM	NBC-TV
January		\$1,328,719*	\$2,601,165*	\$435,527	\$4,178,222	April	1,432,319*	2,906,891*	574,025	4,758,309
February		1,254,851	2,600,339	406,079	3,949,360	May	1,385,901	3,066,249	622,646*	4,946,338
March		1,539,470	2,993,902	457,811	4,654,063*	June	1,437,593*	2,900,782	564,478	4,244,240
						July	1,351,168*	3,424,659	645,359	3,477,952*

Revised as of September 25, 1951, and differing from those previously reported.

WOW INC. SALE

Meredith Purchase Approved

SALE of WOW-AM-TV Omaha to Meredith Publishing Co. for \$2,525,000 [BROADCASTING • TELECASTING, Aug. 13] was approved by the FCC last week.

Grant of the purchase to the Des Moines magazine publisher (*Better Homes & Gardens* and *Successful Farming*) gives it 100% stock ownership of licensee Radio Station WOW Inc. Meredith also owns WHEN (TV) Syracuse and is a TV applicant for Albany and Rochester, N. Y.

The Omaha radio and TV stations were bought from Ambassador to Ireland Francis P. Matthews (ex-Secretary of the Navy) and six other stockholders. The stock will be owned by Meredith Engineering Co., a subsidiary of the publishing company.

Consolidated Application

Request by Connecticut Radio Foundation Inc. for UHF frequencies 746-752 mc at New Haven, instead of Channel 12 at Waterbury, leaves Nutmeg State Broadcasting Co. as only applicant for sole channel in that city (proposed to be UHF Channel 53 by the FCC).

Nutmeg State Broadcasting Co. was formed by WBRY, WATR and the *Danbury News-Times* several years ago in a consolidation of their individual applications. *Danbury* newspaper is owned by James B. Lee of the Lee Hat Company, which last week asked the FCC for approval to buy WLAD in Danbury [BROADCASTING • TELECASTING, Sept. 24].

Withdrawal of *Danbury News-Times* from the triumvirate will be announced soon, it is understood. At that time, both WBRY and WATR will sever their relationship and compete with each other for the single channel in Waterbury.

Only TV application up to Thursday was for Quincy, Ill., from WGEM for Channel 10. It plans to spend \$394,750 for construction, \$93,000 a year for operations. It is affiliated with the *Quincy Herald Whig*.

JAEGER TO PROCKTER

Will Be V. P.-Gen. Mgr.

ANDEW P. JAEGER, who has resigned as director of DuMont Television Network film operations, has been appointed vice president and general manager of Prockter Syndications International, New York, President Paul White announced Tuesday.

Prockter Syndications, planned for over a year, will handle programs for foreign and domestic distribution to TV stations and local advertisers. The new organization also will sell a limited number of specialized theatrical features and transcribed series for motion picture and radio markets.



PLANS to promote UHF were formulated at a meeting Sept. 21 at WAVZ New Haven, Conn. Daniel W. Kops (l. at mike), WAVZ vice president and general manager, outlined proposals for cooperation between producers and television distributors. Seated (l to r) are Lynne C. Smeby, former director of engineering at NAB (now NARTB); Victor W. Knauth, WAVZ president, and Glen McDaniel, president, Radio-Television Mfrs. Assn. All spoke on the program.

WOOD-TV STAFF

Schroeder Will Manage

WILLARD SCHROEDER, general manager of WOOD Grand Rapids, also will hold that position at WOOD-TV, which was formerly WLAV-TV Grand Rapids. Sale of the TV station to WFBM-AM-TV Indianapolis, also owner of WOOD, was approved by FCC a fortnight ago. Price was \$1,382,068 [BROADCASTING • TELECASTING, Sept. 24].

Hy Steed, who has been general manager of the WLAV stations, continues to manage WLAV-AM-



Mr. Bitner Sr.



Mr. Bitner Jr.

FM. These stations have been retained by Leonard A. Versluis.

WLAV-TV was purchased from Mr. Versluis by the Grandwood Broadcasting Co., owned entirely by WFBM Inc. Major stockholders of WFBM Inc. are Harry M. Bitner Sr., president of Grandwood, and Harry M. Bitner Jr., vice president of Grandwood and general manager of WFBM-AM-TV. They also own WEOA Evansville and are 50% of Trebit Corp., licensee of WFDF Flint, Mich.

The Bitner group announced that the present WOOD staff will assume TV responsibilities in addition to their radio duties. Employees of the former WLAV-TV who wish to move to WOOD-TV will be employed by the company wherever practicable, it was said.

XELD-TV Affiliates

XELD-TV in Matamores, Mexico, has affiliated with ABC-TV and NBC-TV to become the networks' first foreign TV member. XELD-TV is also a CBS-TV affiliate.

STANTON, McAVITY

Promoted by NBC-TV

CARL M. STANTON, director of talent and program procurement for NBC-TV, has been named director of commercial program planning for the network, it was announced last week by Frederic W. Wile Jr., vice president in charge of television production.

Expansion of NBC-TV network schedule during coming fall-winter season from early morning to late night, plus full weekend programming, requires assignment of a top executive full time in the plans area, Mr. Wile explained. Mr. Stanton's successor will be named shortly.

Thomas A. McAvity has been named to succeed Mr. Stanton as director of talent and program procurement. After familiarizing himself with NBC-TV operations in the East, he will make his headquarters in New York.

Recently a production supervisor with CBS, Mr. McAvity helped inaugurate the *Bob Hope Show* for Pepsi and, as a free-lance producer-director, he produced *Corliss Archer*, *The Hardy Family*, *The Saint*, *The Joan Davis Show*, and *The Sealtest Program*. He rejoins NBC on the anniversary of his leaving it, Oct. 8.

Curtis Backs Show

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*, *Holiday*, *Ladies Homes Journal*) will sponsor a new television program packaged by Lawrence E. Spivak-Martha Rountree and called *Keep Posted* starting Oct. 9 on the full DuMont network, Tuesdays, 8:30-9 p.m. Mr. Spivak and Miss Rountree will be the moderators on the program which will discuss current events and vital issues of the day. BBDO, New York, is the agency. Curtis during the summer had sponsored TV version of *Meet the Press* on NBC-TV, Tuesdays, 8:30 p.m., but released time when *Texaco Star Theatre* returned.

NBC NEWSREEL

Expands to Daily Service

FULLY-SCORED daily newsreel will be offered to television stations by NBC, Francis C. McCall, director of TV news and special events, announced last week.

Covering some 40 stories per week, the 16mm film will run for 7½ minutes and will be accompanied by cued scripts and spot sheets. To continue coverage through delivery time, NBC-TV newsroom in New York will wire script revisions each day to subscribing stations.

Films will be scored with on-the-spot words and sounds, narration, and music, but local stations may run them as silents or can splice in local news, commentary, and commercials.

Daily newsreel will be supplied by more than 100 NBC cameramen stationed throughout the world, by foreign film services, and by special photographer-correspondents like Charlie and Gene Jones, whose celebrated coverage of the Korean war, midwest floods, West Point sports scandal, Robert Vogelers, and Marshall Tito have helped record recent history.

Rights to the daily newsreel will be handled by John Cron, head of NBC film syndication division.

The same NBC department also offers a weekly sports reel, covering biggest stories in athletics on a world-wide basis as well as interviews with sports figures and features. The fully-scored reel will be narrated—when necessary—by Clem McCarthy, Rad Hall, Peter Roberts, Don Goddard, and Bob Wilson. One recent sports reel included interviews with Sugar Ray Robinson and Randy Turpin, coverage of the Antique Auto Race from Chicago to New York, a report on Florence Chadwick's 2-way Channel swim, and baseball highlights.

HOLLYWOOD NEWS

Screen Gems Plans Series

A MOTION picture TV news service is being offered local TV stations and advertisers by Screen Gems, embodied in a quarter-hour weekly *Hollywood Newsreel* which will be distributed regularly starting in November, Will Baltn, TV sales manager, has announced. An audition print of the first film of the series, presenting views of Dean Martin and Jerry Lewis, Ethel Barrymore, Joan Crawford, Ken Murray, Jane Wyman, Roy Rogers, Edgar Bergen and other top personalities, will be sent this week to each TV station, Mr. Baltn said. He added that advertisers and agencies are being notified that these prints are available at the stations.

Screen Gems has signed a five-year contract with Erman Pessis, veteran Hollywood publicist and producer, to produce the weekly newsreel. Handled on a spot news basis, the quarter-hour film flows directly to the subscribing stations from Hollywood for immediate telecasting.

MOVIES' PLACE IN TV

SOME 800 delegates to the Theatre Owners of America convention in New York last week were admonished to expand into both the broadcast television and theatre TV fields, but to waste no worry on home "subscription" television.

The admonition was contained in a report delivered Wednesday by TOA's TV Committee Chairman Mitchell Wolfson, co-owner of the Wometco theatre chain in Florida and of its WTVJ (TV) Miami, who two days earlier was elected TOA president for the coming year.

Mr. Wolfson's committee report heaved generally to the lines laid down in his preview for newsmen two weeks ago: That broadcast television and the theatres, though competitors, "can survive and prosper together"; that theatre owners generally are well qualified to, and should, ally themselves with both broadcast and theatre TV, and that theatre television as an adjunct to regular motion pictures holds vast possibilities for expanding the public's entertainment, educational and cultural fare [BROADCASTING • TELECASTING, Sept. 17].

But the committee wrote off subscription video as a cause for no alarm to theatre men. Mentioning Phonevision, Skiatron ("Subscriber-Vision"), and Telemetering, Mr. Wolfson said:

Notes Evidence Lack

"These three devices are obviously merely methods of distribution of a toll service into the home . . . There is thus far no evidence that they are commercially feasible. Also, the subscription schemes run into other problems."

Among "other problems" he listed "a serious question" whether regular broadcast channels may be assigned to "this limited type of toll service," and whether FCC would make such an assignment in any case.

"In the foreseeable future it is clear that there will be an acute shortage of television channels in markets where any subscription television system would hold forth commercial promise," Mr. Wolfson continued. "For that reason alone I cannot believe there is much likelihood of such a service being permitted. That reason together with the many other problems a toll home service would face makes it seem impossible that we need now be concerned about that type of television development."

Election of Mr. Wolfson as TOA president was seen by observers as an indication of the membership's clear-cut interest in television, which was also evidenced in other sessions as well as in the fact that

the TV report drew the largest attendance of all reports. Theatre TV especially drew the spotlight.

Harry Brandt, head of the Brandt Theatre circuit, said theatre television "is the greatest thing that has happened to the theatre since sound."

The concessions committee, headed by Harold J. Fitzgerald of Milwaukee, recognized theatre TV's collateral possibilities by recommending "that prior to a television event, the full house lights be on, with appropriate music, and that 20 minutes be devoted to aisle-vending in order to offset any concession loss during the evening. If the lobby price for a commodity is, for example, 22 cents, it is suggested that the aisle-vending price be 25 cents. This obviously would save time in making change, etc."

Samuel Pinanski of Boston, retiring TOA president, extended on behalf of the "Movietime USA" committee the thanks of TOA to CBS and Lever Bros. for their Sept. 24 program hailing the movie industry. At the same time Mr. Pinanski urged theatres to use large space which is being bought nationally in newspapers, "as a means of obtaining better relations in the editorial departments of the newspapers."

He also suggested that radio, TV and press interviews be ar-

Wolfson Tells TOA

anged for promotion of the industry locally.

"Use the (movie) personalities on television whenever you have some who are not forbidden to appear on this medium," he advised. In another speech Mr. Pinanski took occasion to defend theatre TV against "the loose talk and ill-considered statements" protesting the closed-circuiting of prize-fights to theatres. The fights, he emphasized, are private property and the promoter cannot be compelled either to give them free to the public or to sell them "to any one class of purchaser as against another."

TOA Leads Way

Alfred Starr of Nashville, Tenn., pointed out in his keynote speech that "TOA has consistently worked for exhibitors and for the motion picture industry" in the TV field. It was TOA, he said, which "spearheaded the industry's drive for theatre television." TOA also has "consistently urged that television produce its own pictures separately and apart from those produced for motion picture theatres," he added.

He also paid tribute to the work done for the industry by Cohn & Marks, Washington radio-TV law firm, and Jansky & Bailey, Washington radio-TV consulting engineering firm, as legal and engineering counsel, respectively, in

TV UPS GATE

For Houston Ball Club

BOX OFFICE of the Houston Baseball Club hasn't suffered because of TV, which carried about one third of its home games this year on KPRC-TV. In fact, attendance was higher on nights games were televised than on other nights.

An article in the *Houston Post*, owner of KPRC-TV, noted the Houston club permitted more telecasts than any other team in the Texas League, yet was the only club to show an attendance increase over last year. The average attendance at 23 games televised was 318 more paid customers than the average non-televised game.

Jack Harris, KPRC-TV general manager, pointed out, "if the attraction is what fans want, they will be in the ball park." The weather, class of competition and pitcher named all figure in the park attendance, he said. Two of the top crowds of the year—11,252 and 10,271—packed the stadium on nights when the games were televised.

connection with the pending theatre-TV case before the FCC.

Marcus Cohn of Cohn & Marks brought the conventioners up to date on TV legal questions following Mr. Wolfson's presentation of

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FAIR TRADE PRACTICES

FTC Confers Again

COLOR TV again emerged as a highlight of government-industry deliberations last week on proposed fair trade practices for the radio-TV manufacturing industry.

The setting was the second industry conference called by the Federal Trade Commission to promulgate rules for the industry. Sessions were held in Washington Wednesday through Friday. A third conference tentatively was set for later this year.

The meetings were held over the objections of the Radio-Television Mfrs. Assn. and the National Appliance and Radio Dealers Assn., both of which had requested postponements to study further a proposed FTC draft on suggested rules.

Color TV Issue

The color TV issue arose both Wednesday and Thursday, stemming from controversy over suggested recommendations governing the advertisements of adapters and converters.

A surprise proposal was offered by American Television Inc. which urged adoption of a rule that would, in effect, prohibit radio-TV receiver manufacturers from owning broadcast stations. There was little enthusiasm for this recommendation, promulgated as a so-

called "anti-monopoly" measure aimed at the munificent ad budgets of the larger firms.

Presiding over the sessions for FTC were Paul Butz, attorney, Trade Practices Conference Bureau; James Horton, director, Bureau of Industry Cooperation, and P. B. Morehouse, assistant director of BIC and chief of TPCB.

RTMA was represented by Glen McDaniel, RTMA president; James Secrest, general manager; John W. Van Allen, general counsel, and Ray Donaldson, attorney.

FTC Chairman James Mead welcomed industry members, stressing, "We do not seek to impose additional restrictions on your business but only clear the air."

Trade practice rules have proved beneficial to all industries and are bound to result in "greater confidence" in the industry, he stated.

Mr. McDaniel cited the "difficulties" under which RTMA participated and stressed the complexities of color TV in writing proposed rules. Color TV is both an economic and merchandising problem, he explained. Industry members, he added, have had only three weeks to study the proposed FTC draft and they need more time. He suggested a third conference.

Mr. Morehouse replied that with

some 12,000 invitations out a postponement was not feasible.

Emphasizing RTMA was unable to speak for its membership because of lack of deliberation, Mr. McDaniel stated there are many new clauses in the draft with "no applications to any known practices in the industry."

Only Eight Comment

Only eight of some 330 members have commented to RTMA on the overall FTC rules, he noted.

Mr. Daniel was supported in his request for a third conference by Mort Farr, who heads the National Appliance and Radio Dealers Assn. The National Electronics Dealers Assn. also suggested sessions be deferred after reasonable discussion.

The initial proposal of American Television Inc., offered by U. A. Sanabria, was a suggested "floor" on quality of sets, with particular emphasis on "fidelity and contrast."

Mr. McDaniel promptly protested the suggestion, claiming it would set the principle of the federal government establishing standards for TV sets.

Mr. Butz doubted FTC would move into the quality field. He explained the commission is inter-

(Continued on page 89)

ALLOCATIONS

FCC Receives Initial Rebuttals

MURDER CASES

Video Joins Manhunt

FIRST REBUTTALS to oppositions came into the FCC last week, as the number of filings in the "paper" hearing procedure reached 613, with 163 filed last week.

Rebuttals were due Sept. 25 for cities in the New England and Central Atlantic States. Due Sept. 24 were the affirmative filings for such cities as Des Moines, Kansas City, Milwaukee, Minneapolis-St. Paul, Omaha and St. Louis.

Oppositions to the request for oral hearing by Cornell U.'s WHCU Ithaca [BROADCASTING • TELECASTING, Sept. 24] were filed by WYNY Watertown, N. Y., and Buffalo stations WGR and WKBW as well as the *Buffalo Courier Express*.

Sample of the "oppositions to oppositions" was that filed by

Steinman stations' WGAL-TV Lancaster and WDEL-TV Wilmington to Philadelphia groups' proposal for putting Channel 12 back in the Quaker city.

It disparaged the Philadelphia plan as "retrogression to an abandoned policy," referring to the FCC's determination not to use directional antennas or what it called "sub-standard powers."

CBS also filed counter-oppositions to 11 entities which filed proposals in conflict with its recommendations regarding Boston. Most of it was on engineering grounds. But, alluding to the proposals by Lowell Institute of Cooperative Broadcasting Council and U. of New Hampshire favoring the FCC-recommended reservation of channels in Boston and Durham (involved in CBS's plan for Boston), CBS pointed out that neither:

(1) Had done anything to advance their TV plans since their first comments last May, and (2) had undertaken to study the possibilities of UHF, as had the New York State Board of Regents which

accepted UHF for Buffalo and Rochester after first demanding VHF channels there [BROADCASTING • TELECASTING, Sept. 10].

All Kansas City stations got together with a plan to put four VHF channels back into that city.—FCC proposes only three, with one already occupied by WDAF-TV and the other reserved for educational telecasting. Kansas City plan was filed in the form of a three-part proposal.

'Partial Commercialization'

Indications that some educational institutions want an out from purely non-commercial TV operation was contained in a proposal by the U. of Missouri for "partial commercialization."

Non-profit operation, with network affiliation for entertainment programs, was urged by Lester E. Cox, chairman of the Radio Committee, Board of Curators. He was supported by Stephens College President Homer P. Rainey.

FCC proposes to reserve Channel 8 at Columbia, Mo., for non-commercial, educational TV. Mr. Cox warned that unless FCC acceded to its plea for non-profit operation, it "would have no alternative" but to apply for a full commercial station. This would mean opposing KFRU, which already has objected to the "partial commercialization" plan of the university.

Construction costs can be financed by the university, Mr. Cox said, revealing that it has \$350,000 for that purpose. But operating expenses are another matter, he declared.

Operation the university has in mind, Mr. Cox submitted, would involve "interspersing" commercial program between educational programs "so that there would be no long sustained periods of either commercial programs or educational programs."

Fancy packaging by Milwaukee Educators' Committee on Television caught eyes of FCC staff. Cutout of TV screen on cover of its document stressed the title of the pleading: "Milwaukee Needs Educational Television!"

With the help of WTMJ-TV the Milwaukee committee said it had figured that an educational TV station could be built for \$836,525—including \$500,000 for a building. Operating costs should run \$50,000 a year for programming, \$161,772 for personnel (with general manager at \$7,800), and \$77,305 per year for equipment.

Lubcke Consultant

HARRY R. LUBCKE is establishing offices as a TV consulting engineer in Hollywood. His practice will be restricted to "television engineering, electronics and the facilities for television program production." Offices are at 2443 Creston Way, Hollywood 28, Calif. Telephone: Hollywood 9-3266.

BOSTON TV stations are joining police in attempt to close unsolved murder cases. WNAC-TV, in cooperation with the Massachusetts State Police, last Friday presented a special telecast clue hunt dealing with the Aug. 31 murder of State Trooper Alje M. Savelle.

WBZ-TV this Friday will begin a weekly program entitled *Public Prosecutor*, which will review unsolved murders. Henry R. Silver, treasurer of the Cott Bottling Co., program sponsor, offers \$500 to anyone who submits a clue or testimony resulting in the arrest and conviction of any person or persons guilty of a murder telecast on the *Public Prosecutor* program.

WRGB (TV) Schenectady has been credited with being instrumental in the arrest of a cattleman who was convicted Sept. 12 of murdering a New York State policeman last June. WRGB telecast a picture of the getaway truck and asked viewers to notify police if they had any information concerning the truck or its driver. After 11 telecasts, the suspect subsequently convicted was arrested. A state police captain said that the tip which aided investigators was supplied by persons who had seen the WRGB telecasts.

CBS COLORCASTS

Football Pickups Start

CBS Television started its college football color games Saturday with 11 affiliates scheduled to carry the pickups.

All but two were reported putting the games on the air.

WTOP-TV Washington planned to close-circuit the games to the WTOP Assembly Room in the Washington Post Building. Station is 55% owned by the newspaper, 45% owned by CBS. It had originally planned to microwave the games to a recreation hall owned by the Christian Heurich Brewing Co., but network's contractual arrangements with the colleges forbade local sponsorship, said John S. Hayes, president and general manager of the station. WTOP-TV will broadcast in black-and-white Army-Navy-Marine-Air Force service games during that time, he said [BROADCASTING • TELECASTING, Sept. 17].

WMAR-TV Baltimore on Thursday was still planning to microwave the color games to a public place. It also still intended to pickup and rebroadcast WTOP-TV's service games, station said.

Following stations were scheduled to carry the full schedule: WCBS-TV New York, WCAU-TV Philadelphia, WEWS (TV) Cleveland, WJBK-TV Detroit, WHIO-TV Dayton, WBNS-TV Columbus, WKRC-TV Cincinnati.

WBKB Chicago skipped Saturday's California vs. Penn game, but will carry the rest. WNAC-TV Boston was set to carry "several" but not all.

UHF TESTS

Outlined by Greig

WORTH of UHF experimental TV station requested by WHUM Reading, Pa., was described last week by Humboldt J. Greig, president and general manager.

WHUM applied for \$500,000 experimental TV last August, with grant being opposed last week by WEEU of the same city. WEEU argued that the grant might be considered a means of getting around the TV freeze [BROADCASTING • TELECASTING, Sept. 24, Aug. 20].

Powers of 200 kw requested will be proved out through use of General Electric klystron tube, a prototype of which should be ready in March 1952. It will cost 30 cents an hour to operate. GE will not begin commercial production of klystrons until December 1952, then only about 12 a year, he revealed.

Problems of getting UHF up 1,050-ft tower will be overcome by using an aluminum wave guide developed by GE. It will be 1,200 ft. long 8x16-in. in diameter, should prove 86.6% effective, Mr. Greig explained. A 6-in. coaxial cable would be only 56% effective, he said.

He said he plans to build the tower atop 1,650-ft. Summit Mt., 22 miles north of Reading. He has some steel now, plans to prefabricate the tower in sections during the winter, he said, and could be on the air by late spring.

Line of sight from the mountain top is estimated at 71 miles, he declared. Wilmington, Del., might easily get signal, he thought, as well as Easton, Bethlehem, Williamston, Harrisburg, Lancaster, York, among other communities. Rough terrain should make it a good testing ground, he said.

Transmitter cost is estimated at \$145,000, tower \$125,000, building \$40,000, miscellaneous \$200,000.

Mr. Greig said he had pledges of cooperation from CBS, Philco and GE. He will use color transmissions, as well as black-and-white signals.

NARTB TV CODE

Reports to be Presented

PROJECTED television code of NARTB will be wrapped into one package for the first time at a meeting of the Television Program Standards Committee, to be held Tuesday-Wednesday at NARTB Washington headquarters.

Four subcommittees that have drafted sections of the document will submit their reports at the meeting, under chairmanship of Robert D. Swezey, WDSU-TV New Orleans. By Wednesday night the committee hopes to have in rough-draft shape a document that can be submitted to an Oct. 19 NARTB TV membership meeting to be held Oct. 19 at the Stevens Hotel, Chicago.

The 30-odd TV stations that are not members of NARTB have been notified of the Oct. 19 meeting. They have been invited to take out memberships and participate in the Chicago meeting, which may come up with a basic document that will set the TV pattern for years to come.

Subcommittee chairmen who have let the code-writing operation are: Subcommittee 1—advancement of education and culture, responsibility toward children, acceptability of program material, decency and decorum in production, Davidson Taylor, NBC, chairman; Subcommittee 2—treatment of news and public events, presentation of religion, community responsibility, presentation of controversial issues, Harold Hough, WBAP-TV Fort Worth, chairman; Subcommittee 3—advertising practices, Walter J. Damm, WTMJ-TV Milwaukee, chairman; Subcommittee 4, observance, Paul Raibourn, KTLA-TV Los Angeles, chairman.

The subcommittees have been working two months on the four sections of the code.

* ARB, January '51 on NBC-TV



ABBOTT AND COSTELLO

the fabulous funsters with *21½ million** *TV friends*

and believe it or not: for nine years running they've turned up consistently

in the ten biggest Hollywood box office hits now available on

NBC *television*

E V I

DAY

[illegible]

TIME

SUNDAY			MONDAY - FRIDAY			SATURDAY				
CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
		American Inventory L		Best Foods GE Hansen's Labs, P&G, Okr. Oats, Reynolds, Standard Brands duPont Corn Prods. Garry Moore Show				Interviews From Stadium (Color TV)		Gen. T. & R. Pre-Carne Show F
Color TV Program		Bohn Alum. American Forum L		P&G First 100 Years				Inter Collegiate Football 2-4:30 Approx. (Color TV)		Westing- house NCAA Football (Coast to Coast) L
Take Another Look		Battle Report		Vanity Fair		Colgate Miss Susan				
		Minn. Mining & Mfg. Juvenile Jury L		Marlene's Vanity Fair (Wed.)		Vacation Wonderland F				
Lamp Unto My Feet		Reverse		Internal. Latex Fashion Magic (Tues.)		M.W.V.F General Fds Bert Parks Tu. Th Gen. Electric Bill Goodwin				
What in the World		Meet the Press		Aluminum Cook. Ut. Natl. Pr. Ckr. Home- makers Exchange		Participat- ing Sponsors Kate Smith Hour				Prestone Post-Game Show L
Man of the Week		Zoo Parade		Mel Torme (Color TV)						TBA
		Quaker Oats		Film Show (Color TV)		Lever Hwkns. Falls L				
		Gabby Hayes				Gabby Hayes				
CBS News		Derby Foods Sky King Thr. F alt. with H'wd Candy		Puppet Show (Color TV)		Mars. C-P-P. Welch. Kig. Int. Shoe. Wander Howdy Ddy.				Nature of Things
Hall Bros. Sarah Chushman										Mutual Benefit B. Chas.

Explanation: Programs in *italics*, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

ABC

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

CBS

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

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

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

3:30-4 p.m., Th., Meet Your Cover Girl.
S.

NBC

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

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

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

October 1, 1951 Copyright 1951



Molly's window sill for sale

on **NBC** television

Movies' Place in TV

(Continued from page 83)

the TV committee report, and Nate Halpern, of Theatre Network Television Inc., reviewed progress in that field.

Morris Lowenstein of Oklahoma City, chairman of TOA's local legislation and tax committee, saw special taxation as "a new threat" stemming from the advent of theatre TV. In Pennsylvania, he noted, a \$1,500 annual license fee has been proposed for TV-equipped theatres, while New Jersey legislators "are toying with the idea of a 5% additional tax where television is used in the theatres." The TOA directorate, he reminded, "will seek a test case to tax the validity of such bills levying these taxes."

In his TV report, Mr. Wolfson warned his listeners: "Do not kid yourselves with the thought that the television broadcasting boom might burst . . ."

'Just Another Way'

Television, he said, "is just another way of doing what you have been specialists in for many years," and qualified exhibitors "should get into it. . . . We expect the FCC's television freeze to end January or February of 1952, and anyone who wants to get into television had better start his planning right now."

Mr. Wolfson also saw TV as "very useful" otherwise. "I believe TV advertising is the greatest sales medium available today," he said. Citing his Wometco experience in Miami, he said: "Let me strongly urge those of you in television markets to take advantage of this excellent medium for stimulating your business."

Theatre television, he said, "has already surpassed all expectations in its remarkable growth."

Mr. Wolfson quoted Brig. Gen. David Sarnoff, RCA board chairman, as saying "it will be as inevitable for every film theatre to have TV as it is necessary for them to have a sound system for their talking pictures."

The new TOA head said he agreed "entirely" with Gen. Sarnoff, then added:

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

"Earlier I pointed out that undoubtedly many theatres could for some time ignore television and survive. But I do not believe they can ignore it forever, or even for too long."

TOA officers elected in addition to Mr. Wolfson included Charles P. Skouras, head of National Theatres, chairman of the board; John Rowley of Dallas and Walter Reade Jr. of New York, vice presidents; Max Connitt of Newton, Miss., secretary, and J. J. O'Leary of Scranton, Pa., re-elected treasurer. Leonard Goldenson, president of United Paramount Theatres, which has merged with ABC subject to FCC approval, and Nat Williams of Thomasville, Ga., were re-elected co-chairmen of the TOA finance committee. Gael Sullivan was re-elected executive director, and Herman M. Levy, general counsel. The convention was held Sept. 23-27.

VIDEO'S IMPACT

Be Creative, Papers Told

NEWSPAPERS were warned to brighten their content as a means of meeting the impact of television in a session held Thursday during the Associated Press Managing Editors Assn. meeting in San Francisco. A committee headed by Lee Hills, *Miami Herald*, reported TV's influence is a challenge to newspapers to be creative and "to take full advantage of the unique medium that we have."

In another report, Vincent S. Jones, Gannett papers, said editors have been so busy "looking fearfully" at TV they have been slow to appreciate what it is doing "to make and to stimulate interest in news fields."

Fair Trade Practices

(Continued from page 83)

ested only in promulgating rules which involve deceptive advertising.

Mr. Horton added FTC wants only to enforce existing standards, not establish new ones.

Mr. Sanabria posed his suggestion within the framework of a standard definition for television receivers. There is no difference, he held between advertising the number of channels obtainable and data on fidelity and brilliance.

"If the FTC does not go along with the FCC and the 1940 Television System Committee on this,

much of the work of that committee will be lost," he charged.

Additionally, he suggested an amendment to "make it unfair" for manufacturers of receiver equipment who own or operate stations to engage in "monopolistic" advertising practices.

Color TV emerged as a high-light when Richard Salant, CBS Inc., complained at suggestions which, he said, singled out color TV in deceptive advertising. General principles should apply throughout the rules, he said.

NEDA held the consumer should not be misled into thinking he will receive the same size color picture on his receiver after adapted and converted as he obtained in black and white.

Mr. Salant replied there is no proof such a situation would obtain.

Mr. Morehouse observed representations for monochrome picture size also carry notice that color pictures are smaller.

Mr. Salant suggested adoption of the RTMA proposal under which it would be an unfair trade practice to represent deceptively that TV or "companion sets, converters or similar devices" give an actual viewing area when such is not the case.

Spokesmen for the Baltimore, New York and Chicago Better Business Bureaus also were active in discussions. They cited complaints as to misrepresentation of picture sizes, brand names, licensing rights, so-called manufacturer's sponsorship of sets, and other issues.

Rules covering distributors and reprocessed cathode ray tubes also were debated. It was suggested RTMA refer the question of uniform picture size (that of the actual tube and the viewing area, plus diagonal vs. horizontal measurements) to a standards committee.

NARDA urged a probe of practices by which retailers are asked to sell non-profit parts warranties as riders to TV sales.

Representatives also were on hand from RCA Service Co., Allen B. DuMont Labs, Stromberg-Carlson, Admiral Corp., Sylvania Electric Products and Philco Corp.

BOND TV FILM

Treasury Distributes

A QUARTER-HOUR television film featuring Sylvia Porter syndicated financial columnist, and Richard Harkness, NBC Washington correspondent, in a discussion of reasons to buy U. S. Savings Bonds is being distributed to all TV stations by the Treasury Dept.

Neither Miss Porter, who writes for the New York Post syndicate, nor Mr. Harkness is identified by his company affiliations in the film, a necessary provision to avoid conflicts with competing broadcasting ownerships. The film runs 14 minutes and 5 seconds, is entitled *Your Greatest Chance*.

Here is the most amazing offer ever made for local-regional-national sponsors.

Second Run

FREE!

13 HALF-HOUR
TELEVISION FILMS
STARRING
DONALD WOODS
AS
CRAIG KENNEDY
CRIMINOLOGIST
Brand new—immediate delivery—all 13 completed
EXCLUSIVE DISTRIBUTOR
LOUIS WEISS AND COMPANY
655 North Fairfax Avenue
Los Angeles 36, California
WEISER 5287
Write—Weir—Phone, Screening Prints Available

IF The rating on our 13 Craig Kennedy Mystery Shows does not beat the rating of any mystery detective TV show at the end of 13 weeks comparable time.

Our price for these brand-new, first run television films is 125% of the top, 1 time, A rate of each city.

'FREEDOM' DRIVE

CBS-TV Aims 13-Hr. Rally

MORE than \$200,000 was pledged by phone or telegram to the Crusade for Freedom Drive from New York alone when CBS-TV presented a 13-hour rally, coast-to-coast, Sept. 23.

Harold E. Stassen, chairman of the 1951 campaign, wired CBS President Frank Stanton "heartfelt thanks" for "outstanding coast-to-coast television marathon. It is almost unbelievable that this tremendous effort was planned and executed in only one week's time."

Opening four hours of the telecast, which started at 1 p.m. EDT, inaugurated first East-to-West transmission over transcontinental TV facilities [BROADCASTING • TELECASTING, Sept. 24]. Steve Allen emceed the marathon, which was cut into CBS programs throughout the evening, to introduce celebrities and dignitaries who appeared for fund contributions. Appearances were made from New York, Washington, and Hollywood by a number of stars. ABC-TV also carried major portions of the marathon.

CAPITAL SHOWING

Set for RCA Color

WASHINGTON will see the "new and improved" RCA color system beginning Oct. 9 when the regular New York demonstrations are networked to the Nation's Capital for a 10-day period, F. M. Russell, NBC Washington vice president, announced last Thursday.

The move follows trial two weeks ago when the New York color program was fed to Washington via coaxial cable and microwave. This test so impressed RCA Chairman Brig. General David Sarnoff that he ordered the Washington showings [BROADCASTING • TELECASTING, Sept. 24].

Color shows will be shown in the NBC Trans Lux Bldg. studio in the heart of downtown Washington. Schedule will run Oct. 9-13 and Oct. 15-19, with a 10 a.m. pickup off-the-air and the 2:15 and 4 p.m. pickups by closed-circuit.

The first session will be for the working press, after which invitations will be extended to top Congressional and Government officials, consulting engineers and radio attorneys, RCA Victor dealers, NBC clients and agencies. Studio audience will be limited to 50-60 at each showing.

RCA color TV was demonstrated last Tuesday for 46 members of the National Security Industrial Assn. at Princeton, N. J. The industrial leaders—representatives of 39 firms throughout the U. S.—also heard lectures on the principles of color TV and the uses of phosphors in the RCA tri-color picture tube. The guests also saw the analogue computer constructed by RCA for the U. S. Navy to evaluate the performance of guided missiles, ships, airplanes, and submarines.



GEN. Lucius D. Clay (l), is welcomed by Ed Sullivan to the 13-hour CBS-TV show Sept. 23 on behalf of the 1951 Crusade for Freedom drive.

PARIS PRAISES

CBS Color Showing

FRENCH reporters who covered CBS color demonstrations for the 14th International Congress of Surgeons in Paris last week actually applauded the operations they watched on the screens, David Schoenbrun, chief CBS Paris correspondent, cabled last week.

The medical men at the congress, who came from 48 countries, were "frankly enthralled" by the demonstrations, Mr. Schoenbrun reported. Dr. A. Bazy, ICS general secretary, said "color-television is a revolution in training future surgeons."

Paris surgical demonstrations are sponsored by Smith, Kline & French Labs., Philadelphia.

TV CENSORSHIP

Cleric Asks in Home

CALL for home censorship of television programs and "extensive protests to the firms that sponsor immoral programs" has been issued by Archbishop Richard J. Cushing of Boston.

Writing in the Sept. 23 *Boston Sunday Advertiser*, the archbishop charged letters he has received complain "that some television programs have sunk to a new low in breaking the laws of morality and decency."

The article was printed in the *Congressional Record* at the request of Rep Thomas J. Lane (D-Mass.), who is author of legislation in the House calling for a TV program censorship board.

Theatre-TV Case

THEATRE-TV hearing was postponed again by the FCC last week—from Nov. 26 to Feb. 25, 1952. It originally had been scheduled Sept. 17. Time for filing appearances also was delayed from Oct. 26 to Jan. 25, 1952. Heavy schedule for the Commissioners, including TV allocations decisions, is understood to be the reason for the further postponement.

SET SALES DRIVE

Begins in Dallas-Fort Worth

TO COUNTERACT the slump in set sales this past summer, dealers and distributors in the Dallas-Fort Worth area have joined with local stations and their affiliated newspapers in a fall campaign and contest to sell the public on television.

Joining in the drive are WFAA-TV and the *Dallas Morning News*, KRLL-TV and the *Dallas Times Herald*, and WBAP-TV and the Fort Worth *Star-Telegram*.

The promotion is being directed by the Dallas-Fort Worth Television Committee. Chairman is E. P. Miles, sales manager, Adleta Co. Advertising agency is Tracy-Locke Co., Dallas.

The campaign, to run through November, emphasizes the entertainment values offered by the three stations. A nine-week "Name the Stars" contest is featured for the public, with \$15,000 in TV sets offered as prizes. A companion contest to stimulate more effective salesmanship in the stores is offering \$1,350 in cash prizes to the best set salesmen chosen by "mystery shoppers."

Included in the newspaper promotion are special Sunday tabloids on TV.

FTPC REPLY

Hits Pinanski View

FAIR Television Practices Committee last Thursday assailed a statement by Samuel Pinanski, retiring president of Theatre Owners of America.

Jerome W. Marks, chairman, FTPC, directed fire against Mr. Pinanski's statement carried by the Associated Press, which pointed out that radio, film and TV rights are private property of fight promoters and that he knew of no legal requirement that private property be given to the public.

Mr. Marks complained that the statement "reflects a callous disregard of public interest, indifference to public opinion and established custom, as well as lack of knowledge of the nation's anti-trust laws."

The FTPC head added that his organization was studying the status of the International Boxing Club, which he charged with becoming "almost the sole promoter of fights for major titles" and would bring findings to the attention of the Attorney General.

WPIX Names Ames

LOU AMES, assistant program manager, has been named acting program manager for WPIX (TV) New York. Jack F. A. Flynn, one of the station's program directors, has been named his administrative assistant, and Tony Azzato, in charge of WPIX films, has been transferred to Mr. Ames' staff, where he will continue to be in charge of film purchases.

PAY-AS-YOU-SEE

Urged by Telford Taylor

"WE MUST develop and exploit new forms of broadcasting, such as subscription television, which will enable the broadcaster to get direct revenue from his programs, just as theatre admission, or newspapers and magazines charge for subscriptions." That's what Brig. Gen. Telford Taylor, attorney, former FCC general counsel and currently counsel to the Joint Committee for Educational Television, told delegates at a luncheon meeting of the conference on "Women in the Defense Decade." The American Council on Education held the meetings Thursday and Friday at the Commodore Hotel in New York.

In addition, he said, "We must bring public and philanthropic educational funds and endowments to support TV. We must have radio and TV stations operated by universities, schools and other public institutions."

"Some people think," Gen. Taylor said, "that the supporters of educational television want to substitute screen for books and blackboards—others think that home TV sets will be tuned to classroom scenes and college professors will replace comedians."

Would Review Both

The first would ruin education, he said, while the second would just as surely ruin TV. Both are false alarms, he asserted, adding that television sets will have a respected place in the classroom, but not a dominant one. TV will be a useful and enriching instrument chiefly for special illustrative purposes "... and to reach physically disabled students at home," he said.

Doris Corwith, supervisor of talks and religious education at NBC, spoke on "Radio as an Educational Medium," at the same Thursday luncheon.

In the next ten years, she predicted, radio will continue to emphasize more news programs, fine music and thoughtful dramatic shows (documentary type). She also advised the educators that they should constructively criticize radio—find the better things on the air and develop audiences by recommending them so that broadcasters will be justified in carrying such programs.

On Thursday evening the group attended a meeting at the Center Theatre to see a live network radio broadcast, a kinescope of a television educational program, the large-screen projection by RCA of an educational film and a pre-premier preview of *Red Badge of Courage*, a new photoplay.

GE Spot Plan

GENERAL ELECTRIC's new line of TV receivers will be advertised by a series of TV film commercials, soon to be made available to GE dealers under the firm's cooperative plan. This plan allows local dealers to pay only a fraction of time costs for the film.

They turned on the heat, in June, in LOUISVILLE!

WAVE-TV

Attempting to counteract the effect of 1951's reduced home building, Pittsburgh Gas Heating Company bought a quarter-hour show, once per week, 10 p.m. Campaign started May 7 and by the end of June advertiser stated that sales for the month of June were 27.2%

GAS HEATING EQUIPMENT

higher than June, 1950 — and attributed this increase in volume to his TV program. "I do not believe that any other medium of advertising could have done such an excellent job. Please accept our thanks for your assistance."

CHILDREN'S WESTERN MERCHANDISE

Early this year a large Louisville retailer bought a one-hour children's show, once per week, to feature Western-type merchandise. Old Western film is used, with live com-

mercials done "in character" and costume by a WAVE-TV announcer. In three months' time, sales in this department had increased 52%, against an over-all store increase of 6%.

REPRESENTING TELEVISION STATIONS:

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

*Primary NBC Affiliates

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

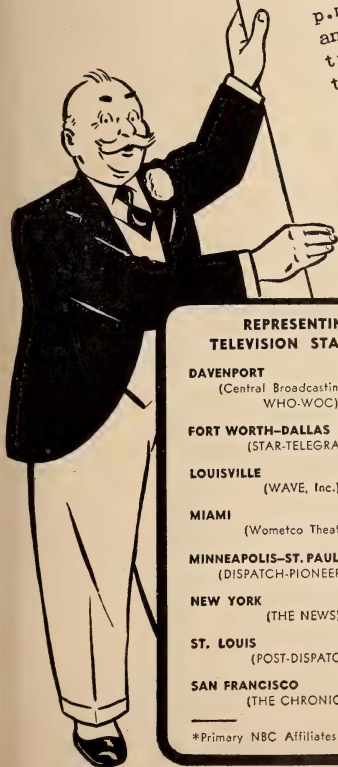
FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO



YESTERDAY and TODAY

in
Central Indiana
at
WFBM-TV
"First in Indiana"

Yesterday

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

Today there are

171,250

Sets in use
in WFBM-TV's
coverage area

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

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



**CBS Color Sets;
\$499.95 Model Ready**
(Report 183)

FUTURE of CBS-Columbia color TV sets shapes up something like this, according to R. D. Payne, sales manager of CBS manufacturing subsidiary, who spoke to Washington dealers Sept. 26 at distributor showing of new line:

(1) Present \$499.95 color and black-and-white console with half-doors is already being shipped to distributors. Dealers should have at least one in near future. The set contains a 10-in. CR tube, magnified to give a 12½-in. picture, includes 26 other tubes and rectifiers. It is housed in a cabinet measuring 36½ x 32 x 22-11/16-in., has five control knobs (on-off and volume, color and monochrome, horizontal and vertical, focus and brightness, channel selector). Price does not include federal excise tax or warranty.

(2) Same set, in console without doors, is due soon. Price will be \$399.95.

(3) Console "slave" unit production will begin Oct. 12. Companion set will be priced around \$250. Such units are designed to work with existing black-and-white sets to give color pictures. All present CBS-Columbia monochrome sets contain a color plug in rear so that "slave" set can be easily connected.

(4) All CBS-Columbia black-and-white sets will have adapters built in—although, except for one set, present line does not include this device. Adapters will permit reception of black-and-white pictures from color broadcasts. The one "compatible"

set in the current CBS-Columbia line is a maple console, priced at \$469.95.

(5) Drum method of color is a year off. Present production will concentrate solely on wheel. Use of drum would permit larger picture tubes to be used with present CBS mechanical system.

(6) Tri-color tube is three years off. CBS-Columbia is working on its own developments in this field as well as with RCA tube. It is watching Paramount-Chromatic development [BROADCASTING • TELECASTING, Sept. 24], although it has not yet gotten a sample. Price of RCA tube to manufacturers is \$280.

Also Monochrome Sets

CBS-Columbia line includes 14 other sets, all black and white. Some still carry Air King name, but that is due to disappear as Brooklyn factory begins to get supply of new cabinets. Black-and-white sets begin with 17-in. ebony metal table model at \$189.95, include also a 20-in. metal table model at \$279.95.

Small group of dealers present at meeting were frankly cynical about future of color, although all agreed they would have to have a color set for demonstration purposes at least.

Their cynicism was apparent from their reaction to the CBS Television network color program aired at the session. They com-

plained that the colors were "washed out," that skin tones were "unnatural," that predominant color of the setting pervaded the scene; that magnifying lens restricted viewing angle.

On the other side, some did agree that set was good looking and compact, not the "monstrosity" they had been led to believe it would be; that built-in motor and wheel were hardly noticeable; and that there was slight color breakup if viewer looked for it.

Dealers also felt that the "Columbia" name on both black-and-white and color sets would go long way toward making them salable.

* * *

Best Viewing Distance Advised

VIEWERS of a 14-inch TV set should sit about 10 feet away from the screen, according to Dr. Franklin M. Foote, executive director of the National Society for the Prevention of Blindness. Pointing out that vision cannot be impaired by watching TV. Dr. Foote cautioned viewers that eyestrain will develop if a person sits too close to the screen, neglects to adjust the picture or places a lamp which reflects on the screen.

"The picture should be well-
(Continued on page 113)

Weekly Television Summary—October 1, 1951—TELECASTING SURVEY

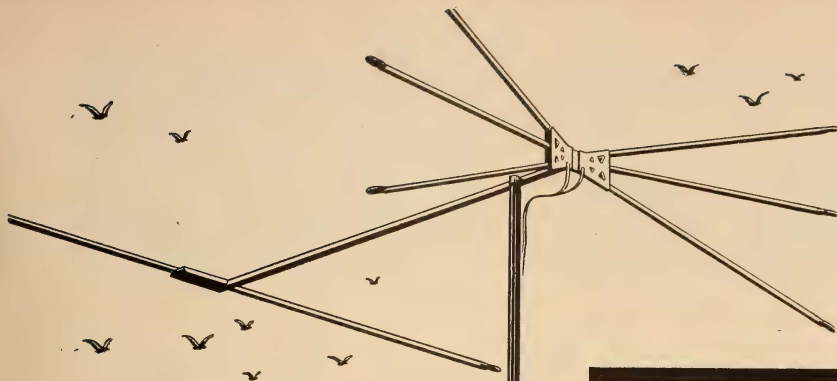
City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450	Louisville	WAVE-TV, WHAS-TV	103,799
Ames	WOL-TV	62,903	Memphis	WMCT	93,160
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000	Miami	WTWJ	81,600
Baltimore	WJAM, WBAL-TV, WMAR-TV	313,889	Milwaukee	WTML-TV	257,607
Birmingham	WNBH-TV	42,025	Minn.-St. Paul	KSTP-TV, WTCN-TV	273,300
Bloomington	WAFM-TV, WBRC-TV	60,000	Nashville	WSM-TV	37,024
Boston	WTTV	17,200	New Haven	WNHC-TV	173,000
Buffalo	WBEZ-TV, WNAC-TV	746,492	New Orleans	WDSU-TV	62,150
Charlotte	WBEN-TV	214,287	New York	WABD, WCBZ-TV, WJZ-TV, WNBC-TV, WPIX	2,500,000
Chicago	WBTV	89,134	Newark	WATV	
Cincinnati	WBNS, WENR-TV, WGN-TV, WNBQ	949,793	Norfolk	WTAR-TV	75,312
Cleveland	WCPO-TV, WKRC-TV, WLWT	305,000	Oklahoma City	WKY-TV	95,811
Columbus	WEWS, WNBK, WXEL	494,238	Omaha	KMTV, WOW-TV	87,981
Dallas	WBNS-TV, WLWC, WTVN	229,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	883,000
Fl. Worth	KRLD-TV, WFAA-TV, WBAF-TV	129,564	Phoenix	KPHO-TV	40,100
Davenport	WOC-TV	62,263	Pittsburgh	WDTV	300,000
Dayton	Quod Cities Include Davenport, Moline, Rock Isl., E. Moline	949,793	Providence	WRPV-TV	162,000
Detroit	WHIO-TV, WLWD	210,000	Richmond	WTVR	95,071
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	627,164	Rochester	WHAM-TV	88,135
Fl. Worth	WICU	71,576	Rock Island	WBBF-TV	62,263
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	129,564	Quod Cities Include Davenport, Moline, Rock Isl., E. Moline		
Grand Rapids	WLAU-TV	146,181	Salt Lake City	KDYL-TV, KSL-TV	51,500
Kalamazoo	WFMY-TV	73,911	San Antonio	KEYL, WOAI-TV	51,615
Greensboro	KPRC-TV	84,129	San Diego	KFMB-TV	106,460
Houston	WSAZ-TV	50,562	San Francisco	KGO-TV, KPX, KRON-TV	210,000
Huntington	WFBM-TV	171,250	Schenectady	WRGB	160,900
Indianapolis	WMOR-TV	40,000	Seattle	KING-TV	32,600
Jacksonville	WJAC-TV	106,796	St. Louis	KSD-TV	306,000
Johnstown	WKZO-TV	146,181	Syracuse	WHEN, WSYR-TV	129,276
Kalamazoo	WDAF-TV	132,784	Talied	WHDH-TV	84,275
Grand Rapids	WGAL-TV	109,112	Tulsa	KOTV	50,000
Kansas City	WJIM-TV	60,000	Utica-Rome	WKTV	281,125
Lancaster	KECA-TV, KFI-TV, KLAC-TV, KNBH	1,013,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Lansing	KTLL, KTSI, KTV		Wilmington	WDEL-TV	77,671
Los Angeles					

Total Markets on Air 63

Total Stations on Air 108

Estimated Sets in Use 13,510,000

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.



You need the
BEST
to do the
MOST
IN TELEVISION



**CONSULT
ANY
TELEVISION
SURVEY**



IN MARYLAND MOST
PEOPLE WATCH
WMAR-TV

★ CHANNEL 2 ★

Maryland's Pioneer Television Station

Represented by

THE KATZ AGENCY, INC.

NEW YORK ■ DETROIT ■ KANSAS CITY ■ SAN FRANCISCO
CHICAGO ■ ATLANTA ■ DALLAS ■ LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

How to get the most for your TV dollar from an advertising agency

"TV or not TV?" is no longer the question, but "What price TV?". Today, advertisers are learning that a thoroughly experienced TV agency can greatly reduce the cost of selling goods through this magic new medium.

When you hear of a half-hour TV show that costs fifteen thousand — twenty-five thousand — forty thousand dollars a week — you may wonder how it can pay out. Sometimes it doesn't.

Last year, while many advertisers were using television on a profitable basis, others were not. And more than 150 network shows failed to click.

But, properly handled by an agency *experienced* in the field, TV *can* and *does* pay out. In fact, Television today is selling many types of merchandise at lower unit costs than any advertising medium in *history*!

Whether or not television will sell *your* product at a profit will depend largely on the yardsticks you apply in selecting an advertising agency.

One good rule to remember is this: no agency without a long and successful record of selling goods *before the advent of TV* can be expected to better its performance simply because it has a new outlet for its efforts.

Remember this, too. If your agency does not have considerable experience in TV — and substantial billings in TV — be prepared for expensive delays. For no agency can "convert" to TV overnight. The whole creative and executive staff must be thoroughly indoctrinated and large, separate departments must be trained and integrated.

Otherwise, you, the advertiser, pay the excessive costs of shows owned by one group,

produced by another group, with commercials created by still another outside group.

There are surprisingly few agencies today which began years ago to get ready for TV — which have complete TV departments — and which have *extensive* experience in making Television sell goods at a profit.

Such an agency is William Esty Company, Inc. Today, we place more network television programs than any agency in the business...over one-third of our billings are in TV.

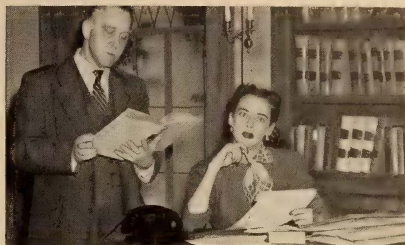
With 38 separate programs on the air every week for 10 major brands of packaged goods, Esty experience is broad, Esty network contacts are close-knit at the top level, Esty knowledge of availabilities is up-to-the-minute.

And, perhaps most important of all, Esty techniques for creating commercials that sell merchandise are *tested and proven*. In all media, we've always relied on action... drama... human interest... real people doing and saying real things... newsmanship... excitement — to tell simple, memorable, *hard-selling* product stories.

If you are wondering whether or not to use Television — or if your present Television is not producing the results you planned on — we'd like you to see a special presentation we've prepared. It contains the fact-and-figure answers to this question of getting the most for your TV dollar. A call to Mr. Wood at MU 5-1900 — or a note — will bring this material. Without any obligation.

William Esty Company, Inc. • Advertising

100 EAST 42ND STREET, NEW YORK 17, NEW YORK • MUrray Hill 5-1900



FOR COLGATE'S FAB. 5-TIME-A-WEEK, DAYTIME TV...the dramatic show "Miss Susan"...is making sales—and is reaching viewers at a lower cost per thousand than any other five-time-a-week, daytime dramatic show.



FOR CAMELS. "MAN AGAINST CRIME", starring Ralph Bellamy—consistently one of the top two ranking mystery shows—continues for the third straight year...and Camel continues to be America's largest-selling cigarette.

IN TV, EXPERIENCE IS THE ONLY TEACHER!

... and among all agencies, William Esty Company, Inc. is currently placing more network television programs—and has had more experience in creating and producing TV commercials—than any other agency in the business.



FOR COLGATE'S VEL AND SUPER SUDS. "STRIKE IT RICH"—the dramatic, human interest quiz show—is proving that *even in the morning* TV can do a great job. Today "Strike It Rich", at 11:30 A.M., has a higher rating than most *afternoon* TV shows.



FOR M&M'S CANDIES. "SUPER CIRCUS", highest rating TV network children's program, has given M&M's Candies such a sales boost in 18 months that M&M's is now the number one seller of all bag-packaged candy.



FOR COCA-COLA. "ROOTIE KAZOOTIE" is one of several programs a week for The Coca-Cola Bottling Company of N. Y., Inc., featuring a steady parade of such youngsters' heroes as Phil Rizzuto, selling the "Coke's A Natural" idea. Judging from initial response, TV's a "natural" for "Coke"!



FOR CAVALIER CIGARETTES. THE "GARRY MOORE SHOW" is doing a real selling job. This show, the first successful daytime variety program, is another example of Esty pioneering in TV.



TV SPOTS FOR PRINCE ALBERT Smoking Tobacco as well as for "Prestone" Anti-Freeze and "Eveready" batteries are currently proving that interesting, memorable TV spots can be a very effective use of the medium.

WSAZ-TV
Channel 5

EXCLUSIVE

Coverage

OF THE

HUNTINGTON

CHARLESTON

TV MARKET

ABC—CBS—NBC—DTN

Represented by
THE KATZ AGENCY

WSAZ

HUNTINGTON, WEST VIRGINIA

One of the Nation's Oldest Stations



MORE LISTENERS

Than All Stations Combined

IN THE

**W. Va., Ky., and Ohio
Tri-State Area***

*by C. E. HOOPER 1951

**5000 WATTS—930 KC
ABC PROGRAMS**

Represented by
THE BRANHAM COMPANY

RCA UHF TESTS

Would Formalize KC2XCX

FULL SCALE simultaneous tests on both the high and low end of the UHF bands are indicated by an RCA-NBC application for an 850-856 mc experimental TV station in Stratford, Conn., a suburb of Bridgeport.

The application would formalize the present 300-w transmitter and 44-dipole antenna station KC2XCX, now operating under a special temporary authorization granted by FCC last July.

For more than a year, RCA-NBC has been operating experimental TV station KC2XCX on 529-535 mc with 14 kw effective radiated power. It has been used to pick up programs from WNET (TV) New York, NBC's Channel 4 station there, 51 miles from Bridgeport.

Construction Costs \$40,000

The 850-mc station cost \$40,000 to construct and \$23,000 a year to operate, the application indicates. It will be used to make comparative tests between the low end and the high end of the 470-890 mc TV band, produce additional tropospheric data and to make further tests with beam tilting—which has been found to increase signal strength 10 db up to five miles from the transmitter [BROADCASTING • TELECASTING, Sept. 24].

Antenna of the 850-mc station has a gain of 421 and is directional with a 65-degree beam, the application reports. This gives it an output of 110 kw. However, on a non-directional basis, the radiated power is listed as 20.55 kw.

SAG CONTRACT TALKS

Report Due Oct. 9

CONTRACT negotiations between Screen Actors Guild and major motion picture producers, carried on for the past two weeks by negotiating committees of both groups, will be continued for the next two weeks by sub-committees representing staff executives and legal counsel. Negotiations started Sept. 17. Sub-committees report back to the negotiating committees about Oct. 9.

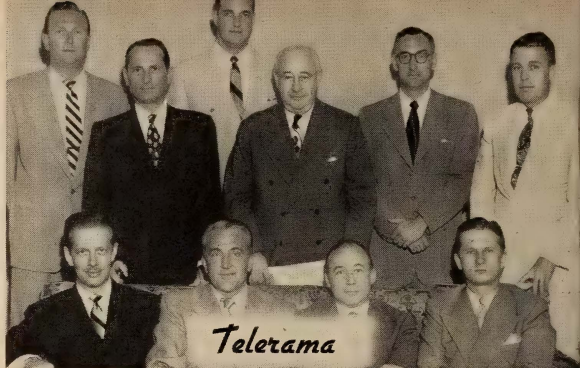
According to SAG, many highly technical issues are involved in the negotiations. Included among SAG contract demands are two important television issues: Banning from television use of all motion picture films produced after Aug. 1, 1948; additional payment to actors for re-use of theatrical films on television [BROADCASTING • TELECASTING, Sept. 17, 3; Aug. 20].

TELEFILM, INC.

COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS

All Production Steps
In One Organization

6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

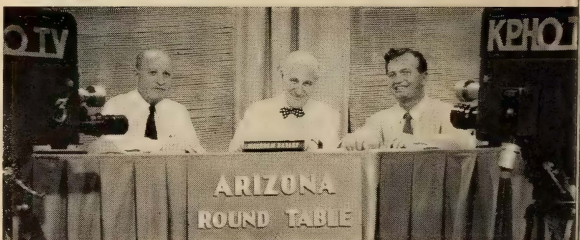


ATTENDING clinic at KTSL (TV) Hollywood for CBS Radio Sales executives are (l to r): Standing, Robert Hoag, KTSL sales mgr.; Charles Glett, CBS vice pres. in charge of network services, Hollywood, for both Radio and Television Divisions; MacLean Chandler, Radio Sales, Chicago; George Moskovics, mgr., TV development, KTSL; Tony Moe, station sales prom. mgr.; Roy Hall, Radio Sales, New York; seated, Sam Digges, Chicago sales mgr., Radio Sales; Merle S. Jones, v.p. charge CBS-owned TV stations; George Dunham, eastern sales mgr., Radio Sales; Lamont Thompson, Radio Sales, S.F.



DR. ROY K. MARSHALL, conductor, *The Nature of Things*, NBC-TV, demonstrates pack TV transmitter and portable camera, while Dr. I. M. Leavitt, director, *Fels Planetarium*, Franklin Institute, Phila., explains to viewers "How TV Works."

NEW exhibit, demonstrating network TV transmission for NBC New York studios is presented by John Waidlich (l), AT&T public relations dir., to William S. Hedges, NBC v.p. charge of integrated services. Exhibit is now part of Radio City-NBC tour.



TRIO responsible for Arizona Round Table, aired live on KPHO-TV Phoenix Tues., 7:30 p.m., are (l to r): Walter Bimson, pres., Valley National Bank, sponsor; Moderator Malcolm Bayley, editorial writer, Arizona Republic, and John C. Mullins, KPHO-AM-TV pres.

CELEBRATING first anniversary of WFIL-TV Philadelphia Ford Film Playhouse, sponsored since August 1950 by Ford Dealers Assn. Inc., Chester Dist., are (l to r): Kenneth W. Stowman, WFIL-TV sales mgr.; Harrison Smith, Ford Motor Co. asst. dist. mgr.; Cliff Koelle, Phila. Ford Dealers Assn. pres.; Gordon Johnston, Ford dist. mgr.; Joseph J. Conroy, Ford Dealers Assn., Chester Dist., pres.; Ben Thorpe, FDA, Chester Dist., secretary.



From The Congressional Record
Thursday, August 2, 1951:

The Place of Television in Education

EXTENSION OF REMARKS

OF

HON. EDWIN C. JOHNSON

OF COLORADO

IN THE SENATE OF THE UNITED STATES

MR. JOHNSON of Colorado: Mr. President, it has been most reassuring to note the great interest educators are taking in television and what contribution television may make to educational processes. An editorial in Broadcasting magazine of July 23 discusses this matter most interestingly and pointedly.

EDUCATORS ADVISED

A stop, look and listen sign has been hoisted beside the tracks of steamed up educators who want to own and operate a non-commercial television station for educational purposes.

The sign bearers are Col. Harry C. Wilder, president WSYR-AM-TV Syracuse and D. L. (Tony) Provost, business manager WBAL-AM-TV and acting general manager of Hearst Radio, Inc.***

Both men hold positions in operations which embrace more than one broadcast property. WBAL-AM-TV is owned by Hearst, whose properties include WISN-AM-FM, Milwaukee, Hearst Consolidated operates WCAE, Pittsburgh. Col. Wilder, in addition to his WSYR post, is president and stockholder of WELI of New Haven and WTYR, Troy, N. Y.

They feel the educators' problems of how to get the funds to operate and the broadcaster's dilemma of where to meet educational program demands can be met by broadcaster-educator cooperation.

In announcing the WBAL-TV project to start this fall, Mr. Provost said the services of a complete professional creative staff will be made available to colleges and universities desiring to put their own shows on TV. The station will offer educators at least 1 hour "class A" time.

WBAL-TV said it was instituting the program in order to assist and expand educational television in Maryland. The "package-staff" is to include a professor, director, writer, set designer, and announcer, and will be similar to that of a mobile unit. It will go directly to the schools and participate in story conferences, casting, and rehearsals prior to any on-camera activities, the station announced.

This plan, WBAL-TV said, is the answer to the school that cannot get into the business of broadcasting and lacks the personnel with professional know-how to take full advantage of the facilities offered. Elaborating, Mr. Provost said time has been available for Maryland institutions which want to put on shows but that they have lacked people who knew how to do the necessary job. "We want to get Maryland colleges and universities into the television act on a sound and permanent basis as soon as possible," he said, adding that the station is "setting aside several commercial programs to accommodate the scheduling of this series in prime evening time."

Arnold Wilkes, WBAL-TV program manager will supervise the "educational creative unit." Mr. Wilkes, former instructor in speech and dramatics at Middlebury (Vt.) College, held the post of director at WRGB (TV), Schenectady, N.Y., and WSYR-TV before joining the Baltimore station.

WBAL-TV reported that 12 Maryland colleges are going ahead with plans for fall programs. Conferences have been held with the Baltimore Board of Education looking to a series of programs to start after Labor Day.

Endorsement of the program has come from Dr. H. C. Byrd, University of Maryland president, and Mrs. Eleanor B. Kane, radio-TV education specialist for Baltimore's department of education, WBAL-TV said.

F.C.C. Notice re Non-Commercial
Educational Television, March 22, 1951:

"The need . . . was based upon the important contributions which non-commercial educational stations can make in educating the people both in school . . . and also the adult public, the need . . . was justified upon the high quality type of programming . . . of an entirely different character from that available on most commercial stations."

Anticipating this need, Commercial Station WBAL-TV pioneered these programs on education which are now in effect.

TV CAMPUS

Sunday, 6:00 to 6:30 PM

Ten leading universities and colleges each having a month in which to develop a course in cooperation with WBAL-TV's Educational Production Unit:

State Teachers College	St. Johns College
Johns Hopkins University	Goucher College
University of Maryland	Morgan State College
Peabody Conservatory of Music	Univ. of Baltimore
Western Maryland College	Hood College

(Directly from the WBAL-TV studios, program manager Arnold Wilkes, who also is director of WBAL-TV's Educational Production Unit, conducts Johns Hopkins University's first semester TV course for college credits.)

CLASS "A"

Monday, 11:00 to 11:15 AM

A weekly series, now in its third year, of elementary school programs for entire school year, presented by the Baltimore Department of Education. Each program is received in the Baltimore classrooms on sets provided by WBAL-TV.

TOWN & COUNTRY

Monday, 12:30 to 12:45 PM

Agricultural series presented by the Maryland State Department of Education in association with the Farm Bureau Federation, the National Grange, U. S. and Maryland University Departments of Agriculture.

UNITED STATES NEWSREEL

Tuesday, 10:00 to 10:30 PM

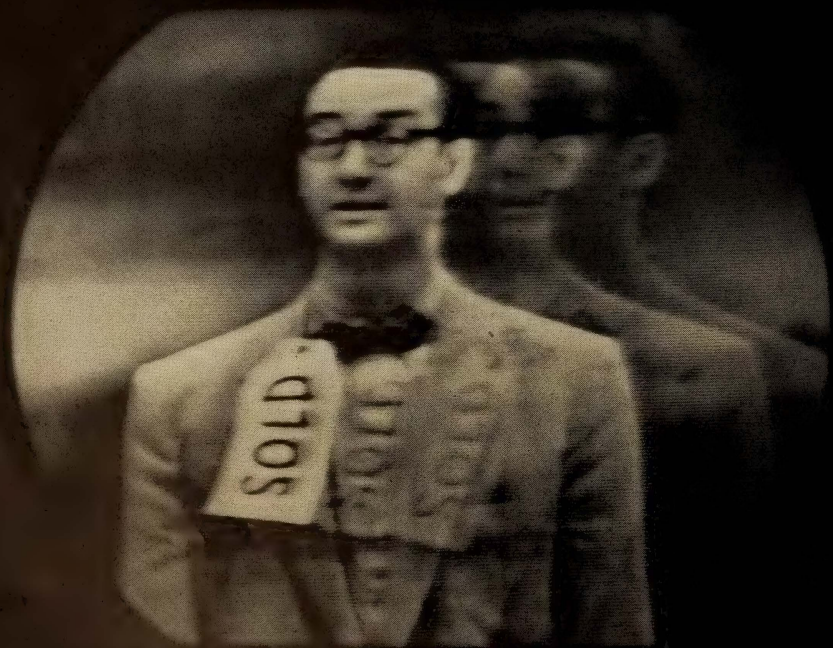
In cooperation with the U. S. Office of Education and other governmental agencies. Official films outlining the activities of the various branches of government.

2610 NORTH CHARLES STREET

WBAL-TV

CHANNEL 11—BALTIMORE

Seeing Ghosts?



A lot of advertisers these days are haunted — by the memory of lost opportunities in nighttime television...of shows sold out solidly by the time they were ready to make up their minds to buy.

Now they're beginning to get that feeling about daytime, too, as more and more of the choice afternoon hours vanish.

Obviously, the way to avoid this kind of worry is to get into daytime right *now*, with a good show at a good hour.

Those who've done so have found a big and profitable audience, growing all the time. The number of afternoon sets-in-use has nearly quadrupled in the past year. And you can deliver a multi-weekly daytime message on a once-a-week nighttime budget.

That brings up the fellow in the picture — Steve Allen — and what could be worse than to be haunted by him? Especially since his show more than doubled its ARB National Rating in its first five months ...hitting an 8.0 in midsummer, to get a spectacular start for fall. No wonder the biggest network advertiser has bought into the show...no wonder time's running out for advertisers who prefer a success story over a ghost story any day.

cbs television

WHEN TELEVISION SELLS...

FOR
W. T. GRANT CO.

IN SYRACUSE



M. J. SWAN-
SON, Ad Mgr. of
the W. T. Grant
Co., Syracuse,
says, "Our two
years on WHEN
have proved TV
to be successful
in promoting
the sale of all
lines. TV has been especially
productive in getting the
wearer and toys. Toy pistols, one of 12
items shown on a recent pro-
gram, brought 64 sales at \$2.98,
the day after a single 45-second
mention on WHEN."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ
AGENCY MAN AND GET THE
FACTS ON CENTRAL NEW
YORK'S BEST TIME BUYS.

THE ONLY TV STATION
IN CENTRAL NEW YORK
WITH COMPLETE STUDIO
AND REMOTE FACILITIES

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

OWNED BY THE
MEREDITH PUBLISHING CO.



Seated are (l to r): David Hale Halpern, radio and TV director, Owen & Chappell Inc., agency; E. K. Jett, WMAR-TV vice president; Norman S. Almony, advertising and sales promotion manager, National Brewing Co. Standing are: John J. Snyder, vice president, Owen & Chappell; Earnest A. Lang, commercial manager, WMAR-TV.

film report . . .

VIEWERS will go behind the scenes of big Hollywood studios in *Hollywood at Work*, to be produced by B-M-D Productions. Each of the 26 films in the series will deal with the making of a major motion picture and will feature off-set shots, stars and actual scenes from the production. First movie to be analyzed is *Blood and Sin*, Ben Hecht's film scheduled for United Artists release. Mr. Hecht wrote the TV script.

Movie and TV rights to 325 criminal case histories have been secured by Bruce Bennett, Hollywood actor. The case histories are records of crimes solved by Dr. Alan Moritz when he headed Harvard's department of legal medicine. MGM's film, *Mystery Street*, was based on his work. Mr. Bennett played the doctor in that film and will also star in the new series of half-hour TV shows.

A typographical error in the Sept. 17 FILM REPORT contradicted an advertisement on the same page. For the record, the ad was right: Craig Kennedy, *Criminologist* will be offered free to the local sponsor for a second run if the rating for the first run of 13 weeks (not 3, as we had it) does not top that of any mystery-detective TV shows in the same city at a comparable time. Louis Weiss & Co., Los Angeles, is distributing.

A shaggy dog story may be forthcoming from William F. Broidy Productions, now that Rin Tin Tin III, canine star, has affixed his paw-print to a contract calling for color TV film series. Harry Webb will produce and direct.

New effects are possible when the film producer makes use of a Research Camera Council crane, according to Fred Niles, TV di-

rector at Kling Studios, Chicago. Kling recently purchased such a crane from Paramount and is reported to be the first producer in the Midwest to use one for TV film commercials and shows. . . . Kling has completed video spots for Clorox, Freihofer's Sonny Boy bread, Ceresota and Hecker's flour, Ideal dog food, Thiele meats, Peter Pan peanut butter, Fehr beer, Brach candy, Glidden paints and Greyhound bus.

Dinner table magic will go under the merciless eye of the camera on six TV stations soon. George A. Bartell Assoc., Milwaukee, announces it has sold its series of 26 open-end *MiniTrix* to WHIO-TV Dayton, WBNS-TV Columbus, WCAU-TV Philadelphia, WXYZ-TV Detroit, WTOF-TV Washington and WABD (TV) New York. First half of each short shows the trick, second half shows how it's done.

Exclusive TV negotiating rights for scenery, costumes, props, scores and other assets have been acquired by Edward R. Conne and John J. Garrity from J. J. Shubert. Eight hundred properties for live or film telecasting are available from Messrs. Conne and Garrity, headquartered at Motion Picture Center Studios, Hollywood.

Sales & Production . . .

Snader Telescriptions Corp., Hollywood, has completed second series of five musical shorts featuring Allan Jones, singer, and five

Selling: AUTOS?

WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
1697 BROADWAY, N.Y. • JUDSON 2-3616

NATIONAL RENEWS

Big WMAR-TV Contract

THIRD STRAIGHT annual renewal for 13½ hours per week, 52 weeks per year on *Baltimore Sunpapers'* WMAR-TV demonstrates National Brewing Co.'s belief in TV advertising. Baltimore brewing firm (National Bohemian and *National Review*, with Bailey Goss as m. c., two-hour sports, variety, quiz show 12 hours a week (Mon.-Sat., 4-6 p.m.); wrestling from Baltimore Coliseum one hour a week (Tues., 10-11 p.m.), and *Amateur Time*, amateur talent contest, half-hour a week (Sat., 7-7:30 p.m.). *National Review* is picked up off-the-air and rebroadcast by WMAL-TV Washington; wrestling by WTOF-TV Washington. National Brewing also sponsors about 75 days of horseracing at local tracks, plus local golf and bowling tournaments carries a large spot schedule.

featuring Irv Fields Trio. Both series were shot in color and black-and-white.

JERRY FAIRBANKS Productions, Hollywood, has filmed three groups of commercials for Bendix, Prince Albert and Lyson, Lennen & Mitchell. . . . Fairbanks has also acquired *The Deadly Root*, an original teleplay by Herbert Perdue for its *Front Page Detective* TV film series.

DICK LEWIS Art Studios is now producing video commercials with appointment of Mr. Lewis as vice president and midwest representative of Telepix Corp., Hollywood. Studios are at 155 E. Ohio St., Chicago.

WES BEEMAN Productions, Hollywood, is producing an untitled Western series starring Wanda Hendrix and Mel Swift.

ACTOR'S HOTEL, a half-hour dramatic show about a family's rooming house and their theatrical tenants, is first TV package to be marketed by Productions for Television Inc., N. Y. Ronzoni Macaroni Co., through Emil Mogul Co., bought show for WJZ-TV New York, Tuesday, 10:30 p.m.

TOP QUALITY MOTION PICTURES

Since 1932

Up-to-date
completely
equipped
New York
studios of

VIDEO VARIETIES
CORPORATION

Office: 41 E. 50th St., N.Y. 22 MU 9-1162

with Spot program television:

Here's a price paradox that really pays off for *Spot program* advertisers. Consider these facts:

Spot rates for facilities are lower than network rates for the same period . . . over the same stations. Yet . . .

Stations net more when a time period is sold for a *Spot program* than when it's taken by a network show.

The first statement is readily established by a simple check of rate cards. The second becomes clear when you remember that stations get about 30% of the base rate when the network sells the time; but on a Spot sale, stations receive the card rate, less agency and Representative commissions. So any way you figure it, the arithmetic is all in favor of Spot program business.

Stations can figure, too. They know *Spot program* advertisers are more profitable customers. That's why they clear time more readily . . . cooperate wholeheartedly with *Spot program* advertisers.

There are other advantages to *Spot program* advertising. There's the free selection of markets . . . the absence of any "must" stations or any minimum stations requirements . . . the superior quality of film compared to kinescope recordings—and many more.

If you're planning to use television, ask your Katz representative for the full story on *Spot program* advertising. Ask him to figure out how much you can save—in markets of your own choosing. You'll see that in television . . .

you can do better with Spot. Much better.

*the
advertiser
pays
less . . .*

*the
stations
make
more*

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

great radio... now great TV

2 major half-hour shows now available for local TV sponsorship

Here's a major development in local and regional programming—a chance for your station to get off to a flying start for the new television season. Two big-time shows are now on film for sponsorship—"Tales of the Texas Rangers" and "Dangerous Assignment." Both are well-established from NBC Radio . . . both are ideal

for local accounts who want a show of top network caliber but must work with a limited budget. These half-hour shows are red-hot, so start checking your prospects now!

Write, wire, or phone today for price and audition print. *NBC-TV Film Syndicate Sales, 30 Rockefeller Plaza, New York City.*

Each Half Hour A Complete Story

5 sponsor identifications

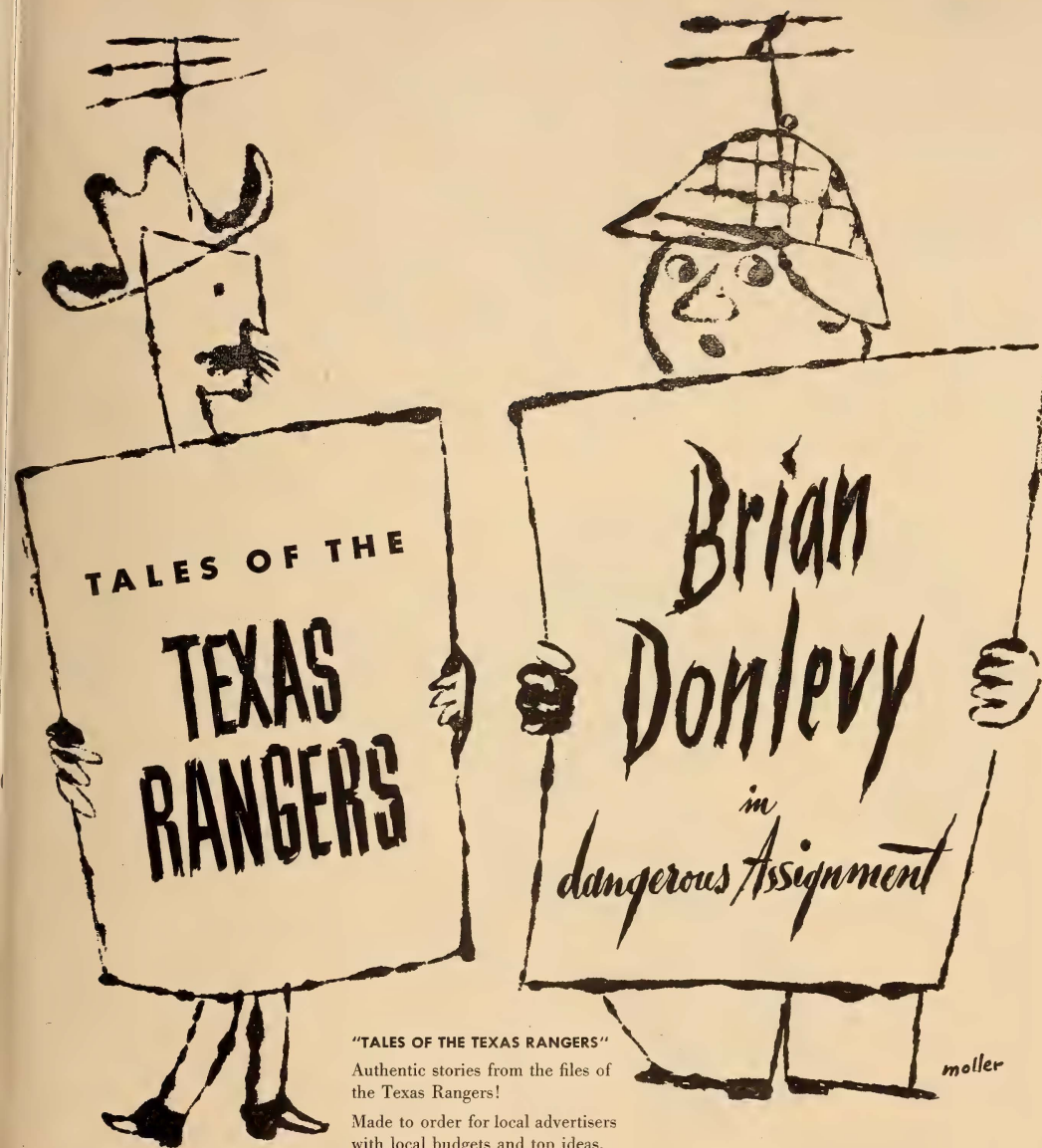
through provision for:

- Opening billboard
- Opening one-minute commercial
- Middle one-minute commercial
- Closing one-minute commercial
- Closing billboard

NBC-TV

FILM SYNDICATE SALES

30 ROCKEFELLER PLAZA, NEW YORK, N.Y.



"TALES OF THE TEXAS RANGERS"

Authentic stories from the files of the Texas Rangers!

Made to order for local advertisers with local budgets and top ideas.

"DANGEROUS ASSIGNMENT"

starring Brian Donlevy as "Steve Mitchell" international adventurer, fighting crime in a background of global intrigue.

Donlevy follows through — sells time and products!

When he "muscles in" — out goes the competition!

NCAA'S AIM

Wants to Live With TV, Tug Wilson Says

NATIONAL Collegiate Athletic Assn. is "struggling to find out how to live with TV, not closing the door on it," according to Kenneth L. (Tug) Wilson, director of athletics at Northwestern U. for 20 years, Big 10 commissioner and secretary of the NCAA. He discussed the problem of NCAA's controlled, experimental telecasts of major college football this season before the Chicago Television Council Tuesday at the opening fall session.

"We are not exercising a boycott or putting anyone out of business, but we have to find out exactly what effect TV has on attendance at major games and at small colleges, the effect of regional telecasts on a big university game, and that on gate receipts for a local game when there is a big-school game telecast nearby."

"We know we must grow and live with television," Mr. Wilson said, adding the NCAA is cooperating with the industry to the point where "no widespread TV audi-

ence will ever see as varied a program of football as this year." Westinghouse, which sponsors the telecasts on NBC, has scheduled 19 games with 29 colleges, offering nine Saturdays of games with two blackouts per area.

Results of the experimental survey being conducted by the NCAA and the National Opinion Research Center, Chicago, may disclose "that TV is not the menace we think it is, but all of our results thus far show it is," Mr. Wilson said. He said TV's adverse effect on attendance would cause lowering of athletic budgets and cutting of athletic programs, especially at smaller schools and colleges.

In earlier reports the NCAA has outlined in detail how it arrived at the conclusion that there has been between a 4-8% decline in attendance in TV areas and a gain of a like amount in non-TV areas. Sports fees paid by telecasters "do not take up the slack," he said, noting the average charge is from \$1,000-\$3,000 per game. "The schools lose much more than that."

Agrees With Utley

Mr. Wilson said he would be "very unhappy" to see football games telecast only on closed circuits for theatres, agreeing with introductory remarks of NBC Commentator Clifton Utley. Mr. Utley recapped a summary of public reaction to the exclusive theatre telecasts of the Robinson-Turpin fight, about which he had commented on his WNBQ (TV) Chicago news program.

The television industry faces a "financial problem of great magnitude," Mr. Utley said. "It's hard

Boxing Ceremony

SPORTS enthusiasts in southeastern New England were able Sept. 17 to see over WJAR-TV Providence exactly what goes on at an official weighing-in ceremony of boxers in preparation for a bout. Rhode Island Athletic Comrs. brought its scales to WJAR-TV. The entire official activity was telecast during Warren Walden's TV-Sports Page program. Norman Gittleston, TV sales and promotion manager at WJAR-TV, said that this was the first time that Rhode Island televiewers were able to watch this professional boxing ritual.

to see how we can compete with the theatres financially once theatres are telecasting special events on a mass audience basis." Inasmuch as "no single sponsor could pay huge sports rights as well as facilities charges, maybe a partial solution would be the proposed subsidy on a pro-rata basis by TV set manufacturers who would essentially be setting up a war fund." The "only other recourse would be subscription TV, which might produce a major box office if engineering and technical problems were resolved," Mr. Utley concluded.

Council President Roy McLaughlin of ABC said the next luncheon speaker is scheduled to be Adrian Murphy of CBS Television, who would speak on the company's color system and plans.

MEXICAN OUTLET

Asks Relay in Texas

REQUEST from XELD-TV Matamoros, Mexico, for permission to establish an experimental 5-w relay station in Brownsville, Tex., on 140 mc with directional antenna has been received by the FCC.

Application from the San Antonio law firm of Foster, Lewis & Langley explained that XELD-TV is powered by its own diesel engine whereas Brownsville—across the Rio Grande—uses Central Power & Light Co. power. It is necessary, the request stated, to have a relay to synchronize the electrical impulses of the diesel engine with that of Central Power.

Plan is to connect the station with Central Power & Light lines in the near future, the application stated. Until then a relay is required, it said.

Station also is expected to ask FCC for permission to run a studio-transmitter link between Brownsville and Matamoros.

This is believed to be the first TV relay request the FCC has received involving a foreign TV station.

Meanwhile, ABC has asked FCC for permission to transmit its TV programs to XELD-TV and other Mexican TV stations. FCC some weeks ago approved such an arrangement for CBS [BROADCASTING • TELECASTING, Sept. 3].

Know your markets?

How many stations in the market?

What are the adjacent markets?

AM • FM • TV ?

In the U. S.? Possessions? Canada?

Visualize markets with this big 25" x 35" outline map. Every radio—AM • FM • TV—station in the United States and Canada

Key tool for productive sales planning. Use it for presentations, to demonstrate coverage, plot network and spot campaigns. Takes ink like your letterhead.

Prices

Single Map	\$1.00
5 copies—	\$ 4.50
10 " —	8.50
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SEPTEMBER 21 THROUGH SEPTEMBER 27

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch.-amp.-synchronous amplifier
STA-special temporary authorization

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
CG-conditional grant

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

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.

September 24 Decisions . . .

BY THE COMMISSION

Request Denied

WABD (TV) New York City.—Denied request to commence equipment tests on Ch. 5 at Empire State Building, New York City, with 16.7 kw visual ERP.

BY THE SECRETARY

KEPH Ephraim, Utah.—Granted license for noncommercial educational FM station; Ch. 205 (88.9 mc); 10 w.

WBBB-FM Burlington, N. C.—Granted license for FM station; Ch. 266 (101.1 mc); 3.8 kw; ant. 410 ft.

WFDM-FM Findley, Ohio.—Granted license for changes in FM station; Ch. 263 (100.5 mc) 8.2 kw; ant. 240 ft.

WLEA Hornell, N. Y.—Granted license for AM station; 1480 kc 1 kw.

WACB Kittanning, Pa.—Granted license for installation of new trans.

WKBS Oyster Bay, N. Y.—Granted authority to operate from studio located 327 New York Ave. in Huntington, N. Y., for period beginning Sept. 30, and ending in no event later than Nov. 30, 1951.

WWRL New York, N. Y.—Granted CP to install new trans. at present location of main trans. 1000 kc 1 kw for aux. purposes only employing DA.

MEYERS ELECTED

Heads Chicago Radio Club

HOWARD B. (Howdee) Meyers, sales manager of WMAQ (NBC) Chicago, was elected president of the Radio Management Club there Wednesday at the first luncheon meeting of the fall season. Frank Baker, radio-television director of Reincke, Meyer and Finn, was named first vice president.

Working with them will be George Clark, Chicago manager of John E. Pearson Co., second vice president; Florence Neighbors, media director, Goodkind, Joice and Morgan, secretary; Marion Reuter, timebuyer, Young and Rubicam, treasurer. New trustees for two-year terms are Jim Thompson, Chicago manager, O. L. Taylor Co., and Carroll Marts, midwest manager of Mutual. Holdover trustees with another year of service are Charles (Chick) Freeman, sales manager of WLS, and Carol Perel Colby, timebuyer, Arthur Meyer-Holby.

Russell Tolg, radio-television director of BBDO and retiring second vice president of the group, took charge of the meeting in the absence of retiring president Art Harre, general manager of WJJD. Mr. Tolg suggested the membership consider possibility of a merger with the Chicago Television Council.

WHIZ Zanesville, Ohio.—Granted CP to change trans. and studio locations and make changes in ant. system; cond. KLVG Leadville, Colo.—Granted mod. CP to make changes in ant. and ground system and change type trans.

WTOCF-FM Savannah, Ga.—Granted mod. CP for extension of completion date to 3-18-52.

WKIN Kingsport, Tenn.—Granted mod. CP to change type of trans. and make changes in ant. system.

Following were granted mod. CP's for extension of completion dates as shown: WLEU-FM Erie, Pa. to 12-19-51; WLCS-FM Baton Rouge, La. to 12-19-51; KCBC-FM Des Moines, Iowa to 10-24-51.

September 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWHK Hutchinson, Kan.—Mod. CP authorizing change in frequency, power, hours operation etc. for extension of completion date to May 28, 1952.

WLEU-FM Erie, Pa.—Mod. CP new FM station for extension of completion date.

WLBJ-FM Bowling Green, Ky.—Mod. CP authorizing changes in FM station for extension of completion date.

WEZ-FM Boston, Mass.—Mod. CP FM station to change ant. height above average terrain from 495 ft. to 446 ft. etc.

License for CP

KOB-TV Albuquerque, N. M.—License for CP, as mod., new TV station etc.

WJWL-FM Georgetown, Del.—License for CP new FM station.

AM—1230 kc

KWRN Reno, Nev.—CP to change from 1490 kc to 1230 kc.

License Renewal

Following stations request license renewal: WWPB-FM Miami, Fla.; WATG-FM Ashland, Ohio; WRFS (FM) Alexander City, Ala.

September 25 Decisions . . .

ACTION ON MOTIONS

By Hearing Examiner J. D. Bond
Circle Bestg. Corp., Hollywood, Fla.—Granted petition for leave to amend application to specify 1230 kc in lieu of 1260 kc, to submit engineering data and to make changes in stockholders, officers and directors and for removal of application, as amended, from hearing docket.

WFEC Miami, Fla.—Granted petition for continuance of hearing from Oct. 4 to Oct. 16, in Washington in proceeding re his application.

By Hearing Examiner Basil P. Cooper
WLIZ Bridgeport, Conn.—Granted petition for continuance of hearing from Oct. 12 to Oct. 15 in Washington in proceeding re its application.

By Hearing Examiner James D. Cunningham

Luke H. Wetherington, New Bern, N. C.—Granted motion for continuance of hearing from Oct. 8 to Nov. 14 in Washington in proceeding re his application and that of Eastern Carolina Broadcast Co., Greenville, N. C.

By Hearing Examiner Fanny N. Litvin
WTOF Toledo, Ohio.—Ordered that further hearing in this proceeding be scheduled for Oct. 4, 1951, in Washington.

Lakewood Bestg. Co., Dallas, Tex.—Ordered that further hearing in this proceeding be scheduled for Oct. 8 in Washington.

By Hearing Examiner Leo Resnick

WJX Jackson, Miss.—Granted revised petition for continuance of hearing from Oct. 1 to Dec. 4 in Washington in proceeding re its application and that of WCGA Gainesville, Ga. Also, WJDX was granted petition for leave to amend its application to submit a revision of proposed program material. And on petition authorized depositions of 25 of the persons listed to be taken at Mississippi State College, Starkville, Miss., on Nov. 9; before Mrs. H. E. McLeary, Notary Public, and at Office of County Agent, Court House Building, Raymond, Miss., on Nov. 10; before Mr. E. A. Knight, Notary Public, and at Studio "B," WJDX Jackson, Miss., on Nov. 12.

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proceeding has been correspondingly extended from Oct. 26 to Jan. 25, 1952.

CP to Replace CP

WMVO Mount Vernon, Ohio—Granted CP to replace expired CP which authorized new Class B station on Ch. 229 (93.7 mc); ERP 3.2 kw on site to be determined.
WFMZ-FM Allentown, Pa.—Granted CP to replace expired CP which authorized new Class B FM station on Ch. 264 (100.7 mc); ERP 20 kw; ant. 290 ft.

To Remain Silent

WSKB McComb, Miss.—Granted extension of authority to remain silent for an additional period of 60 days from Sept. 25, pending sale of station by trustee in bankruptcy.

BY THE SECRETARY

KOB-TV Albuquerque, N. M. —Granted STA for increase in trans. output power from 4.25 kw to 5 kw.

September 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCAF Valdosta, Ga.—Mod. CP new AM station for extension of completion date to Nov. 1.

KLIX Twin Falls, Idaho—Mod. CP, as mod., authorizing change in frequency, increase in power, etc., for extension of completion date to Nov. 1.
WFMZ (FM) Chicago, Ill.—Mod. CP new FM station for extension of completion date.

License for CP

WJPR Greenville, Miss.—License for CP authorizing change in frequency, increase in power, etc.
KSRV Ontario, Ore.—License for CP authorizing change in frequency, increase in power, etc.

AM—1480 kc

KLVL Pasadena, Tex.—CP to change from D to unl. with 500 w-N 1 kw-D DA-N.

TV—Ch. 10

WTVV (TV) Bloomington, Ind.—Mod. CP AMENDED to change ERP from 43.2 kw vis. 21.6 kw aur. to .314 kw vis. .157 kw aur. and change ant. system etc.

License Renewal

Following stations request license renewal: WCUM Cumberland, Md.; WLOH Princeton, W. Va.; WBML-FM Macon, Ga.; WMAQ-FM Chicago, Ill.; WLBZ-FM Bowling Green, Ky.; WFMF (FM) Rocky Mount, N. C.; WJW-FM

(Continued on page 111)

By Hearing Examiner H. B. Hutchison
West Florida Bestg. Service, Fort Walton, Fla.—Granted petition for leave to amend its application to incorporate therein personal financial statements of H. French Brown, James C. O'Neal and Tom C. Miniard, dated, respectively, Aug. 23, July 26 and July 28.
Vacationland Bestg. Co., Ft. Walton, Fla.—Granted in part petition for thirty-day continuance of hearing, now scheduled for Sept. 25 in Washington in proceeding re its application and that of West Florida Bestg. Service; hearing continued until further order.

September 25 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal

of license: KOLT Scottsbluff, Neb.; WARK Hagerstown, Md.

APPLICATION RETURNED

KKLO Lewiston, Mont.—RETURNED application for assignment of license from William G. Kelly to Central Montana Bestg. Co.

September 26 Decisions . . .

BY THE COMMISSION EN BANC Hearings Postponed

The Commission postponed from Nov. 26 to Feb. 25, 1952, the start of its hearing on allocation of frequencies and promulgation of rules and regulations for proposed theater television service. The time for filing in this

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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

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

Salesman

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.

Salesman with car. Southwest city of more than 200,000. A real opportunity for an ambitious, sober man who wishes to establish himself permanently in the fastest growing market in U. S. Salary and commission commensurate with ability. Mail experience and references for interview. Box 5L, BROADCASTING.

Man with broad radio background for position as account executive in small market station. Salary and commissions on current accounts now more than \$1000 weekly. Box 10L, BROADCASTING.

Salesman-announcer, experienced in single station market. Attractive base salary, commission, living conditions and climate. Excellent future opportunity. Box 485, LaJunta, Colorado.

Salesman-possible promotion to commercial manager if ability proven. Salary plus commission. No draw. Car furnished on job. Good man can earn \$5,000.00 annually or more depending on effort. Consider applicants southwest only. Permanent. KFRD, Rosenberg, Texas.

Going increased power, need another salesman, drawing account and commission. Excellent salary of Idaho Falls, Idaho. References KIFI, Idaho Falls, Idaho.

Aggressive time salesman. Independent station. Good proposition for experienced salesman. Also salesman who can sell his own western DJ show, aggressive salesman who knows how to sell. High commission against draw. J. Eric Williams, WGAT, Utica, N. Y.

Salesman—male or female, independent Berkshire station. 15% commission, \$75.00 a week guarantee. Contact Nicoll, WNAW, North Adams, Mass.

We want an experienced salesman (not high-pressure) for a very profitable non-competitive market. \$80 weekly guarantee plus liberal commission for the right man. Send complete details immediately to WRGO, Richland Center, Wisconsin.

Announcers

Northern New England 5 kw station needs seasoned newscaster. Salary good editor. Capable gather, edit, broadcast local news. Good future permanent man. Experience, qualifications first letter. No discs. Box 1L, BROADCASTING.

2 combo men needed immediately for 250 watt southwestern Virginia station. No transfers. \$80.00 to start. Box 16L, BROADCASTING.

Combination man with first phone, immediate opening in daytime station. Michigan. Box 57L, BROADCASTING.

Help Wanted (Cont'd)

Morning man. 5000 watt net affiliate. A super-Hooper, personality breakfast, platter man. Opportunity unlimited if you've got what we want. Send audition, Hooper-ratings, business and personal references in first letter. Box 47L, BROADCASTING.

Top independent southeastern market has opening for announcer with general all-round ability. Well above average salary schedule for responsible man. Three or more years experience required with good business and personal references. Send audition with commercial station references. New ads, disc. Replies confidential. Box 91L, BROADCASTING.

New York State independent wants experienced announcer. Sixty dollars, 48-hour week. Disc or tape with first letter. Also want news editor. Box 101L, BROADCASTING.

Immediate opening. Staff announcer. Michigan 1 kw net affiliate. RCA content. Experienced news, ad lib. Ship disc, references. Box 104L, BROADCASTING.

Combination announcer-engineer wanted. Fine opportunity. Salary starting \$75.00. Box 105L, BROADCASTING.

Announcer-engineer, experienced. Salary \$65.00. Contact J. B. McNutt, KBUD, Athens, Texas.

Announcer wanted. Good salary for right man. Must be tops on board operation as well as staff. Send full details and disc with first letter. Joe Monroe, KENT, Shreveport, Louisiana.

Announcer with first ticket. Must have at least one year's experience, good taste and production sense. Want top-notch man with good habits and ability to get along with excellent staff. Good opportunity for right man. Salary commensurate with ability. Network affiliate (MBS) located on Oregon coast. Temperate climate, lots of hunting, fishing, good place to live with family. Send disc, photo, experience and salary expected. KOOS, Coos Bay, Oregon.

Announcer-engineer with first class license. 250 watt network station. Send disc, qualifications and salary requirements. KRIB, Mason City, Iowa.

Wanted, cowboy disc jockey artist for afternoon western music program on El Paso, Texas station affiliated with Mutual. Must be able to fill present disc jockey high standards. Leaving for El Paso to coast program. Complete details and audition disc or no consideration. Base salary plus talent fees. Adm. Sec. KSET, 706 N. Mesa, El Paso, Texas.

Combination announcer-engineer. Emphasis on news. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bensenville, S. C.

Wanted: Experienced, versatile announcer, strong on morning records and staff news. Good starting salary, graduated pay scale, talent. Send audition, photo, letter of qualifications including salary expected to Station WDFD, Flint, Michigan.

Wanted immediately, combination man with good voice and chief engineer qualifications. Air in 1st voice disc minimum starting salary, full details Radio Station WHIT, New Bern, N. C.

Announcer with first phone license. \$60 per week. WMOG, Brunswick, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Help Wanted (Cont'd)

Wanted: One announcer, one engineer. Both must be capable of getting along with people. Radio Station WPRS, Farris, Illinois.

Announcer-engineer, first phone. WWGS, Tifton, Ga., Phone 921.
Wanted: Experienced staff announcer. Send audition and resume immediately. WWFG, Palm Beach, Florida.

Wanted: Announcer-engineer with first class ticket. Experience desired but not necessary. 1 kw daytime station going on air about November First at Taylorville, Illinois. \$70 per week. Car included. Send disc and qualifications. Roger L. Moyer, Clark Theatres, Louisiana, Missouri.

Technical

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

Transmitter engineer needed at once. AM-FM with TV prospects. Car necessary. Experience not necessary. Box 48L, BROADCASTING.

Wanted, AM control operator for 5 kw station located south central New York State. Box 56L, BROADCASTING.

Wanted: Four combination engineer-announcers with emphasis on announcing. \$65.00 per week 48 hours time and one half time overtime plus talent fees. Also need two experienced straight announcers. Send all details and qualifications to Box 88L, BROADCASTING.

Wanted-Engineer, first ticket, transmitter in studio, no car or experience required. \$125 hour, 40 hours. W. Penna. 250 watt. Write Box 98L, BROADCASTING.

Immediate opening. Chief engineer. Michigan 1 kw RCA directional. Net affiliate. Excellent working conditions. References. Box 108L, BROADCASTING.

Chief Engineer, maintenance experience essential. Knowledge of construction helpful. Excellent starting salary, with rapid advancement for right man. Send full particulars to Ken Palmer, KVER, Albuquerque, New Mexico.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write or wire WCDL, Carbondale, Penna.

Wanted: First phone or operation men. Experience not necessary. WDOR, Sturgeon Bay, Wisconsin.

Transmitter engineer, first ticket. 5000 watt independent station. Automobile necessary. Wire or phone WEAM, Arlington, Va. Oxford 1603.

Transmitter engineer for new 5000 watt 5 tower directional installation. First phone and car necessary. Excellent working conditions. Opportunity for ambitious person gain desired experience. Contact immediately S. Weyland, WENE, Endicott-Binghamton, N. Y.

Immediate opening for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGN, Wilmington, N. C.

Chief engineer-announcer wanted immediately. Must be experienced and have good voice. Permanent, good working conditions. Call collect, Ray Williams, WHIT, New Bern, N. C.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact Harold White, WKTY, LaCrosse, Wisconsin.

Help Wanted (Cont'd)

Experienced transmitter operator for kilowatt directional and FM. Contact Al Scott, WDNB, Daytona Beach, Florida.

Immediate opening in 5000 watt station for first class experienced transmitter engineer. Write to Chief Engineer, WTCC, Savannah, Ga.

Production-Programming, Others

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 tonight newscaster, thoroughly experienced in local reporting, adding live copy he is able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available, and attach photograph. Box 413K, BROADCASTING.

Excellent opportunity at 1 kw midwest NBC affiliate for experienced copywriter. Send samples, personal data, references to Box 15L, BROADCASTING.

Sales promotion manager for leading radio station representative. All replies confidential. Reply Box 67L, BROADCASTING.

Musical director—play piano and Hammond organ, accompany; must transpose, have repertoire, maintain station library. Fulltime job, day hours; no objection to respectable outside work. Call Program Director, WGBA, Columbus, Georgia 33603.

Male copywriter with ideas. Some announcing. Submit samples. KFRQ, Longview, Texas.

Wanted: Experienced news man, re-write. Excellent opportunity for man with writing ability and news judgment. Also work not essential. Send letter of qualifications, including experience, background and salary expected to Station WDFD, Flint, Michigan.

Topnotch writer for continuity directorship. No dramatic genius required; ability to turn out volume of commercial copy, supervise and efficiently can department necessary. Full responsibility and control of department to right person. Call Program Director, WGBA, Columbus, Georgia 33603.

Situations Wanted

Attorney, congressional, radio and publicity experience desires connection with company or law firm preferably Washington, D. C. Box 86L, BROADCASTING.

Managerial

General manager available. 13 years experience, solid reliability. Finally sold family man. Top references. South only. Can invest. Box 25L, BROADCASTING.

"Top billing" salesman desires commercial management position radio or TV. Preferably California, will consider other markets. Five years background radio sales, net and indie. 3 years at present 50,000 watt major net station west coast. Married, family, college graduate, veteran, thorough knowledge of all radio operations. Available reasonable notice. Present employer. Box 42L, BROADCASTING.

For sale: 25 years experience in broadcast field. Engineering, sales, programming, management. Ready to start operation and how to build volume. Want general manager's position in market 25,000 or over. Presently employed. Send resume to address: Box 46L, BROADCASTING.

Six hundred and fifty dollars monthly brings you an experienced manager and chief engineer, who has handled three applications and granted construction permits for each. Personally constructed and managing station with 1000 watt pressurized air driven transmitter. Experience invaluable should you be planning TV. Available 30 days notice to present employer. Box 51L, BROADCASTING.

Man in industrial New England seek managerial opening in privately owned rather than absentee owned station. Over 6 years under 3 managers. Presently in 1000 watt married, 33 and believes radio is here to stay. Know selling, programming and P & L. Please request. Box 58L, BROADCASTING.

Capable of managing small operation. Announcer-engineer-salesman. Experienced. Family man, automobile. \$350.00. Box 63L, BROADCASTING.

Situations Wanted (Cont'd)

Business minded general manager of a midwest kilowatt operation which has taken out of the red and into solid black in less than two years. Wishes to step up to more responsibility, preferably in large city. Have been radio executive since 1946 in agency and station operations. 12 years in radio as manager, salesman, promotion and program man; strong on sales. Now earning \$10,000 yearly. Excellent references including present employer. Married, age 30, tetotaler. Box 691L, BROADCASTING.

Manager: With a record of achievement in highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a superior operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dollar conscious and strictly sales-minded. Now in newspaper field, but seek return to AM radio with established station having a man-sized job with no one else to pat on the back for accomplishment. Not interested in station skating on thin ice because I'm not a miserable man, or one-shot wonder. Will work. References from prominent past employer and industry leaders as well as present employer. Good anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

Salesmen

Salesman, excellent sales record; draft exempt; can announce and write copy; good narrator. Box 961K, BROADCASTING.

Salesman, presently promoting radio and TV service to ad agencies. Technical background, suitable for all-round station work. Any area. Box 992K, BROADCASTING.

Salesman with 11 years radio sales experience available at once, 8 years major market, good record, top references. Phone me at Evergreen 1-6776, Cleveland, Ohio.

Announcers

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 851K, BROADCASTING.

Announcer-engineer, 27. Radio school, private. First phone. 8 years Merchant Marine, Airlines. No broadcast experience. Disc. Box 955K, BROADCASTING.

Salesman-announcer-copywriter: radio school and college graduate. Excellent sales record and references. Box 962K, BROADCASTING.

Excellent staff man available news and DJ. Handle any board. Disc. Box 983K, BROADCASTING.

Announcer, experienced, ambitious, AM-TV, Strong commercials, MC, news, etc. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc. photo, particulars on request. Offer? Thanks for reading! Box 995K, BROADCASTING.

Staff announcer with good friendly selling voice and authoritative news delivery. Experienced, responsible, can write, creator of original disc shows. Audition disc available. Box 14L, BROADCASTING.

I'm your man: Announcer, strong on DJ and news. Also writing, production, organist. Eight years experience. Currently free lancing NYC radio-TV. Desire relocate in metropolitan or like area, prefer east. Permanent. Minimum \$75 plus talent. Top level background, credits, references offer proof of ability. Disc. pix. resume available. Box 39L, BROADCASTING.

Announcer: 5 years experience, smooth news now program director, want to graduate from 1000 watts. Like mid-west, family man, deep voice, college. Personal interview or disc available. Box 44L, BROADCASTING.

Topnotch staff announcer, 4 years experience. Draft exempt. Northeast stations only. Take on request. Box 45L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-operator, 1st phone, 3 years experience, handles console, all phases. University graduate, draft exempt veteran, married, car. Present salary \$65, 2 weeks notice. Box 50L, BROADCASTING.

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Announcer: Experience, go anywhere. Looking for immediate offer. Prefer night turn. Good voice and personality. Please don't reply unless interested immediately. Box 60L, BROADCASTING.

Announcer-PD: 32, married, mature voice, five years experience in every echelon of broadcasting. Would like permanent position offering real opportunities. Box 66L, BROADCASTING.

Presently employed 5 kw. Five years experience, two as "morning man." Desires advancement with something other than board work. \$70 minimum. Box 71L, BROADCASTING.

Announcer, four years experience morning man. Background B. U., sincerely trained. NBC class. Family dependable, desires permanency. Box 75L, BROADCASTING.

Recent graduate School of Radio Technology, desires general staff position, play-by-play, college, married veteran. Box 79L, BROADCASTING.

Announcer, all phases program copy, including news, sports, DJ, commercials, control board operation. B.A. Degree. English. Vet. draft exempt. Small community desired. Box 82L, BROADCASTING.

Sales minded young announcer trained all phases radio and TV. Radio: DJ work, control board, news, copywriting, sales. TV: Camera, film editing, direction, production. All board. Primary salary secondary. Will travel, disc, photo. Box 85L, BROADCASTING.

Announcer, experienced, 22, draft exempt, Radio City graduate, college, operations board, opportunity, primary salary secondary. Will travel, disc, photo. Box 85L, BROADCASTING.

We like hillbillies! Two hillbilly DJ's plenty of experience. Can do staff. Employed. Draft exempt. sober. Only good deals considered. Box 90L, BROADCASTING.

Baseball 1952-sports announcer. 3 years baseball, A & B, live broadcasted. 3 years Jr. college, high school, football basketball, boxing, 5 years radio. News, DJ, special events, board work. Married. 27. Draft exempt. Minimum \$400 monthly. Box 94L, BROADCASTING.

Announcer, staff and sports. 5 years radio. Vet. draft exempt, family. Go anywhere but not job. Very long range possibilities. Disc, photo, resume upon request. Box 95L, BROADCASTING.

3 way combination man. 10 years announcing experience. 1st phone license. Good salesman. Expect \$75.00 week for 40 hours and 15% straight commission. Southeast or southwest preferred. Box 99L, BROADCASTING.

Announcer-sportscaster. Married. 26. Veteran. Exempt. Strong on all sports. One year experience. Employed. Will travel immediately. Box 100L, BROADCASTING.

Sportscaster - announcer. Strong on news, commercials, sports, play-by-play and recreation. Thirteen years experience as football forecaster, five years newspaper feature writer and forecaster. Familiar with board. Desires midwest location. Box 102L, BROADCASTING.

Good announcing, newscasts. Capable, experienced, reliable. No draft. \$75. Midwest. 338 S. 21st, La Crosse, Wisconsin.

Announcer-Five years sports, news and disc show. Well preferred. Best references. Sports a must. "Gabby" Earns. Cody, Wyo.

All-round announcer wants a good job with a good station. 50 kw experience, draft exempt. World War II veteran, native of Atlanta, Ga. Love to wake 'em up and spin 'em to sleep! Semi-pro baseball experience. Available immediately. Bill Borom. 703 S. Vernon, Dallas 8, Texas.

College graduate, 27, desires position sportscaster and staff announcer, midwestern or eastern station carrying play-by-play sports, baseball specialty; some experience, graduate Pathfinder School of Radio; Edgar Clarke, 1222A Oak St., Kansas City, Mo.

Announcer, thoroughly trained. No experience. Contact through Dan Lesto, 1649 N. Sawyer, Chicago 47, Illinois.

Situations Wanted (Cont'd)

Staff announcer, married vet, draft exempt. Willing to travel. Permanency prime requisite. Proficient at news, DJ and commercial work and I know sports. College athletic background and high school coaching. Recent graduate SRT Chicago. Write Dan McHugh, 1028 S. Oakley Blvd., Chicago, Ill. or call collect Seelye 3-4685.

Technical

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

Wanted: Chief engineer's job, AM, FM, TV. Presently employed in radar. Have had experience in construction. Box 924K, BROADCASTING.

Engineer with first class ticket, car and home, available upon written notice. Box 40L, BROADCASTING.

1st phone engineer. Draft exempt. Reliable. 4 1/2 years experience. Single with car. Available now, make offer. Box 41L, BROADCASTING.

Engineer with degree and 15 years experience in radio, give all details in first letter. Box 43L, BROADCASTING.

Permanent position with larger station. 1st class license, 11 years radio, serving 1 1/2 years 250 watt experience, studying advanced engineering course. Sincere, congenial and dependable. Desires change to progressive, established one child. Box 49L, BROADCASTING.

Experienced combo man. Good voice. Especially interested in engineering. Single. Box 54L, BROADCASTING.

Chief, presently employed. Married, family. College grad. Exempt. 15 years broadcast experience. Ham. Desires change to progressive, established station and better salary. Prefer southeast, south. Box 59L, BROADCASTING.

Engineer, 1st class. Desires permanent position in north east section. Draft exempt. AM-FM experience. Union station preferred. Box 61L, BROADCASTING.

First phone operator, single. Will travel. Some experience in broadcasting. Desires work in the east. Box 71L, BROADCASTING.

First phone, inexperienced. Will try combination, draft exempt. State salary and hours. Box 78L, BROADCASTING.

Reliable, conscientious and practical engineer with fifteen years experience in construction, maintenance and operation of transmitters and associated broadcast equipment. Married with family. Desires chief position in small station or transmitter engineer in larger station. Presently employed as chief. I am not a drifter and will furnish references as well as excellent reasons for desiring to make a change. Box 89L, BROADCASTING.

California, 72 miles radio LA. Available immediately. Engineer, 20 months 1 kw and 5 kw transmitter experience. Seek transmitter or studio position radio. FM-TV. Graduate SRT-TV. c/o Clafione, 59-15 Lexington Avenue, Hollywood, California.

Situations Wanted (Cont'd)

Production-Programming, Others

Production minded announcer, 29, seeks permanent location near Boston. Four years experience. Program manager two summers. Specialize music, children's programs. Available for personal interview Mondays. Box 956K, BROADCASTING.

Yankee network producer, TV writer, also 7 years announcing plus traffic. ABC station, \$85 minimum. Prefer New England. Box 977K, BROADCASTING.

Continuity girl: Presently employed, desires change of climate. Also doing air work, traffic, general office. Manager knows of this ad. Box 988K, BROADCASTING.

Continuity writer-solid selling copy, experience radio and allied fields. Draft exempt male. No announcing. Box 12L, BROADCASTING.

Retired station manager open for program director position, 10 years experience, net and ins. Sober, reliable, family man. Handle sports play-by-play. MC work, announcing, news and farm programs. South only. Top references. No invest. Box 25L, BROADCASTING.

News director, specializing local news coverage; programming, farm experience. Box 52L, BROADCASTING.

Qualified young man (32) with first class ticket. Experienced (4 years) combination and production man, looking for program directors position. Veteran, married, one child. Excellent references. Presently employed as chief. Box 64L, BROADCASTING.

Continuity/news editor with unlimited productive capacity and rare news sales gathering ability wants berth at wide-awake station, preferably south or New England. Young, married, ex-service, draft exempt. Sold on security for family. Box 76L, BROADCASTING.

Writer eight years TV and radio station staff experience: Wants position in New York station or agency. Box 82L, BROADCASTING.

Want opportunity in production. Thorough knowledge records. Two years all-round experience in radio. Single. Draft exempt. Box 93L, BROADCASTING.

Television

Salesman

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

Creative sales genius, more bounce to ounce, desires position TV. Box 87L, BROADCASTING. • TELECASTING.

Announcers

1st phone, no experience. Desires telecast station. Married and willing to learn, also seeking permanent residence in New York. V. A. Ranieri, 1692 E. 4th Street, Brooklyn 34, New York.

(Continued on next page)

WANTED: RADIO STATIONS

Experienced and responsible operators will purchase 250 to 1000 watt radio stations. Prefer single station markets but will consider other properties. Price must be realistic and market must have potential. Give full particulars and price in first letter. Will deal with principals only. No brokers. All replies will be kept strictly confidential.

REPLY BOX 96L, BROADCASTING

Situation Wanted (Cont'd)

Announcer: Seeking television opportunity. Two years radio. Seven years show business and demonstrator background. Twenty seven, married, veteran. Eastern net affiliate. Box 37L, BROADCASTING • TELECASTING.

Production-Programming, Others

Desire position as director community TV station. 60-70 hours TV directing experience. Varied theatrical background; featured in 3 Broadway musicals. 1 drama; writer-producer-director 32 Army shows. Family man. Prefer New England, west coast. Box 62L, BROADCASTING • TELECASTING.

Experienced asst director-floor manager. Formerly headed own TV package firm, program-production manager at various radio-TV stations. Opportunity main interest. Presently employed. Box 80L, BROADCASTING • TELECASTING.

Television production team. Young couple. Girl women's program director, continuity chief, proven on the air personality. Man-asst director, floor manager 12 years combined experience all phases radio-TV. Opportunity considered above all. Presently employed. Box 81L, BROADCASTING • TELECASTING.

For Sale

Stations

Excellent 250 watt fulltime station in growing east coast city of 15,000. Good potential. Fine studio transmitter building with five acres of land right in city. Owners have other interests. \$49,500 with \$20-25,000 cash. Box 2L, BROADCASTING.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment, Etc.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 98K, BROADCASTING.

For sale. Antenna tuning unit, Andrew's 49. Good condition. Best offer. Box 38L, BROADCASTING.

For Sale (Cont'd)

RCA TMV-75-B field intensity meter in good mechanical condition. A bargain for someone who knows this reliable time-tested instrument. Make me an offer, or write for more information. Box 72L, BROADCASTING.

For sale: Western Electric 451-250 watt AM transmitter, one set tubes and crystals for 1450 kc. WBIB, New Haven, Conn.

Western Electric, 503B-2. 1 kw, FM transmitter. Western Electric 126C limiting amplifier, with rectifier and meter panel. Doolittle FM freq and mod monitor, model FD-11. Western Electric 54-A, 8-section cloverleaf antenna 500 ft. of 1½ inch, 51.5 ohm transmission line, Communications Productions auto-dryaire dehydrator, model 46. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

Limited quantity, London library service of 340-10 inch 78 RPM discs. All instrumental selections FRR quality. Price \$175. F. O. B. New York. Wire or write for immediate delivery, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Stations

Wanted to buy: A radio station in Florida. Prefer network operation. All replies held in strictest confidence. Box 36L, BROADCASTING.

Want to buy only AM radio station in a town of over 25,000, or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Pekin, Illinois.

Equipment, etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Box 92L, BROADCASTING.

Help Wanted

ATTENTION

D.J.'s

10,000 watt southwest-ern NBC affiliate needs A-1 morning man. Excellent working conditions. Genial companionship. Spend winter in sunny southwest. Send tape or disc.

•
**BOX 35L,
BROADCASTING**

Technical

WANTED operators & engineers

for affiliation with the National Association of Radio Engineers—a non-profit professional organization devoted entirely to the welfare and rights of the licensed operator and engineer.

Several state chairmen vacancies now open. Apply for information to

N.A.R.E.

P. O. Box 6704
Dallas, Texas

Situations Wanted

network PRODUCER-WRITER

with announcing-acting background seeks same position with agency or large station. Will pay own expenses for interview if right spot open.

BOX 53L, BROADCASTING

For Sale

Hewlett-Packard
Model 325-B

DISTORTION ANALYSER

New condition. Best offer.

WOAI, Post Office Box 2641,
San Antonio, Texas.

For Sale (Cont'd)

For Sale: Complete television micro-wave relay system, used by stations WLW-D and WLW-C for transmitting TV programs between Dayton and Columbus, Ohio. For details write J. M. McDonald, Asst. Dir. Engineering, Crosley Broadcasting Corp., Crosley Square, Cincinnati 2, Ohio.

Wanted to Buy

Equipment etc.

WANTED

One kilowatt transmitter and any or all equipment for new AM station, for cash. Box 97L, BROADCASTING.

Employment Services

EXECUTIVE PLACEMENT SERVICE

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

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

Schools

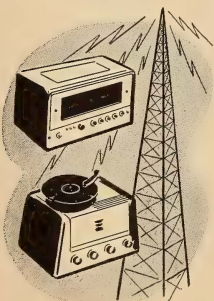
**ONE OF THE NATIONS
OUTSTANDING
RADIO SCHOOLS!**

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

**NORTHWEST
BROADCASTING
SCHOOL**

331 S. W. 12th • PORTLAND, OREGON

EQUIPMENT FOR SALE?



- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • Telecasting . . . where all the men who make the decisions meet every Monday morning.

Situations wanted, 10¢ per word (\$1.00 minimum)

Help wanted, 20¢ per word (\$2.00 minimum)

All other classifications 25¢ per word (\$4.00 minimum)

Display ads, \$12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Old Established Fulltime Midwest Station \$125,000.00

The only radio facility in a city of more than 40,000 with retail sales in excess of \$60,000,000. This well established property has always been profitable and is one of the very substantial midwest independents. Valuable real estate included. 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 E. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

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

Aug. Network Gross

(Continued from page 26)

networks, according to current rate cards.

"On ABC and Mutual there has been no change in the gross time rates, but a discount of approximately 15% is to be credited to each advertiser on his net billings. For the reasons already stated, it is not possible for PIB to apply these ABC and Mutual discounts to any programs appearing on these two networks."

Accordingly, gross time sales of ABC and MBS will make better relative showings in comparison with the grosses of CBS and NBC as reported by PIB from now on than they have in the past.

Decrease in advertisers' network time purchases from June to July is also reflected in Table III, which lists the expenditures of the top ten network clients. Number one time buyer, Procter & Gamble Co., for instance, spent \$1,852,777 for network time in June, but only \$962,088 in July (at gross rates). Of the July toppers, seven also were included in the June list, with three newcomers—Philip Morris Co., William Wrigley Jr. Co. and Schenley Industries—replacing General Foods Corp., Colgate-Palmolive Peet Co. and Campbell Soup Co., which ranked second, sixth and ninth among network time buyers in June. Leading advertiser in each product group is reported in Table IV.

Combined time purchases of advertisers in all product groups for July and for the first seven months of the year, with 1951 compared with 1950, are shown in Table V. When the product class grosses for July of this year are compared with the June grosses, 15 classes have lower grosses and only seven show increases—beer, building materials, confectionery and soft drinks, publishing and media, retail stores, transportation and resorts, miscellaneous.

Somewhat surprisingly, the confectionery and soft drink increased use of network time in July was due not to expanded soft drink advertising but to extensive summer campaigns launched by two gum companies, American Chicle, using three programs on ABC, and William Wrigley Jr. Co., adding three



EXECUTIVES of Free & Peters and representatives of WTCN-AM-FM-TV Minneapolis-St. Paul met in Minneapolis Sept. 22 for a sales conference. Taking part are (front row, l to r) Dick Jensen, WTCN national sales coordinator; Bob Ekstrum, WTCN sales manager; F. Van Konyneburg, WTCN vice president and general manager; Charles Miller, director of WTCN radio operations, and H. P. Peters, Free & Peters, New York; (rear, l to r) Bill Bryan, Free & Peters, Detroit; Art Bagge, John Erickson, Dean Milburn and Ray Neihengam, all Free & Peters, Chicago.

CBS shows to its usual schedule. Similarly, the new transportation advertiser was not trying to attract summer vacationers but is a freight handler, North American Van Lines, which has a new program on ABC.

BAB POSTS

Two Still Unnamed

SUCCESSORS to BAB staff executives Hugh M. P. Higgins and William Dignam, who have resigned Oct. 15 [BROADCASTING • TELECASTING, Sept. 24], still had not been designated late last week. Mr. Higgins resigned as BAB director and Mr. Dignam as director of information and assistant to President William B. Ryan.

Mr. Dignam announced meanwhile that upon President Ryan's return this week from the recent rounds of NARTB district meetings, he would seek to arrange his release in advance of the Oct. 15 date in order to undertake a special assignment in the radio field for which he has been retained "on an independent basis." He said that during the next two weeks he plans to complete a series of three articles on radio and some of its competitive and promotional problems.

ELECT WILLEM

Top Post in AAAA

JOHN M. WILLEM, Leo Burnett Co., Chicago, has been elected chairman of Board of Governors, Central Council, American Assn. of Advertising Agencies, will represent the Central Council on AAAA's Board of Directors.

Former secretary-treasurer of Central Council, Mr. Willem replaces Rolland Taylor in both offices due to Mr. Taylor's transfer from Chicago to the N. Y. office of Foote, Cone & Belding. George Reeves, J. Walter Thompson, Chicago, elected to fill Mr. Willem's unexpired term as secretary-treasurer.

COAST OFFICE

CBS Station Relations

CBS Radio station relations office will be re-established on the West Coast effective today (Monday) with Ole G. Morby, assistant sales manager of the Columbia Pacific Network and KNX, CBS-owned Los Angeles stations, heading operations.

As western division manager, station relations, CBS Radio Division, Mr. Morby will be responsible for field work in Oregon, Idaho, Montana, California, Nevada, Utah, Arizona, New Mexico, Colorado, and the western part of Texas. Prior to joining the San Francisco office of CBS Radio Sales in 1942, Mr. Morby was associated with McCann-Erickson in the same city for 8 years.

Mrs. Lloyd Yoder

MRS. LLOYD YODER, wife of Lloyd Yoder, manager of KNBC San Francisco, died Wednesday. She had been hospitalized frequently with a heart ailment. Private funeral services were held in San Francisco.

FCC Actions

(Continued from page 107)

Applications Cont.:

Cleveland, Ohio; WKRC-FM Cincinnati, Ohio.

APPLICATIONS DISMISSED

KTKT Tucson, Ariz.—DISMISSED application for assignment of CP to KTKT Inc.

KSIU Gladewater, Tex.—DISMISSED application for CP to change from 1430 kc to 1320 kc etc.

September 27 Decisions . . .

BY THE COMMISSION EN BANC

James Cozby Byrd Jr. and Southernair Bestg. Co., Spartanburg, S. C.—Designated for consolidated hearing in Washington on Nov. 13, applications of Byrd and Southernair for new stations, requesting co-channel operation on 1400 kc 500 w and.

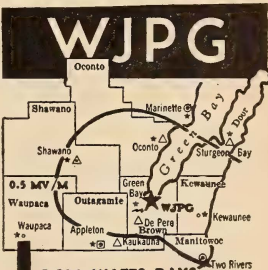
WVHG and WLEA Hornell, N. Y.—Designated for hearing in consolidated proceeding in Washington on Nov. 14, application of WVHG to change from 1320 kc 1 kw D to 1400 kc 500 w-N 1 kw-LS DA-N, and application of WLEA to change from 1480 kc 1 kw D to 1420 kc 500 w-N, 1 kw-LS DA-N.

George Basil Anderson, Rockford, Ill., and North Shore Bestg. Co. Inc., Evanston, Ill.—Designated for hearing in consolidated proceeding in Washington on Nov. 15, application of Mr. Anderson and that of North Shore for new stations on 1330 kc 500 w D DA; made WKAN Kankakee, Ill. and WJOL Joliet, Ill. parties to proceeding with respect to North Shore only; and KROS Clinton, Iowa, and WIBA Madison, Wis. parties with respect to Anderson.

Armando E. Santos, San Diego, Calif.—Granted mod. CP which authorized applicant to furnish sustaining and commercial programs to XEC Tijuana, Mexico, so as to substitute in lieu thereof XEAX Tijuana, Mexico.

Mutual Bestg. System, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW

(Continued on page 112)



**1,000 WATTS DAYS
500 WATTS NIGHTS**

In Green Bay, Radio Is More Than "Just Entertainment"

SINCE WJPG

gave this concentrated well-to-do market 95 million retail sales—39 million farm income—35 million industrial income

"More Reason to Listen Often"

We Emphasize the Exclusive and the Local.

We have the mass audience in this favorite test market. It's "PG" for news—the first and the most.

It's "PG" for sports—in one of America's most sports minded areas.

It's "PG" for listenable music THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

ASK MCGILLVRA

WJPG-GREEN BAY, WIS.—(1440 K)

KGW carries the weight in the Oregon Market DAY or NIGHT



TOTAL BMB FAMILIES	
From 1949 BMB Survey	
DAYTIME	
KGW	359,036
Station B	317,130
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	347,370
Station B	350,520
Station C	307,990
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Docket Actions . . .

FINAL DECISIONS

Columbus, Ohio—Sky Way Bestg. Corp. FCC issued final decision granting application for new AM station on 1580 kc, 1 kw, daytime; conditions. Decision Sept. 27.

Wellston, Ohio—Decision granting application for new AM station on 1570 kc, 250 w, daytime; conditions. Decision Sept. 27.

INITIAL DECISIONS

WQAN Scranton, Pa.—Hearing Examiner Hugh E. Hutchison issued initial decision favoring denial of request for switch from 630 kc, 500 w, daytime, to 1450 kc, 250 w, nighttime. Decision Sept. 24.

WKKW Albany, N. Y.—Hearing Examiner Fanney N. Litvin issued initial decision favoring denial of petition to change directional antenna pattern; also, in view of demonstrated interference with WIDR, petition for increase in nighttime power from 10 kw to 1 kw. Decision Sept. 26.

KSOK Ark. City, Kan.—Hearing Examiner J. D. Bond issued initial decision favoring denial of application for

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score SUMMARY THROUGH SEPTEMBER 27

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l	Appls.	In Hearing
AM Stations	2,297	2,279	123		278	114
FM Stations	651	561	101	*1	9	2
TV Stations	108	87	21		516	171

* On the air.

* * *

change from daytime only to fulltime with 100 w night on its present frequency of 1280 kc and daytime power of 1 kw etc. Decision Sept. 27.

MEMORANDUM OPINION AND ORDER

Fort Stockton, Tex.—By memorandum opinion and order, FCC denied request of Trans-Pecos Bestg. Co. for oral argument on its petition for reconsideration of order released Aug. 23 which denied Trans-Pecos petition for leave to intervene and enlarge issues in matter of revocation of construction permit for KFST Ft. Stockton. Order Sept. 26.

Non-Docket Actions . . .

AM GRANTS

Norfolk, Va.—Rollins Bestg. Inc. Granted 1050 kc, 500 w, daytime. Esti-

tion for reconsideration of Commission's action of March 14, designating for hearing application for renewal of license of KTXC, and for grant of same. Further ordered that hearing in this proceeding be held in Big Spring commencing Oct. 30.

September 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WFNC Fayetteville, N. C.—Mod. CP to change frequency, power etc. for extension of completion date.

KENT-FM Des Moines, Iowa—Mod. CP new FM station for extension of completion date.

License for CP

KPAM Portland, Ore.—License for CP new AM station.

WDOR Sturgeon Bay, Wis.—License for CP new AM station.

WHOS-FM Decatur, Ala.—License for CP new FM station.

WCOS-FM Columbia, S. C.—License for CP new FM station.

KWAR Waverly, Iowa—License for CP new non-commercial educational FM station.

TV—Ch. 5

KSD-TV St. Louis, Mo.—CP to increase ERP from 16 kw vis. 8 kw aur. to 100 kw vis. 50 kw aur. etc.

APPLICATION RETURNED

KBKD Clinton, Mo.—RETURNED application for license renewal.

mated construction cost \$19,900. Rollins is also licensee of WRAD Radford, Va. Granted Sept. 26.

WOOK Silver Spring, Md.—Granted switch from 1580 kc to 1600 kc, 1 kw, daytime only and change in transmitter site from Silver Spring to Rockville.

KEPO El Paso, Tex.—Granted increase to nighttime power from 5 kw to 10 kw with 10 kw daytime on 690 kc and make changes in nighttime DA; engineering conditions.

TRANSFER GRANTS

KOLT Scottsblf, Neb.—Granted assignment of license to new partnership of L. L. Hilliard and Ruth K. Hilliard d/b as Hilliard Co. Former partner, Russell A. Harlan, sold his 1% interest to L. L. Hilliard for \$1,000. Granted Sept. 21.

KGFH Flagstaff, Ariz.—Granted assignment of license from Flagstaff Bestg. Co. to Frontier Bestg. Co. to effect change from partnership to corporation. Granted Sept. 21.

Sweetwater, Tex.—Granted assignment of license from Sweetwater Radio Inc. to Radio & News Inc., parent company. Granted Sept. 18.

WKYB-KYKY-FM, Ky.—Granted assignment of license from Paducah Newspapers Inc. to WKYB Inc. for \$17,400.19 cash and \$14,460.15 in bonds to be adjusted. News corporation is controlled by the Paxton family, who also control Paducah Newspapers. Granted Sept. 25.

WREV-AM-FM Reidsville, N. C.—Granted acquisition of control Reidsville Bestg. Co. Inc., licensee, by William M. Oliver Sr., present 50% owner, through purchase of other 50% for \$3,500 plus certain obligations from C. R. Oliver Sr. Granted Sept. 26.

WHLN Harlan, Ky. and WVA Norton, Va.—Granted acquisition of negative control Blanford Radio Co., licensee of both stations, by R. E. Helms and Jack T. Helms who increase their stock interest to 50% through issuance of four shares (6.25% interest) to J. T. Helms. Payments \$2,001.90 obligation. Granted Sept. 26.

KBUC Corona, Calif.—Granted assignment of license from Elmer J. Bucknum and 15 limited partners to Mr. Bucknum and 12 limited partners for \$5,885.02. Granted Sept. 26.

WOW-AM-TV Omaha, Neb.—Granted transfer of control Radio Station WOW Inc., licensee, from Francis P. Matthews and six other stockholders to Meredith Engineering Co. for \$2,500. Meredith Engineering is subsidiary of Meredith Pub. Co. and owns WHEN Syracuse, N. Y., and has TV applications pending. Granted Sept. 26.

N. Y. [BROADCASTING] • TELECASTING, Aug. 13]. Granted Sept. 26.

New Applications . . .

AM APPLICATIONS

Montrose, Pa.—Montrose Bestg. Corp., 960 kc, 1 kw, day; estimated construction cost \$17,506.95; first year operating cost \$16,500; revenue, \$16,500. Montrose Bestg. is organized as a non-profit, non-stock corporation. Principals are President W. Douglas Rose, executive secretary Montrose Bible Conference, Secretary Arthur W. Kuschke, vice president F. E. Parkhurst Insurance Inc., Wilkes-Barre; Treasurer Lynn L. Rider, retired accountant, and four others. Filed Sept. 26.

Lamesa, Tex.—Citizens Bestg. Co., 1360 kc, 1 kw, day; estimated cost \$19,250; operating cost \$30,000; revenue \$40,000. One-fifth partners are E. J. Watkins, owner real estate firm; David R. Worley, general manager KTFV Brownfield, Tex., and 1/4, and 1/4, Frontier Bestg. Co. (applicant for new AM station in Seminole, Tex.); Bruce C. Zorns, vice president Brownfield State Bank & Trust Co. and Youkum

County State Bank; John A. Flache, farmer and theatre manager; Hubert F. Nelson, radio sales and service business. Filed Sept. 26.

Derry, Cal.—New York Technical Institute of Cincinnati, Ohio, 1380 kc, 5 kw, day; estimated cost \$33,615; operating cost \$75,000; revenue \$85,000. MR. Lee is president of a new AM station in Cincinnati. Filed Sept. 25.

TRANSFER REQUESTS

WLAD Danbury, Conn.—Transfer of control Berkshire Bestg. Corp., licensee, from Robert J. Doran, John C. Doran and John P. Previti to James B. Lee through sale of 75% interest for \$30,000. Mr. Lee is president of Lee & Co., hat manufacturers, and part-owner Nutmeg State Bestg. Co. which has applied for TV station in Waterbury, Conn. Filed Sept. 24.

KHAS Hastings, Neb.—Transfer of control Nebraska Bestg. Co., licensee, from Fred A. Seaton to Fred A. Seaton and two members of his family, Ray N. and Richard M. Seaton, through sale of 46% interest for approximately \$15,100. Whereas Fred Seaton now owns 69%, his wife and one brother will each own 23% after transfer. Filed Sept. 24.

WLOP Opelika, Ala.—Assignment of license from old partnership to new one including Miles H. Ferguson d/b as Opelika-Auburn Bestg. Co. Mr. Ferguson is president of the new company plus for his 1/4 interest. Filed Sept. 24.

KMCO Conroe, Tex.—Assignment of license from partnership d/b as Montgomery County Bestg. Co. to Montgomery County Bestg. Co. Inc., a new corporation owned by same partners. Filed Sept. 24.

KWBN Reno, Nev.—Acquisition of negative control Nevada Radio-Television Inc., licensee, by Donald W. Reynolds through purchase of 50% interest from 100% owner Kenyon Brown for \$1250. Mr. Reynolds is majority owner of Southwestern Pub. Co. which owns KLAS-TV-FM Las Vegas. Filed Sept. 24. Springdale, Ark., and has applied for TV stations in Tulsa, Oklahoma City, Las Vegas and Little Rock; he owns part of KLAS-TV-FM Las Vegas. Filed Sept. 24. Wichita, Kan., and WIKK Erie, Pa.; he is also part-owner of Erie Television Corp., applicant for a TV station there. Filed Sept. 25.

WGAD Gadsden, Ala.—Assignment of license from General Newspapers Inc. to Coosa Bestg. Co. Inc. for \$46,000 plus. Principals are President W. Curtis DeLamar (60%), publisher The Gadsden Times; Secretary-Treasurer Sara DeLamar (30%), housewife; Vice President Mary Jean DeLamar (10%), student. Filed Sept. 26.

WSBB New Smyrna Beach, Fla.—Assignment of license from Beach Broadcasting Co. to new partnership d/b as Beach Bestg. Co. James D. King Jr. and Walter T. Slatery retain their 1/4 interest. Rolden & Cobbles' S. Cobbles' 1/4 for \$5,000. Filed Sept. 26.

WCZA Carthage, Ill.—Transfer of control Superior Bestg. Service Inc. to Zola Bestg. Co. through purchase of 100% interest from Chicago Title & Trust Co., executor and trustee of estate of the deceased husband, Robert E. Compton, for \$25,450. Filed Sept. 26.

WMUS Muskegon, Mich.—Assignment of license from George H. Cross, receiver to Greater Muskegon Bestg. Inc. No consideration. Assignment is by operation of law pursuant to discharge of receiver in bankruptcy. Filed Sept. 26.

KCRV Caruthersville, Mo.—Assignment of license from Pemiscot Bestg. Co. to partnership owned by same stockholders. Filed Sept. 26.

KRON-FM-TV San Francisco, Calif.—Transfer of negative control Chronicle Pub. Co., licensee, from Kathleen E. Thieriot and Phyllis M. Tucker to Charles Thieriot and Phyllis M. Tucker through appointment of latter as new trustees of 25% each. No monetary consideration. Filed Sept. 26.

WPMP Pascagoula, Miss.—Acquisition of control Crest Bestg. Co., licensee, by Hugh O. Jones, present stockholder, through purchase of 568 shares for \$568. Filed Sept. 27.



RCA INSTITUTES, INC.

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

Address inquiries to Placement Director RCA INSTITUTES, INC. A Service of Radio Corporation of America

850 W. 4th St., New York 14, N. Y.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ANA Spotlight

(Continued from page 24)

vision and validation of media studies, and (5) to foster whatever other research as may further the science of advertising and marketing. Media studies supervised under the new plan may include broadcast media as well as the printed media which formerly were the exclusive area of the foundation's attention.

ARF membership fees will range from \$150 to \$2,000, based on advertising expenditures, agency billings or income from sales of advertising space or time. The expanded foundation will not provide research services, it was emphasized, but will help only in the direction, planning or examination or research done by the usual professional research organizations.

Marion Harper Jr., president of McCann-Erickson, answered "Is Advertising Suffering From Over-Production?" by saying the question is comparable to asking if too many ideas are being produced. The function of advertising, he said, is to produce new ideas and to effect action on them in competition with other ideas; that advertising is not capable of over or under supply.

Increase in radio advertising has been the greatest, he pointed out, having gone up 184% in dollars and 75% in hours since 1940.

"A 12-Year Cycle of Advertising Expenditures" presented by M. L. McElroy, vice president of ANA, indicated that advertising expenditures for member companies have risen 2% times, while sales have increased 3% times. He also found that a greater part of selling expenses is now given to advertising, indicating greater dependence on advertising in the total marketing job.

Members reported that, whereas production by government contract has increased, product shortages have risen only slightly. The defense program has affected relatively few budgets, but more than half the organizations have altered budgets as a result of rising advertising costs, Mr. McElroy said.

About 70% of the companies expect a rise in sales during 1952 and 20% expect to equal their present volume, while 50% expect to

increase their budgets. Advertising budgets will remain, he reported, at essentially the 1951 level.

The final program feature, sponsored by the Advertising Council under the chairmanship of Fairfax M. Cone, board chairman for Foote, Cone & Belding, was "America Is at War Today." William R. Baker Jr., president of Benton & Bowles; Henry G. Little, vice president of Campbell-Ewald Co., and Robert R. Mathews, General Foods Corp. advertising director, presented ways advertisers could participate in the battle of ideologies.

CBS correspondent Hottel, who flew back from Germany to address the advertisers, received prolonged applause for his description of communist propaganda methods.

Describing youth rallies held in Berlin, he explained the techniques used there as "a staple diet of daily propaganda."

The Kremlin now uses U. S. advertising methods, he said, for propaganda—backed by police.

Power of Persuasion

"The power of persuasion, the knack of simple appeal, repetition and the all-out campaign are employed on a scale which even America has never known," he said. "Propaganda and hate have been raised to the pitch where open war seems the logical and inevitable next step in history."

Formal dinner for ANA delegates Tuesday evening had show entertainment planned and produced by ABC.

Sessions closed with a luncheon Wednesday at which C. D. Jackson, president of the National Committee for Free Europe, on leave from *Fortune* magazine, described the work of Radio Free Europe.

RFE, he said, has adopted American advertising and sales techniques—including singing commercials—for the business of selling America. That technique, he added, is one of the real reasons for the impact of RFE and is building hope against the psychosis of despair.

"We are reaching our audience," he assured ANA, and the U. S., once very close to becoming a nation of "so-whatters," is realizing, he feels, a new surge that will counteract the fanaticism of communism in Europe.

West Answers

(Continued from page 24)

based on the most commonly accepted, objective, and independent data available, he said. Time span of the report was based upon members' needs and pertained to radio only since the advent of television, in order to avoid the complexities of wartime and postwar growth of radio.

Comparisons between the value of radio and other media were not made, it was explained, because evaluations would have been too subjective to be of worth.

The studies also did not purport to furnish specific information on differences of television's effect on different programs and stations, the president remarked. "The impact of television undoubtedly has not been uniform for all radio programs at a given hour, for all radio stations in a given city, or for all radio networks," he said, adding that members' own research sources could be used to gauge the extent of those differences.

"It should hardly be necessary to reaffirm the interest of the ANA in the sound progress of all advertising media," Mr. West emphasized. Proclaiming the mutual interest of advertisers and media to have effective communication channels available under the free enterprise system, he concluded, "for this reason particularly, the ANA regrets that its following of a traditional practice in issuing the series of radio studies has been the cause of misgivings in radio circles, and hopes that this statement may contribute toward a realization of the true and proper purpose of these reports."

Telestatus

(Continued from page 92)

focused, with not too much contrast," Dr. Foote advised. He favors light in the viewing room, but not placed so it reflects on the tube.

* * *

Rate Card No. 8 Issued By WPTZ Philadelphia

WPTZ Philadelphia last week issued a new rate card, this one No. 8, effective, today.

New WPTZ rate structure calls for a one-time rate of \$1,500 per Class A hour of program time; \$1,125 per Class B hour and \$750 for Class C.

Announcements are set at \$300 each in Class A time, \$225 in Class B, and \$135 for Class C.

H. Reid Smith

FUNERAL services for Henry Reid Smith, 29, who died Sept. 15 following a heart attack, were held Sept. 17 in his home city, Bloomington, Ind. Mr. Smith was program director for WJBF Augusta, Ga.

JONES AGENCY

To Carry On, Ad Says

DUANE JONES, president of Duane Jones Co., ran full-page newspaper advertisements in the *New York Times* and *Herald-Tribune* last Thursday, assuring his friends that he is remaining in the advertising agency business, despite the recent changes in his company.

Preceding the announcement of the ad on Thursday, Mr. Jones appeared Tuesday as principal speaker at a meeting of the Assn. of advertising Men in New York.

He told the group that he was still planning to sue his ex-employees, but on attorney's advice was not revealing the grounds.

He did say that he was going to continue his agency and that he had two clients which had refused to leave him and upheld their faith in him. He expected to go on a European trip around Oct. 12 for two months and then return to work at the agency, to rebuild it.

New WBAL Aide

APPOINTMENT of Thomas J. White Jr. as manager of news and publicity for WBAL-AM-TV Baltimore was announced last week. He has been a newspaperman since 1939. For the past year, he worked for the *Baltimore News-Post* as picture editor. The paper and the station are Hearst-owned properties.

TRIED and PROVED for 5 YEARS

A Dramatized Industrial Educational Program for Employees

On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 minutes. Can be adapted to special local situations.

FOR AUDITION RECORDS
AND INFORMATION
WRITE

WBRY

5,000 WATTS

CBS in Waterbury, Conn.

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

Another BMI "Pin Up" Hit—Published by Algonquin

(It's No) **SIN**

On Records: Four Aces—Victoria 101; Eddy Howard—Mer. 5311; Arthur Prysock—Dec. 27769; The Four Buddies—Savoy 817; Billy Williams Quartet—MGM 11066; Sammy Kaye—Col. 39567; Four Knights—Cap. 1806; Savannah Churchill—Vic. 20-4280; Al Morgan—Dec. 27794.

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





...at deadline

TRUMAN SECURITY ORDER DRAWS DISTRICT 12 FIRE

STRONG resolution condemning President Truman's security order (see story page 29) unanimously adopted Friday at closing session of NARTB District 12 in Wichita (early story on meeting page 32).

New order gives government agency heads "unassailable right to classify their own information as to its releasability," resolution said, creating "obvious danger" power may be exercised to prevent free dissemination of news. District opposed order as "violation of the public interest." District Director Jack Todd, KAKE Wichita, directed to notify President Truman of action.

Other resolutions followed pattern of previous meetings, opposing Benton Bill and endorsing BMI, BAB, Director Todd, Dr. Forrest L. Whan's speech and Wichita Kiwanis Glee Club. NARTB officials and Station Relations Dept. commended. Efforts to depreciate value of radio medium condemned.

Sales clinic conducted Friday afternoon by BAB President William B. Ryan and Lee Hart, of BAB Chicago office. Taking part were George Collison, KOCY Oklahoma City; Budd Blust, KTUL Tulsa; Dale McCoy, KFBI Wichita; Gerald Barker, WREN Topeka; Allen Page, KSWO Lawton, Okla.; Ray Jensen, KSLA Salina, and George Higgins, KMBC Kansas City.

BASEBALL PROBE PLANS

FURTHER CONFERENCES scheduled between organized baseball executives and Justice Dept., following meeting last week between Ben Fiery, Cleveland attorney for American League, and Louis F. Carroll, New York attorney for National League, with H. Graham Morison, Assistant Attorney General in charge of Anti-Trust Division. Meetings part of four-month investigation by Justice Dept. into monopoly aspects of organized sports, with particular emphasis on exclusive radio and TV broadcasts.

ABC CANADIAN SERIES

RADIO drama series, *Stage 52*, heard for eight years over Canadian Broadcasting Co., will be heard over ABC-Radio starting Sunday, Oct. 14, 6:30-7:30 p.m. (EST). Weekly series, described by one critic as having "best repertory group on the North American Continent" will offer Strindberg's "The Father" for its American premiere, to be followed by plays ranging from Shakespeare to original Canadian works.

CBS-TV LEASES THEATRE

CBS Television Division leasing Monroe Theatre, former motion picture theatre at 76th and First Ave., New York, under five-year contract. Upon conversion it will be CBS-TV's 14th (and largest) studio in New York. It's to be designated "Studio 61," is slated to be ready for use by *Fred Waring Show* and two, perhaps three, five-a-week daytime programs about mid-December.

ROGERS, DILLARD FORM GOOD MUSIC HOOKUP

NEW "good music network" between Washington and Boston to open Oct. 7 under cooperative venture started by M. Robert Rogers, vice president and general manager of WGMS-AM-FM Washington, and Everett L. Dillard, president of WASH (FM) Washington and Continental FM Network.

Five programs by Budapest Quartet from Library of Congress will be fed in October over Continental high-fidelity facilities. Carrying programs will be WWIN-AM-FM Baltimore; WFLN (FM) Philadelphia; WNYC-AM-FM New York and KE2XCC Alpine, N. J.; WGBH (FM) Boston and Yale U. campus station at New Haven. First program to be heard 3-5 p.m. Oct. 7. Backers of new hookup contend strong program distribution over networks should provide basis for FM development. Both AT&T and off-the-air pickups involved.

PRO FOOTBALL TELECASTS STARTED BY DU MONT

DuMONT will telecast from one to three pro football games—utilizing 26 of 60 National Football League contests it has contracted for—every Sunday through Dec. 23. Network will be split on regional basis with 27 stations participating in coverage that will bring every National League team before cameras at least once. League championship game Dec. 23 will cap series.

First game was scheduled yesterday (Sunday) between Philadelphia Eagles and Chicago Cardinals in Chicago. Game was to be beamed to 14 cities, primarily in midwest, but like all games scheduled, was not to be shown in New York because league ruling forbids television when local team is playing.

Atlantic Refining Co. through N. W. Ayer and Brewing Corp. of America (Carling's Red Cap Ale, Black Label Beer), through Benton & Bowles and Lang, Fisher, & Stashower, Cleveland, for their respective products, will share sponsorship of all Cleveland Browns games. Atlantic and Pittsburgh local Chevrolet dealers, through Ketchum, MacLeod & Grove, Pittsburgh, sponsor all Pittsburgh Steelers games, and Atlantic alone will sponsor Philadelphia Eagles.

DUANE JONES PLANS SUIT

DUANE JONES, president of Duane Jones Co., said Friday former advertising client would be named as defendant with nine former employees in million-dollar suit to be filed in New York next week. He affirmed his decision to remain in advertising business. He will retain part of present quarters, cutting space from 17,000 feet to 2,000. He also predicted he would start with about \$1.5 million billing for coming year as compared with the \$15 million he had. Although Mr. Jones did not reveal accounts he is retaining it was understood that Bonomo candy would be one of them.

Closed Circuit

(Continued from page 4)

50 kw Los Angeles radio key.

WORLD SERIES will be seen in several non-TV cities. AT&T approached by number of broadcasters and theatre owners along microwave-coaxial routes for permission to pickup and close-circuit telecasts of baseball classic which begins Oct. 3. It will not identify its "customers," but one is KFEL Denver, which has equipment and number of sets ready for use. Another in same city is Wolfberg theatre chain [BROADCASTING • TELECASTING, Aug. 20].

WAS FCC CHAIRMAN Wayne Coy offered executive post with Ford Foundation? Story is that just before his reappointment last June offer was made by James Webb Young, consultant to foundation, but FCC chairman on very next day declined, having informed President Truman he would accept reappointment. Understood offer was for \$35,000 per year, with headquarters at Pasadena, Calif.

WRITERS of first drafts of NARTB television code, with one eye on legislators and other on listener reaction, proposing seal of approval for code subscribers and stiff penalties for violators.

SUCCESSOR to Leslie Harris, program manager of NBC radio, who becomes director of television and radio for Colgate-Palmolive-Peet Co. (see story page 54), expected to be executive within production department.

UNDERSTOOD number of broadcasters are interested in attending Oct. 2 meeting of LeBlanc Corp. (Hadacon) creditors, to be held in New York. Tonic firm has spent millions annually on radio.

FCC SEES NEW COLOR TUBE

FCC'S COLOR TV engineering quadrumvirate—Broadcast Bureau Chief Curtis B. Plummer, Chief Engineer Edward W. Allen Jr., Technical Research Division Chief William Boese, Laboratory Division Chief Edward W. Chapin—saw Paramount-Chromatic tri-color tube in action Friday in New York. Earlier in week they toured RCA Victor's Lancaster, Pa., tube plant, saw also the RCA-developed tri-color tube.

TELFORD TAYLOR NAMED

TELFORD TAYLOR, 43-year-old counsel of Joint Committee on Educational Television, nominated Friday by President Truman to be administrator of Small Defense Plants Administration. He represented U. S. in prosecution of Nazi war criminals and was former FCC general counsel.

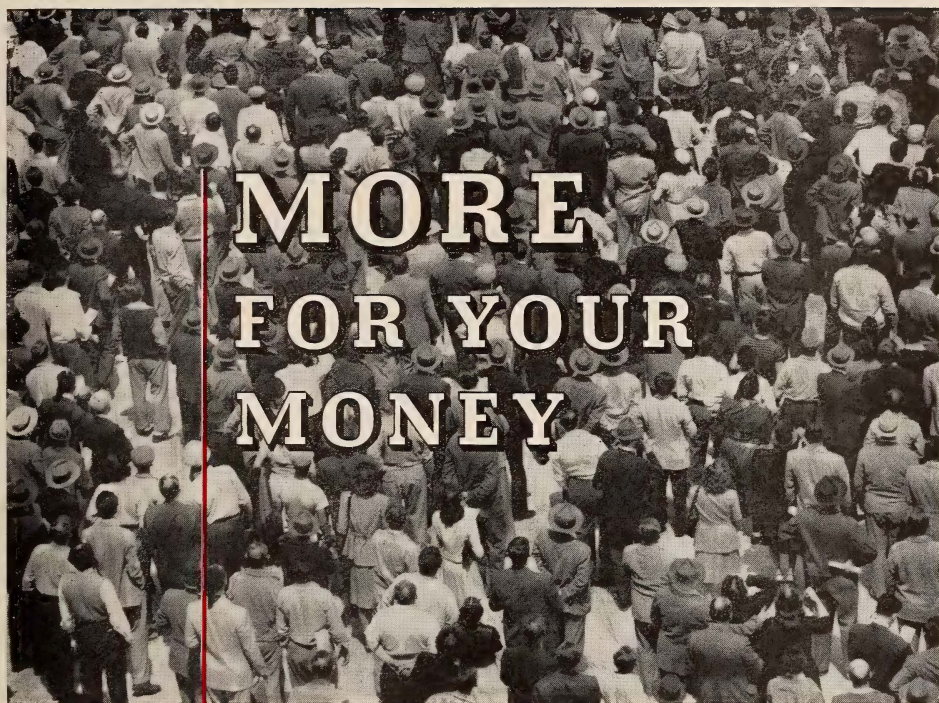
CBS RENAMES SPOT DIVISION

RADIO SALES, CBS Radio Division's station representation unit, renamed CBS Radio Spot Sales effective today (Monday). Ralph W. Goshen, of CBS-owned WBBM Chicago sales staff, appointed account executive of CBS Radio Spot Sales.

BRICKER SECURITY BILL

A BILL calling for repeal of President Truman's security order covering release of information by federal agencies introduced in Senate late Friday by Sen. John W. Bricker (R-Ohio) (see story, page 29).

BROADCASTING • Telecasting



That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW— reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



Electron tubes are the nerve ends of military intelligence—in systems set up and maintained by RCA Service Company field engineers.

Electron Tube with a military mind

With the rapid advance of airplanes, tanks, fast ships, and mechanized weapons, a swift, sure means of *communication* and *detection* is as important as the weapons themselves. It is provided—by electron tubes and electronics.

So important is this area of military intelligence that RCA Service field engineers—here and abroad—have lifted their efforts to new peaks. Working with our Armed Forces, they install and maintain such *communications systems* as short-wave radio and portable radiotelephones. They work with systems of

detection, such as radar. They help ships and planes *navigate* with loran and shoran. These engineers are the link between research developments made at RCA Laboratories—and America's military strength.

The number of RCA field engineers has *tripled* since World War II. And they serve where needed, wherever an electron tube's "military mind" can be of military use.

* * *

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



Practical training of military personnel—in classes, factory, and the field—is a basic part of RCA Service Company's work with our Armed Forces.



RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television