

# TELECASTING

## THE CURTAIN'S UP...

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on a great new  
hour and a half  
of top-flight  
television  
entertainment...

two wonderful

### **TUESDAY**

night programs  
(designed for literate  
audiences) that will build  
and build and build:

### **KEEP POSTED — 8:30 P.M. (EST.)**

A provocative thirty  
minutes spotlighting  
the "big issue" in  
the week's headlines

Presented each week by  
Curtis Publishing Company

### **COSMOPOLITAN THEATRE — 9-10 P.M. (EST.)**

A full-hour dramatic  
presentation of  
outstanding stories by the  
foremost writers of the day

Presented each week by  
Drug Store Television Productions

**DU MONT** TELEVISION NETWORK 62 Affiliated Stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600

# \$900 buys a lot of lunches in 8 big markets...

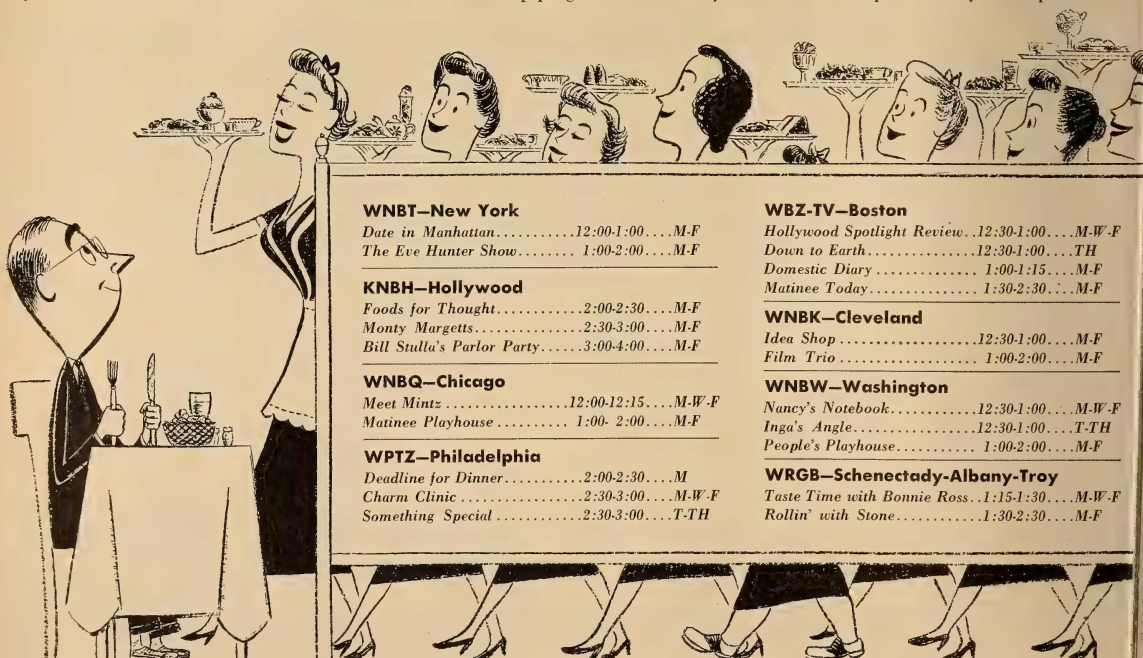
Look closely. This is a man who pays \$900 to have a luncheon date with thousands and thousands of women in 8 major cities—all in one day. Magic? Not really. Good business? Decidedly. The man at the table is just one of the alert advertisers who picks up the check for low-cost, midday selling in the busiest, most vital television markets in the country today.

He *discovers* that for slightly less than \$900 his one-minute sales message can reach housewives in an 8-city daytime market of 7,000,000 television homes.

He *finds* that over half of *all* television sets throughout America are concentrated within this 8-market area—and he learns that 33% of all U. S. buying power . . . 30% of all retail sales . . . 32% of all food consumption . . . 29% of all drug purchases in the entire nation lie within their boundaries.\*

\*SOURCE: Sales Management, 1951

He *knows* there is no better, more economical mid-daytime buy than participations in one or more of these top programs on the 8 key market stations represented by NBC Spot Sales:



**WNBT—New York**  
*Date in Manhattan*.....12:00-1:00....M-F  
*The Eve Hunter Show*.....1:00-2:00....M-F

**KNBH—Hollywood**  
*Foods for Thought*.....2:00-2:30....M-F  
*Monty Margetts*.....2:30-3:00....M-F  
*Bill Stulla's Parlor Party*.....3:00-4:00....M-F

**WNBQ—Chicago**  
*Meet Mintz*.....12:00-12:15....M-W-F  
*Matinee Playhouse*.....1:00-2:00....M-F

**WPTZ—Philadelphia**  
*Deadline for Dinner*.....2:00-2:30....M  
*Charm Clinic*.....2:30-3:00....M-W-F  
*Something Special*.....2:30-3:00....T-T-H

**WBZ-TV—Boston**  
*Hollywood Spotlight Review*.....12:30-1:00....M-W-F  
*Down to Earth*.....12:30-1:00....T-H  
*Domestic Diary*.....1:00-1:15....M-F  
*Matinee Today*.....1:30-2:30....M-F

**WNBK—Cleveland**  
*Idea Shop*.....12:30-1:00....M-F  
*Film Trio*.....1:00-2:00....M-F

**WNBW—Washington**  
*Nancy's Notebook*.....12:30-1:00....M-W-F  
*Inga's Angle*.....12:30-1:00....T-T-H  
*People's Playhouse*.....1:00-2:00....M-F

**WRGB—Schenectady-Albany-Troy**  
*Taste Time with Bonnie Ross*.....1:15-1:30....M-W-F  
*Rollin' with Stone*.....1:30-2:30....M-F

Like to investigate this blue-plate special? The place to begin your selling schedule in daytime television is on the stations served by NBC Spot Sales.

The man to call is your NBC Spot Salesman who has all the details on the best daytime spot buys in these 8 major television markets.

The time to investigate is *now*.

## NBC Spot Sales

New York Chicago Cleveland San Francisco Hollywood



# TV CODE TAKES SHAPE

By J. FRANK BEATTY

THE NATION'S telecasters—at least those who belong to NARTB—will have a chance next week to decide if they want to be regulated by a code of self-discipline.

A document setting up stringent program and advertising standards was drawn up last week by the NARTB Television Program Standards Committee. It will be submitted to the NARTB's television members at a meeting to be held Oct. 19 in the Stevens Hotel, Chicago.

Four subcommittees that had worked weeks on the code submitted the results of their labors to the full committee last Tuesday and Wednesday, under chairmanship of Robert D. Swezey, WDSU-TV New Orleans. They had drawn up their portions of the code in an NARTB move to ward off government censorship and listener wrath.

## Highly Secret Draft

There emerged from the committee a highly secret draft that will be kept under wraps until the association's TV members enter the Stevens Tower auditorium Friday of next week. Non-members are not eligible to attend.

The full code committee worked a day-and-a-half on the four subcommittee reports. They came up with a document that is understood to have two key provisions [CLOSED CIRCUIT, Oct. 1]:

1. NARTB seal for those subscribing to the code.
2. Penalty for subscribers who violate it.

Along with these features, not present in the 3½-year-old NARTB radio Standards of Practice, is a set of time standards for advertising copy. Committee members refused to make public the details of these standards but it is believed they followed closely the time limits in the radio document.

Of special interest to telecasters, it was indicated, is a clause governing use of advertiser insignia during television programs. This applies a percentage formula to such insignia, limiting use of such advertiser identification to a specified ratio.

The TV code situation took a new turn last week when it was learned that CBS is in the process of drawing up its own code. CBS as a network does not belong to NARTB-TV nor does it belong to

NARTB's radio operation.

The CBS code is described as "a continuing study" and to some extent the principles are being put into effect as they are developed.

Meeting of NBC television affiliates was called for Oct. 18 in Chi-

cago, a day ahead of the full NARTB TV membership meeting. NBC officials said the meeting was called "by a couple of affiliates" but they refused to discuss the matter and "weren't sure that all those signing the letter requesting a

meeting were actively behind it."

Much attention was devoted last week by the NARTB code writers to the seal of approval and penalty provisions. Committeemen felt the NARTB seal should be widely pub-

(Continued on page 81)



NARTB TV CODE writers drew up draft of document to be submitted Oct. 19 to TV membership. At Tuesday-Wednesday meeting were (seated, l to r): Harold E. Fellows, NARTB president; Davidson Taylor, NBC; Robert D. Swezey, WDSU-TV New Orleans, committee chairman; Justin Miller, NARTB board chairman; J. Leonard Reinsch, WSB-TV Atlanta; Clair R. McCollough, WGAL-TV Lancaster, Pa.

Standing, Henry W. Slavick, WMCT (TV) Memphis; Thad Brown, NARTB TV director; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; James L. Caddigan, DuMont Network; James C. Hanrahan, WEWS (TV) Cleveland; Donald W. Thornburgh, WCAU-TV Philadelphia; Harry Bannister, WWJ-TV Detroit; C. E. Arney Jr., NARTB secretary-treasurer. Walter J. Damm, WTMJ-TV Milwaukee, is not shown.

## EDUCATIONAL TV

## Sen. Johnson Gives Views

PITHY observations on the use of reserved TV channels by educators featured a plea for more VHF channels for Colorado, particularly Denver, by Sen. Edwin C. Johnson (D-Col.) among the 122 filings last week in the "paper" TV allocation proceeding. Total of filings as of Friday was 736.

Chairman of the Senate Committee on Interstate & Foreign Commerce, which oversees the FCC, and active in many facets of the TV freeze, Senator Johnson made these remarks about the reservation of frequencies for non-commercial, educational TV in his personal filing:

"There has been some intense drum beating throughout the country for noncommercial, educational purposes. In theory, and at first blush, this proposal shines with

great luster. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep. Why is this so?"

The Senator answered his own question by pointing to the "huge capital outlay" required to build a TV station and the "huge" expenses required for operations.

### Sees 10 Year Delay

Neither the U. of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state it is "fit, willing and able" to operate a TV station, the Senator declared.

"It is my belief, as I have repeatedly said," he continued, "that the Commission should and could impose a condition in all TV licenses that a certain amount of time be made available for educa-

tional purposes in the public interest as a sustaining feature.

"In this manner, TV can become available for educational work now without saddling schools with the enormous burden and expense of constructing and operating a noncommercial, educational station."

Senator Johnson first proposed the fixed-time idea when his committee had FCC Chairman Coy before it last July [BROADCASTING • TELECASTING, July 23].

It also has been taken up by Sen. William Benton (D-Conn.), who included it in his bill to establish a National Advisory Board for Radio and Television [BROADCASTING • TELECASTING, Sept. 10, 3].

In his request for more Denver VHF channels, Senator Johnson (Continued on page 85)





## On the dotted line...

GIANT local TV time sale by WNBQ (TV) Chicago involving Mon.-Fri. sponsorship of feature films by Alan's Industries, Chicago, affirmed by (l to r): Seated, Harry Kopf, NBC Chicago v.p.; Alan Kriz, pres., Alan's Industries. Standing, John McPartlin, station sls. mgr.; Terry Dickson, Dickson & Wiebe Agency; Ted Gaines, legal counsel, Alan's; Edward Wiebe, of D & W; Thomas Horan, WNBQ account exec.



LINEUP on this Standard Oil of Indiana contract giving AM and TV rights of Chicago Bears football pros to WGN-TV Chicago and 15 Midwest stations is (l to r): Seated, A. W. Peake, pres., SO, and Owner-Coach George Halas, of Bears; standing, Dwight F. Benton, gen. mgr. sls.; Wesley I. Nunn, adv. mgr., both SO, and Sidney A. Wells, v.p., McCann-Erickson, Chicago, agency.



FINAL touches put on Miller Brewing Co. (Miller High Life beer) sponsorship of professional football championship game to be telecast coast-to-coast. Rights were purchased from the DuMont Television Network for game tentatively set for Dec. 23. Bert Bell, National Commissioner of professional football (l) handles pen. With him are Tom Gallery (center), special events dir., DuMont, and Vernon S. Mullen Jr. (r), Miller's adv. mgr.



OKAYING 52-week contract for Boston Blackie over WKY-TV Oklahoma City effective Oct. 14 is W. A. Coleman, v.p., Standard Food Markets Inc. Standing are W. J. Willis (l), WKY-TV com. dept., and G. V. Wampler (r), adv. mgr., Standard Food. The 30-minute series is scheduled for 6:30-7 p.m. Sunday.



TV ADVERTISER Gil Schaefer signs for Football Incorporated, featuring Detroit Lions professional football talent, on WXYZ-TV Detroit on behalf of his Walker Motor Ford dealership. Attending ceremony are (l to r): Jimmy Riddell, pres., WXYZ; Sportscaster Don Watrick; Mr. Schaefer; and Fred A. Epps, Rex. Adv. Co., agency for Mr. Schaefer.

GULF Refining Co. becomes sponsor of Sports of All Sorts on WHIO-TV Dayton in this sendoff: (L to r) R. N. Mullen, mgr., Gulf retail sales; Si Burick, sports editor, Dayton Daily News and emcee of program; Don Lyons, prog. dir., WHIO and show's announcer; W. R. Huber, Pittsburgh, gen. sls. mgr., Gulf; R. R. Johnston, Div. gen. mgr., Toledo district.



## UHF TUNER

Displayed by Tarzian

TUNING DEVICES designed to permit full reception of both VHF and UHF telecasts by a single video receiver were demonstrated Thursday at Bridgeport, Conn., by Sarkes Tarzian Inc. TV chassis equipped with the Tarzian devices received the World's Series program by VHF from New York and by UHF from the RCA-NBC experimental station at Bridgeport.

The new Tarzian VHF tuner, TT16, features full 12-channel VHF performance, plus a UHF position in which the tuner is changed to an amplifier for UHF intermediate frequency. Mr. Tarzian explained, the switch position being added to the existing 12 so that full VHF and full UHF are available. When the TT16 tuner is utilized in a VHF video receiver, UHF reception can be provided by a full range Tarzian UHF tuner which connects to a special input circuit in the TT16 tuner by means of brackets permitting easy field installation.

The UHF tuner was said to cover the full range of 470-890 mc, with a three-section tuning element, two used for hand-pass input and one for oscillator tuning.

Mr. Tarzian, operator of WTTs and WTTV (TV) Bloomington, Ind., as well as head of his electronic parts manufacturing firm, and C. L. Cade, distributor sales manager of Sarkes Tarzian Inc., conducted the meeting, attended by some 25 representatives of the technical electronics press.

## MOVIE TV TAX

Asked by Phila. Council

LICENSE fee threat to Philadelphia theatre TV exhibitors, lurking in the background since the Robinson-Turpin fight showing, has materialized with a City Council petition to the state legislature.

The council petitioned to ban theatre television as "a pernicious and monopolistic practice limiting the display of popular TV programs to a few exhibitors." The objections were contained in a resolution introduced by James G. Clark and approved by the council. Mr. Clark had promised such action after the Robinson-Turpin fight [BROADCASTING • TELECASTING, Sept. 17].

At the same time he also introduced an ordinance under which exhibitors would pay a \$1,500 license fee to show closed circuit programs. Proposal was referred to the public safety committee. Public hearings will be held on his suggestion if Pennsylvania does not prohibit these showings, he added.

Three other Philadelphia members of the legislature also indicated they plan to author a bill requiring a \$2,000 license fee for places using direct TV with an admission charge. The bill would cover Philadelphia and subject violations to a \$5,000 fine.

## NEW STATION BIDS

KOOL, KIFI File With FCC

TWO TV applications were filed last week with FCC for Phoenix and Idaho Falls, and an application for Mobile, Ala., was indicated.

KOOL Phoenix asked for Channel 10 with 200 kw radiated power. It estimated \$359,208 for construction, \$110,000 per year operating costs.

KIFI Idaho Falls filed for Channel 3 with 3.06 kw radiated power. It plans to spend \$82,462 on building, \$90,000 yearly for operating. Same interests intend to apply for Pocatello, Boise, Twin Falls, Idaho; Butte, Mont.

A Mobile, Ala. application will be filed in name of Mobile Television Corp., organized by *Mobile Press Register* and WDSU-AM-TV New Orleans interests.

Officers of the new company are Edgar B. Stern, Jr., chairman; R. B. Chandler, president; William J. Hearin, Jr., Robert D. Swezey, A. Louis Read, Walter D. Bellingrath, vice presidents; Lester Kabacoff, secretary and ass't. treasurer; Arthur Tonsmeire, Jr., treasurer. Messrs. Stern, Swezey, Read and Kabacoff are WDSU principals; Messrs. Chandler, Hearin, Bellingrath and Tonsmeire are *Press Register* principals.

Meanwhile, KDYL-TV Salt Lake City plans a new antenna installation atop 9,363-ft. Mt. Nelson in the Oquirrh Range west of Salt Lake, it has been announced by S. S. Fox, president and general manager of KDYL-TV. Power of 50 kw radiated would not only cover 85% of Utah's population, but would also make some TV service available to Southern Idaho, Mr. Fox said.

## HILL OR NO HILL

They Get Programs

OUT IN THE mountain area of western North Carolina two ambitious residents living on Route 2, Sparta, are getting TV reception in the shadow of a ridge.

Having bought receivers, Gene R. Irwin and Bert Shumate decided to do something about it when they couldn't get any pictures. Mr. Shumate's son Hershey, who was taking a correspondence electronics course at the time, went to work on the problem.

The two families put up a 30-foot pole 1,500 feet away. It sat atop the mountain that was barring the TV signals. From an antenna on the pole they connected two No. 6 bare copper wires, using spacers every five feet to keep wires an inch apart. The wires are held up by small posts. A two-set TV coupler was attached at the Shumate home. From this coupler the wires were carried another 1,500 feet to the Irwin home.

The Shumate signal was fine but the Irwin's had only a fair picture so a booster was placed on his set. Later another booster was installed. Antenna has automatic timer.

BROADCASTING • Telecasting



# BASEBALL THRILLERS

WORLD SERIES baseball—as well as the playoff games between the Giants and Dodgers for the National League Pennant—were telecast coast-to-coast for the first time last week, through the combined efforts and competition of two networks and a local New York outlet.

Transcontinental television had been utilized previously for coverage of the Japanese Peace Treaty signing in San Francisco [BROADCASTING • TELECASTING, Aug. 27] and for the special Crusade for Freedom marathon [BROADCASTING • TELECASTING, Oct. 1].

## Sept. 29 Broadcast

The nation-spanning hookup had been introduced commercially for the first time Sept. 29 when networks started airing regular shows from East to West [BROADCASTING • TELECASTING, Sept. 24]. First West Coast transmission to the rest of the United States did not occur, however, until last Sunday (Sept. 30) when the *Red Skelton Show* and Eddie Cantor's appearance on the *Colgate Comedy Hour* were transmitted from Hollywood.

Coast-to-coast baseball telecasts had been set for an NBC exclusive with the network's purchase

of television rights to the World Series. Part of the agreement required that NBC share its picture with any MBS-affiliated stations that might have TV outlets. MBS carried the series radio coverage.

Baseball TV hassle really started when the unexpected playoff was required in the National League. WOR-TV, which does not have a network affiliation but has rights to Dodgers games, was approached with virtually nation-wide offers to participate in their exclusive on the first playoff game. WOR in turn approached ABC, which thought it might obtain sponsorship from the American Tobacco Co., but while negotiations were in progress, CBS-TV bought the rights. The Columbia network was still clearing outlets five minutes before the playing started.

Since WOR-TV and CBS-TV facilities could not be connected readily, however, ABC was called upon to make the match, which they did through their 67th St. studio located next door to WOR-TV facilities. ABC then passed transmission along to AT&T, which relayed the program to CBS-TV outlets for participation by 42 stations. Since transcontinental facilities so far allow transmission of only one program in each direction, CBS-TV had to get a release from NBC, which had arranged for the time. In turn, CBS-TV yielded its Tuesday and Wednesday time to NBC-TV, which had secured network rights to the last two games.

## KFEL's Closed Circuit

KFEL, Denver MBS affiliate, obtained series rights—although Denver is a non-television city—for closed circuit telecast. KFEL installed receivers in the local Brown Palace and Cosmopolitan Hotels and other locations for public viewing.

Coverage of the first playoff was cooperatively shared throughout the nation, while Liggett & Myers (Chesterfield Cigarettes), backer of all Giant games this

# Seen Coast-to-Coast

season, sponsored the last two games, carried by NBC from the Polo Grounds after rights were purchased from WPIX New York, title-holder for Giant coverage throughout the season.

Mutual network, carrying the playoffs on radio, donated coverage of the first half of each game, while R. J. Reynolds Tobacco Co., for Camel Cigarettes, paid for the final half.

## 50 Million Viewers

NBC-TV, which had picked up the last two playoffs from WPIX, reciprocated by granting World Series participation to the local outlet. With WOR-TV handling World Series originations for NBC-TV, therefore, three television stations in New York—WNBT, WOR-TV, and WPIX—and two radio stations—WOR and WINS—were carrying the events. Nation-wide television audience topped 50 million viewers, it was estimated, when some 52 stations affiliated with NBC carried the series, in addition to several Mutual-related TV outlets. Gillette Safety Razor, which had bought series sponsorship for the next three years, was sponsor.

To handle television camera work for the series games, WOR-TV moved a quarter of a million dollars worth of equipment into the Polo Grounds prior to the opening of the games there. Their inventory listed a notable assemblage of cameras, monitors, receivers, synch generators, test equipment, relays, cables, and fire extinguishers with a total weight in excess of six tons. More than 50 technicians were required to handle operations at the field.

As actual coverage settled into the already-done departments of radio and television outlets last week, special individual programs were being prepared for late-evening schedules—by film, by transcription—to let all America, evening as well as daytime audiences, know about their favorite sport.



WISHING each other good luck at a cocktail party before NBC-TV's *Comedy Hour* had its first transcontinental run on the microwave relay from Hollywood are (l to r) Robert Healy, ad manager, Colgate-Palmolive-Peet Co., sponsor; Eddie Cantor, star, and Sam Fuller, executive producer.

# BENDIX CONTRACT

## NBC-TV Signs Film Star

ALTHOUGH financial arrangements weren't revealed, William Bendix, film and radio star, has been signed to an exclusive long term NBC-TV contract. With no definite format having been worked out as yet for a regular weekly program, it is understood he will fill guest spots on various NBC-TV shows for the time being. Mr. Bendix for several seasons starred in *Life of Riley* on radio.

NBC-TV also is negotiating with Al Pearce, comedian, to bring him out of retirement and revive his radio show, *Al Pearce and His Gang*, on a five-weekly 60-minute daytime participating sponsorship basis for video. Since leaving show business a few years ago, Mr. Pearce has been devoting time to a prune-pitting machine which he developed and is marketing.

AUDIENCE participation program *What's The Name of That Song?* moves from KTLN (TV) Los Angeles to KHJ-TV that city. Thrifty Drug Stores is sponsor through Milton Weinberg Adv., L. A.

# NBC SITES

## Bklyn., Chicago Expansion

NBC WILL SPEND more than \$500,000 on a new video studio at its Chicago headquarters in the Merchandise Mart, Central Division Vice President Harry Kopf announced last week. Construction, which will start immediately, is expected to be completed and the studio in service by the beginning of next year, he said.

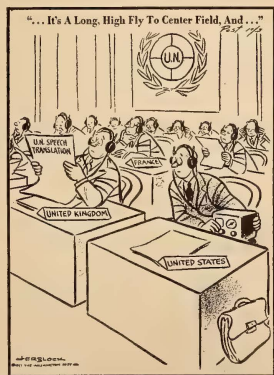
The new video studio for WNBQ replaces former radio Studio E. Three camera chains will be included in the studio plan and dressing rooms will be built into an adjacent corridor.

NBC-TV Chicago has five other studios. The largest is on the enlarged stage of the Studebaker Theatre on S. Michigan Ave., while the others are located in the Mart.

## Brooklyn Purchase

Tract of land in Brooklyn has been purchased by NBC from Vita-graph Corp., subsidiary of Warner Bros. Pictures Corp., on which will be constructed the network's largest television studio, according to Joseph V. Heffernan, NBC financial vice president.

The purchase contract signed last week describes the area as containing several buildings, one of which will be converted into the new studio measuring 85 x 185 ft., or 15,725 sq. ft. of floor space. Having already taken possession of the premises, NBC will shortly begin construction of the new studio.



Herblock in Washington Post

# SET OUTPUT CUT

## Defense Brings Conversion

WITH TV receiver production cut to 40% of last year's total, the DuMont Television Receiver Manufacturing Plant at East Patterson, N. J.—described as the world's largest, with 480,000 square feet capacity—is being converted to production of electronic equipment for U. S. military needs, it has been announced.

Dr. Allen B. DuMont said that raw material requirements for the defense effort necessitated the cut in receiver production, and disclosed that two of the plant's four conveyor lines have already been allocated to government production.

## R.I.P.: Tube RCA-8D21

TV TUBE RCA-8D21, 9,254.8 hours old, passed away while in operation last month at KING-TV Seattle, Wash. The TV transmitter tube was born in Lancaster, Pa., and was graduated from the RCA production lines in due course. Though serving almost exclusively and continuously with KING-TV, RCA-8D21 achieved recognition for its advanced, record-breaking service. Death was attributed by George Freeman, KING-TV chief engineer, to old age. He reported it was "vigorous and full of electrons to the end." It was replaced by a younger member of the television transmitter section.



# IN REVIEW . . .



**THE RED SKELTON SHOW**, which made its video debut on NBC-TV Sept. 30 for Procter & Gamble, gave Star Skelton a rigorous workout in his initial performance that may be hard to maintain—if at all desirable—in subsequent showings.

Save for a brief musical interlude, when the Skylarks sang and danced "Hallelujah" and during a couple of filmed commercials for Tide and Camay, Mr. Skelton remained in front of the cameras—and microphone—for the full 30 minutes.

The program opened with a profile view of the star in full Indian chief headdress, held for fully three seconds before he turned to face the camera, grimace and speak the immortal comedy line, "One moment, please." Then followed a fast and furious parade of the kind of sight gags with which Red has wowed 'em in vaudeville, night clubs and on the motion picture screen.

These were the American tourist in his first British-tailored suit, a covey of armed service hitchhikers—Army, Navy and Marine—and such an alarmingly numerous assortment of drunks that one might well have believed the pulled-up coat collar, battered hat

and buckled knee to constitute Mr. Skelton's favorite pose.

Giving of himself without stint, Mr. Skelton helped his radio followers to accompany him on his transition to television by giving in his first video show brief glimpses of some of the characters that he has made household words—and vice versa—in radio. These were "Deadeye," desperado of the Old West, on whom Red hung the equally odd piece of business of mis-synchronizing the action of shooting a gun with the sound of the shot; "Junior," who for years has won all honors as radio's most disagreeable brat; the crooked politician, "San Fernando Red"; the punch-drunk fighter, "Cauliflower"; the clumsy oaf, "Clem Keddleheffer."

"Portraying" is perhaps the wrong word. Mostly Red just talked the character, then showed a still photo of how the individual will appear on future TV shows when Skelton takes the time to do makeup and costume, which he did on the opening show only for the Irish tenor sequence, longest single item in the program.

Red's lines, like his unparalleled mugging, were in the best low comedy tradition. For example, when introducing a commercial (and the fact he did introduce the commercial was in itself in full harmony with the spirit of the show), Red asked the audience to stand by—"we'll be back in just a minute with an English movie."

High spot of the show—at least for this viewer, whose love of low comedy is sometimes viewed with disfavor by the distaff side of the house—came at the end of the performance. Mr. Skelton stepped before the curtain to explain that if this were radio they'd just cut him off when the time ran out but in television he could stay there all night. Just then a pair of brawny hands reached out from beneath the curtain, grabbed his ankles and unceremoniously dragged him off, face down.

As an opening program, the half-hour Skelton monolog was a reasonably amusing show. For a week-in, week-out diet, however, it appears to this reviewer that Red will need help from his writers and other actors to present the kind of a TV series that will duplicate the popularity of his radio broadcasts.

\* \* \*

**THE SEPT. 29 COLLEGE FOOTBALL COLORCAST**, a 35-0 walk-away by California over Pennsylvania, left this observer two principal impressions which at first might seem to be—if the word will be excused—incompatible.

First, color is good for a football telecast. It is a compelling addition which makes watching easier. Second, this particular performance, at least, displayed some imperfections which intermittently

turned one's attention from the business at hand.

The color reproduction, in this on-looker's opinion, fell short of what nature had in mind. Without knowing what shades the Penn players are favoring this season, it seems safe to assume that the colors are more uniform than appeared to be the case in the TV version.

Color fringing sometimes made the stripes on the officials' shirts seem to have faded onto the adjoining white areas, and a color tinge—reddish on some of the four sets CBS-TV had set up for guests in its New York quarters, greenish on others—seemed to hang over the long-range crowd shots.

This viewer did not discern, as some observers reported they did, any color breakup or other flaws which might be deemed peculiar to fast-motion shots. And it was much easier to follow the plays in color—an advantage which the cameramen occasionally did not enjoy, though this was more a tribute to adroit ball-handling by the California backfield than a criticism of the camera work. Pennsylvania's football team, as the score suggests, encountered the same trouble.

## PROGRAM FACTS

Penn.-Calif. football game, 9-29, CBS (color) from Franklin Field, Philadelphia. Producer-Director: Judson Bailey. Commentators: Connie Desmond, and Dr. Mal Stevens. No. of Stations: 11.

## HEAVY SWIFT BUY

### Takes Films on WPIX

SWIFT & Co., Chicago, enters New York television on an extensive scale Oct. 15 with an hour-long film program, *Swift's Movie Time*, to be aired on WPIX (TV) week nights 7:15-8:15 p.m. under a 52-week contract. Agency is J. Walter Thompson Co.

Harold Wilson, New York district manager for Swift, said, "We intend to bring the best in film fare suitable for All-Family viewing to the city's TV audience each week-day night. We know that bringing this top-flight film entertainment to thousands of our consumers will help our metropolitan area dealers to move more of the Swift products." Some 12.5% of national food store sales are made in the New York area.

## Pabst Gets Fight

TEN-round heavyweight boxing bout between Ezzard Charles, former world champion, and Rex Layne will be carried coast-to-coast exclusively over CBS Radio and Television from Forbes Field, Pittsburgh, Oct. 10, 10:10-45 p.m., sponsored by Pabst Blue Ribbon Beer, through Warwick & Legler, New York.

# RCA TESTS

## Public Showings Slated

RCA COLOR television tests will be open to the public in New York for the first time Oct. 9-19 when the transmission also will be extended to Washington for viewing by government officials [BROADCASTING • TELECASTING, Oct. 1].

RCA placed full-page ads in New York papers Wednesday to announce the tests and to request viewers who receive the morning programs at home to send their reactions to the company.

Color will be shown at the Center Theatre three times daily except Sunday. Transmission is authorized only under test license from the FCC, so only one color program each day—held at 10 a.m. before regular programming starts—will be carried over WNET New York's Channel 4. Home viewers will be able to receive these tests in black and white on their own receivers. Other showings, at 2:15 and 4 p.m. will be carried closed circuit to the exhibition sites.

Admission to the Center Theatre will be by ticket only, with a limit of two per person. They may be obtained from RCA Color Television, RCA Bldg., New York.

## Ruppert Adds

JACOB RUPPERT Brewery of New York (Ruppert Light Ale, Mory's Stock Ale, and Ruppert Dark Beer) extended its *Candid Camera* TV show to WTTG (TV) Washington for 13 weeks starting Sept. 24 and shortly will add WRGB (TV) Schenectady for 13 weeks. Agency is Biow Co., New York.



NCAA plan for controlled football telecasts is outlined to members of the Chicago Television Council by Tug Wilson (standing), athletic director of Northwestern U., Big Ten commissioner and secretary of the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, Oct. 1]. L to r: George Harvey, commercial manager of WGN-TV Chicago; Mr. Wilson; Clifton Utley, NBC-AM-TV news commentator, who served as moderator, and Roy McLaughlin, sales manager of WENR-TV Chicago. Mr. Wilson spoke at Sept. 25 session.

## PROGRAM FACTS

Program: Red Skelton Show. Sponsor: Procter & Gamble. Agencies: Benton & Bowles, N. Y.; Russel M. Seeds, Hollywood. Producer-Star: Red Skelton. Asst. Director: John Gaunt. Technical Director: William L. States. Musical Director: David Rose. Writers: John Murray, Ben Freedman, Jack Douglas, Red Skelton. Set Designer: Ken MacClelland. Cast: Different cast each week.



# JULY NETWORK GROSS

## General Foods Tops

GENERAL FOODS Corp. was top client of the TV networks during July, expending \$467,653 for time on the video networks (at gross rates) according to a BROADCASTING • TELECASTING compilation of individual program time purchases during that month as reported by Publishers Information Bureau.

Procter & Gamble Co., which for months has stayed at the top of the TV network advertiser list, matching its perennial position as leading radio network advertiser, dropped to sixth place among the video network sponsors in July, following the summer layoffs of the *Garry Moore Show*, Kate Smith and Kukla, Fran & Ollie, which accounted for more than \$350,000 of P & G's gross TV network time purchases in June.

Despite changes in rank order, however, nine of the top ten advertisers on the TV networks in July (see Table I) were holdovers from the June top ten [BROADCASTING • TELECASTING, Aug. 13]. Quaker Oats Co., tenth ranking TV network client in June, was replaced in July by Philco Corp., which ranked tenth that month. Leading advertisers in the various product groups, are listed in Table II.

Overall, the TV networks in July did not suffer any such decline as is usual with the radio networks. The July combined TV gross time sales totaled \$8,924,473, less than 1% below the June total of \$8,996,940.

Breakdown of time sales by product classes [Table III shows class billings for July and for January-July, this year compared with last] reveals little change from June to July. Foods continued to maintain the lead position as the most advertised type of wares on network television. As in June, smoking materials ranked second and toiletries third.

Soaps and cleansers, ranking fourth in June, were in fifth place in July, while automotive products, ranking fifth in June, took fourth position in July. Household equipment stood sixth in both months, beer seventh and radio and TV sets eighth. Candy and soft drinks, not included in the top ten categories in June ranked ninth in July, with drugs and remedies, in ninth position in June, standing tenth in July and household furnishings, in tenth place in June, not included in the leading classes in July.

## Witting to Speak

CHRIS J. WITTING, director, DuMont Television Network, and Francis T. Murphy, director of inter-collegiate athletics at the U. of Pennsylvania, are to be guest speakers Oct. 10 (Wednesday) at the second fall meeting of the Television Assn. of Philadelphia.

TABLE I

TOP TEN TV NETWORK ADVERTISERS FOR JULY 1951

1. General Foods Corp.	\$467,653
2. R. J. Reynolds Tobacco Co.	398,640
3. Colgate-Palmolive-Peet Co.	396,249
4. P. Lorillard Co.	295,760
5. Liggett & Myers Tobacco Co.	292,260
6. Procter & Gamble Co.	282,995
7. Lever Brothers Co.	279,195
8. American Tobacco Co.	262,655
9. Ford Motor Co.	253,675
10. Philco Corp.	171,625

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUP FOR JULY 1951

Apparel, Footwear & Access.	International Latex Corp.	\$ 59,775
Automotive, Auto. Access. & Equip.	Ford Motor Co.	253,675
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	135,300
Confectionery & Soft Drinks	Canada Dry Ginger Ale Inc.	70,830
Drugs & Remedies	Noxema Chemical Co.	90,135
Food & Food Products	General Foods Corp.	467,653
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	54,900
Household Equip. & Supplies	Westinghouse Electric Corp.	156,750
Household Furnishings	Armstrong Cork Co.	90,120
Industrial Materials	Anchor-Hocking Glass Corp.	95,433
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	40,230
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	68,925
Publishing & Media	Curtis Publishing Co.	66,150
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	171,625
Retail Stores & Direct by Mail	Drugstore Television Productions	155,813
Smoking Materials	R. J. Reynolds Tobacco Co.	398,640
Soaps, Cleansers & Polishes	Procter & Gamble	282,995
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	266,259
Miscellaneous	Gen'l Conference of Seventh Day Adventists	20,432

TABLE III

GROSS TV NETWORK BILLINGS FOR JULY AND JAN.-JULY 1951 AS COMPARED TO SAME PERIOD 1950

	July 1951	Jan.-July 1951	July 1950	Jan.-July 1950
Apparel, Footwear & Access.	\$ 108,801	\$ 1,446,827	\$ 7,260	\$ 354,143
Automotive, Automotive Access. and Equipment	898,036	5,778,981	146,855	2,304,413
Beer, Wine & Liquor	494,708	2,808,731	36,672	685,183
Bldg. Materials, Equip. & Fixtures		7,690		
Confectionery & Soft Drinks	263,395	1,550,271	109,174	614,281
Consumer Services		315,712	10,890	110,655
Drugs & Remedies	256,534	1,193,749	12,600	122,400
Food & Food Products	1,668,278	13,606,316	276,127	2,224,200
Gasoline, Lubricants & Other Fuels	150,773	1,425,660	31,560	604,230
Household Equip. & Supplies	558,162	4,025,040	5,775	909,518
Household Furnishings	156,600	2,094,859	25,500	991,519
Industrial Materials	199,638	1,810,991	119,279	213,492
Insurance		246,990		
Jewelry, Optical Goods & Cameras	50,005	1,162,856		43,296
Office Equip., Stationery & Writing Supplies	68,925	237,480		
Publishing & Media	66,150	464,228	19,650	144,947
Radios, TV Sets, Phonographs, Musical Instruments & Access.	367,279	2,875,632	84,120	1,554,182
Retail & Direct by Mail	180,953	1,172,223		1,631
Smoking Materials	1,503,295	8,847,010	349,654	2,902,031
Soaps, Cleansers & Polishes	65,191	5,107,283	5,775	199,290
Toiletries & Toilet Goods	1,262,318	7,282,289	208,974	1,352,013
Miscellaneous	20,432	711,934	4,628	99,724
<b>TOTAL</b>	<b>\$8,924,473</b>	<b>\$64,172,752</b>	<b>\$1,454,493</b>	<b>\$15,432,288</b>

SOURCE: PUBLISHERS INFORMATION BUREAU

\* 1950 figures cover ABC, CBS, NBC TV networks only, with DuMont excluded; 1951 figures include all four networks.



ARRANGEMENTS for TV presentation of a newsreel series are completed for ABC by Slocum Chapin (r), network vice president in charge of owned TV stations, as pact is sealed by handshake with Jack Bischo, vice president and general business manager of United Press. UP is collaborating on production with 20th Century-Fox.

## EIDOPHOR-CBS

U.S. Showing Soon

PLANS for demonstration of Eidophor-CBS large screen theatre color television in the U. S. before the end of the year were announced last week by Spyros P. Skouras, president of 20th Century-Fox Film Corp., which last summer acquired rights to use the CBS color technique with the Eidophor large-screen system.

This large-screen color TV will be available to the nation's motion picture audiences within a short time after its first U. S. showing, Mr. Skouras predicted.

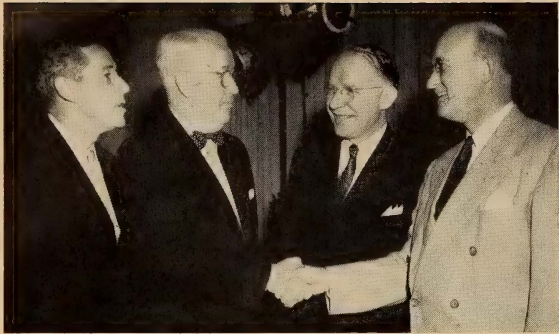
The 20th Century executive's announcement came upon his return from Zurich, Switzerland, where he witnessed a demonstration of the system for newsmen. He said the demonstration was "spectacular and overwhelming," foreshadowing "a whole new era of prosperity for the motion picture industry."

A CBS Labs. Division announcement of Mr. Skouras' statement also quoted press reports from Zurich describing pictures in the demonstration as "very vivid, all colors perfectly natural, with shadings delicate and of exquisite reality," and saying that observers "termed the quality of the pictures excellent."

## Kingsley Resigns

ROBERT KINGSLEY, who co-founded Teleneus Productions Inc. with Jack Tobin, announced his resignation Tuesday, following that of Mr. Tobin by several weeks. As chief of production, Mr. Kingsley's recent post was production supervisor for *Your Easo Reporter*, weekly half-hour news show on CBS Television. Mr. Kingsley will continue his association with motion pictures and television by operating as a TV film production and cost consultant.





**PROGRAM OBSERVING** move of WSB-TV Atlanta to new tower and Channel 2 included (l to r) James M. Cox Jr., vice chairman of board; George C. Biggers, president of Atlanta Newspapers Inc.; William B. Hartsfield, Atlanta mayor, and Tom Camp, Fulton County commissioner.



**AT FOOT** of new 1,062-foot tower of WSB-TV Atlanta, Penny Reinsch, daughter of Managing Director J. Leonard Reinsch (right) of Cox radio and TV enterprises, is interviewed by John M. Outler Jr., WSB-AM-FM-TV general manager.

## The Atom

(Continued from page 26)

an hour lecture program in September 1949 featuring Dr. Clark Goodman as part of the Fordham study of the teaching possibilities on television. (Similar experiments have been run by the Census Bureau and just recently by the Federal Civil Defense Administration.)

A course of 11 lectures on nuclear physics was given over WFIL-TV's University of the Air by Dr. Thomas P. Merritt of Albright College. A 12th lecture on *The Birth of the Bomb* was included in another of the Philadelphia station's courses.

Several lectures on the atomic aspect of physics were included in what is believed to be the first physics course ever given for credit via television. It was a joint project of Utah U. and KSL-TV Salt Lake City.

KTLA and KTTV Los Angeles, in February of this year, with cameras on the top of Mt. Wilson—175 miles away from the scene—did the first live telecasts of an atomic explosion, one of the series being held at Las Vegas, Nev., at that time.

*Mobilizing the Atom*, a 30-minute documentary telecast March 18, 1951,

as part of the CBS public service series *Facts We Face*.

*The H-Bomb and Atomic Energy*, which opened Mrs. Franklin Roosevelt's famed television series on NBC in February 1950. This show featured Dr. Albert Einstein, Dr. J. Robert Oppenheimer and the then AEC chairman, David E. Lilienthal.

*The Atom Tomorrow*—two telecasts featuring top scientists of the AEC Radiation Laboratory at Berkeley, Calif., produced in December 1950 by the California Academy of Science for KGO-TV.

*You and the Atom*, produced by WOR-TV New York, in September 1950 as part of a telecast mobilization series.

*Atomic Report*, a "March of Time" documentary featuring excerpts from two previous MOT films covering the atomic program with updating by Chairman Gordon Dean of the AEC. Released for television syndication in August 1951.

All TV networks carried *Operation Sandstone*, a documentary film made for the AEC which depicted the 1948 atomic weapons tests at the Pacific atoll of Eniwetok.

Some 50 stations have telecast *Engineering for Radioisotopes*, a 21-minute film showing how an order is filled at the "world's largest atomic drug store" at Oak Ridge.

As in radio, many established discussion and science programs feature some aspect of atomic energy from time to time. Included here are scripts from Dr. Roy K. Marshall's *Nature of Things* (NBC); *Court of Public Issues* and *The Johns Hopkins Science Review*, both DuMont programs; *Meet the Press*, *Battle Report* and *American Forum of the Air*, all NBC.

## Royal Visit on TV

WBEN-TV Buffalo will telecast the visit to Niagara Falls, Ont., of Princess Elizabeth and the Duke of Edinburgh Oct. 14. Cameras will be mounted atop a nearby hotel. Ed Dinsmore will serve as commentator for WBEN-TV. Jack Pegler, president, Zoomar Lens Corp., is lending the station a 40-inch reflector lens which will be flown from New York City. WBEN-TV also will use its own Zoomar lens. The Buffalo station originated its first telecast from Niagara Falls in September 1948.

# CROSLY'S \$2 MILLION CONTEST

To Serve as Promotion for 1952 Line

CROSLY Division of Avco Mfg. Corp. will distribute more than \$2 million in prizes in its "American Way" contest now being launched through the company's radio, TV appliance dealers to serve both as an introductory promotion for Crosley's new 1952 line and as a rekindling of the public's appreciation of the value of the American way of life.

Contestants filling out brief "True and False" quizzes on Crosley products and telling in 50 words or less "What the American Way of Life Means to Me" are eligible for 1,001 prizes topped by a first national prize of \$10,000 in cash, with another \$10,000 to be awarded to the church or charity of his choice, followed by scores of smaller cash and merchandise awards. Contest ends Dec. 1. Participants in the national and local contests, which together include cash awards to church or charity totaling \$500,000, must visit their Crosley dealers to get the entry blanks, but are not required to make purchases.

## Asks 'Aggressive' Selling

In announcing the contest at a news conference Wednesday, John W. Craig, Avco vice president and general manager of the Crosley Division, noted that just as the radio and television manufacturers had developed new means to maintain production at former levels in the face of stringent material limitations, so must they "carry forward aggressive sales, advertising and sales promotion activities." Declaring that "selling is as vital a part of our civilian economy as is production," he said that his company is going to back the production of the products in its 1952 line "with intensive sales, advertising and sales promotion campaigns, for which the 'American Way' contest will provide a launching and an impetus that we

believe will be history-making in these industries."

W. A. Blees, Avco vice president and general sales manager of the Crosley Division, said, "This contest will provide an opportunity for millions of our customers to sit down and put into words what the American way of life means to them."

## Compares Radio Abroad

Contrasting what life offers the average citizen of America and of other lands, Crosley displayed radios and TV sets and appliances manufactured abroad alongside their own products, with wall signs statistically describing the use of them in the United States, Russia and other countries. They showed, for instance, that while the U. S. boasts two radios for every three persons, in Russia only one person in 103 has a radio set, although there are eight million loud speakers in Russia wired to government propaganda stations.

The more than 12 million TV sets in the U. S. were contrasted with the 50,000 in Russia. Further figures noted that in order to earn the purchase price of a seven-inch tube set in Russia, a worker must put in 1,224 hours of labor, whereas the average citizen in the United States, where lower prices and higher wages prevail, can buy a 16-inch tube set with the money he earns in 136 hours.



## FILM PRODUCTION

### Council Sets Union Area

TELEVISION producers in Hollywood have been informed by the AFL Film Council that union jurisdiction covered production of 16mm film for commercial release as well as 35mm film.

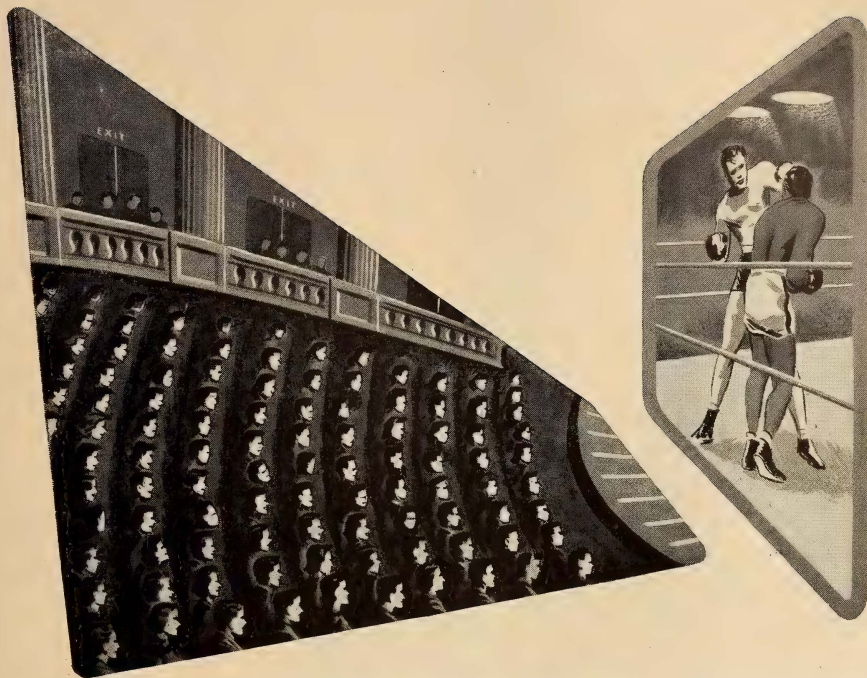
"Regardless of gauge," the council announcement said, "film union jurisdiction extends to all film production for commercial purposes."

The Film Council action followed reports that some TV producers have claimed union jurisdiction does not extend to the production of 16mm film for television.

The council has postponed its next regular meeting date inasmuch as one of its affiliates, IATSE, was scheduled to have met with producers last week.

ROGER W. CLIPP (l), general manager of WFIL-AM-FM-TV Philadelphia, cuts his birthday cake baked in the shape of the WFIL-TV building. Festivities took place during first monthly luncheon of the newly formed "Mary Jones Club" in the Penn Sheraton Hotel, Phila. Looking on are hotel chef (c) and Kurt Smith (r), hotel manager. Luncheon drew nearly 500 women radio-TV fans of Mary Jones, WFIL-AM-TV commentator. Mr. Clipp later presented the cake to the Children's Heart Hospital. Gov. Alfred E. Driscoll of New Jersey attended the luncheon and presented Mrs. Jones the New Jersey State Fair Television Award.





## 29,000 RINGSIDE SEATS—at movie prices

On June 15, almost 29,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the event from Madison Square Garden. And Big Screen Television made its bow to the public over the network provided by the Long Lines Department of the American Telephone and Telegraph Company.

Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one

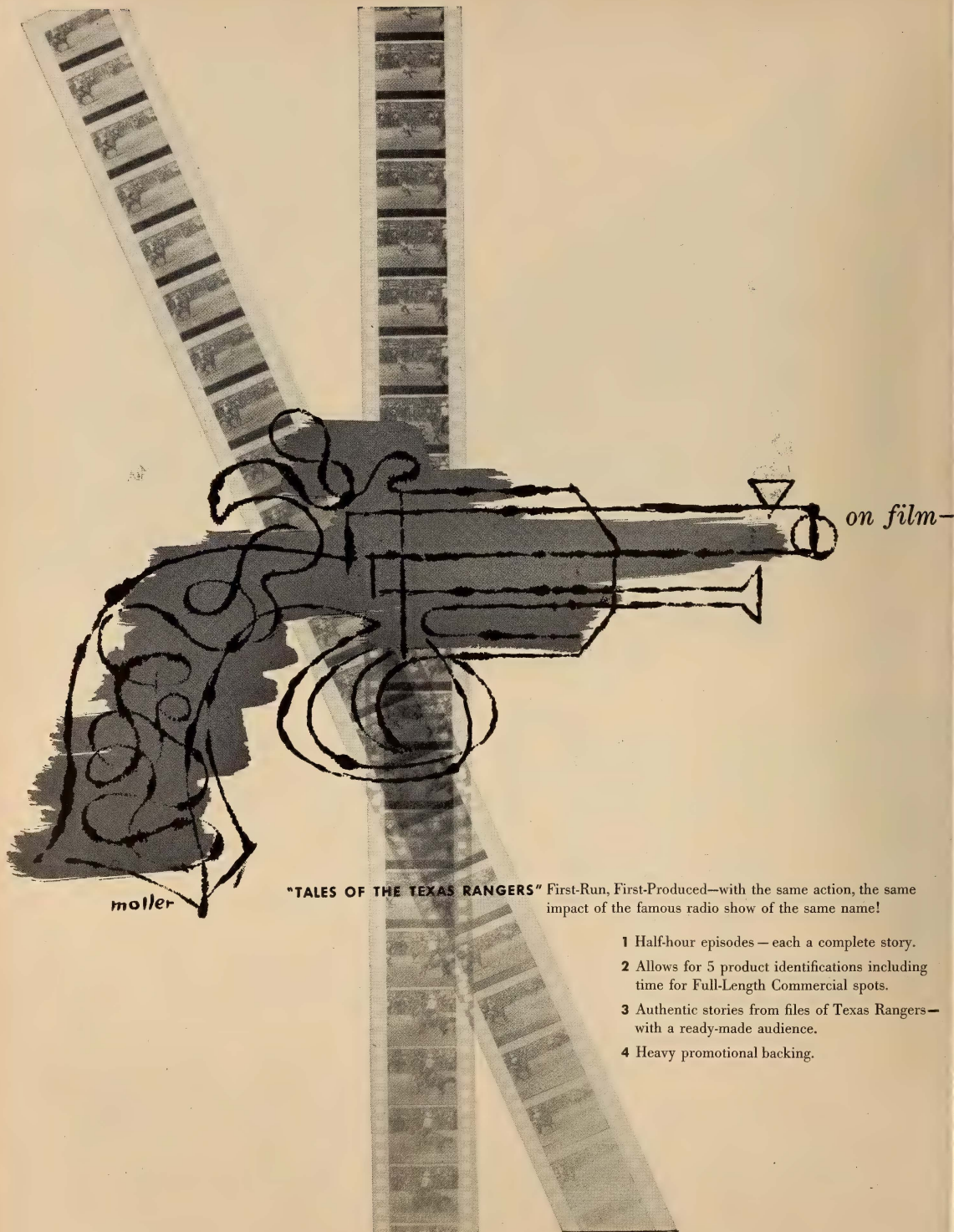
more example of the use made of the Bell System's network... facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Much of it must be precise and delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly \$85,000,000. Yet the service is supplied at a very moderate rate.

BELL TELEPHONE SYSTEM



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



**"TALES OF THE TEXAS RANGERS"** First-Run, First-Produced—with the same action, the same impact of the famous radio show of the same name!

- 1 Half-hour episodes — each a complete story.
- 2 Allows for 5 product identifications including time for Full-Length Commercial spots.
- 3 Authentic stories from files of Texas Rangers — with a ready-made audience.
- 4 Heavy promotional backing.



**NBC-TV FILM SYNDICATE SALES**

**30 Rockefeller Plaza, New York, N. Y.**

- ☐ Rush complete information and prices on "Texas Rangers" and "Dangerous Assignment".
- ☐ Express postpaid: Audition film, "Tales of the Texas Rangers". Audition film, "Dangerous Assignment".

Name \_\_\_\_\_

Station or Agency \_\_\_\_\_

Address \_\_\_\_\_

*for the first time!* **"TALES OF THE TEXAS RANGERS"**

*now available for local and regional TV programs*

This top-rated, big-time show offers all the advantages of a network production. Mail coupon above for exclusive programming in *your* area!

Just about every business in every market wants to get into TV. Unfortunately, though, the average firm with limited product distribution can't compete with national advertisers . . . they run up against prohibitive cost and waste coverage.

The answer? NBC-TV Films. Take the latest development — the offering of major shows like "Tales of the Texas Rangers" and "Dangerous Assignment" for local and regional sponsorship on a long-term basis. They're already established through radio . . . and they've been getting high ratings, a good big share of audiences *everywhere!*

We suggest you bring these shows to the attention of your better prospects. Perhaps there's a bakery, a soft drink distributor, or a laundry for "Texas Rangers". And if there's a brewer in your market, how about Brian Donlevy's "Dangerous Assignment"?

Phone, wire, or send coupon above for immediate action — for prices in your market and audition film. Don't Delay — Mail this coupon today!

**NBC-TV** FILM SYNDICATE SALES

**30 Rockefeller Plaza, New York, N. Y.**



## Radio-TV Employees

(Continued from page 23)

since 1943, according to the analysis, rising from 30 in the mid-war year to 58 in 1950. In 1929 the average was four employees per unit.

The number of persons "engaged in production" has risen from 29 in 1943 to 54 in 1950, indicating that most broadcast-telecast personnel take an active part in station operations.

Corporate sales of broadcast-telecast units rose from \$421 million in 1949 to \$454 million in 1950, according to the analysis. This figure falls short of the BROADCASTING • TELECASTING estimate of total radio-TV net time sales in 1950, which ran close to \$540 million, apparently because of technical factors in the Dept. of Commerce's definition of corporate sales.

The analysis showed broadcast-telecast firms had \$16 million of undistributed corporate income in 1950 compared to \$12 million in 1949. Net corporate dividend payments were \$9 million in 1950 and \$8 million in 1949. Corporate income after federal and state income and excess profits taxes was \$25 million in 1950 and \$20 million in 1949.

Federal and state corporate income and excess profits tax liability was \$24 million in 1950 compared to \$16 million in 1949. Corporate income before federal and state income and excess profits taxes was \$49 million in 1950 and \$36 million in 1949.

Income of unincorporated enterprises was listed at \$3 million in 1950 and \$2 million in 1949.

A section dealing with "supplements to wages and salaries" showed that employees in broadcast-telecast units earned an extra \$9 million in 1950 and \$7 million in 1949.

Total wages and salaries of broadcast-telecast personnel reached \$249 million in 1950, compared to \$219 million in 1949, \$199 million in 1948 and \$167 million in 1947. Total compensation attained the \$100 million mark for the first time in 1944, according to the analysis.



Mr. Shannon (r) and his assistant, Wes Whitlock, prepare to film first scenes of Flight 226.

★ ★ ★

### 'FLIGHT 226'

WKY-TV Films Air Base

WKY-TV Oklahoma City has come up with public service programs with dramatic impact, winning plaudits from the U. S. Air Force.

An hour-long live remote telecast and a documentary film, *Flight 226*, were made with WKY cameras on-the-spot at Tinker Air Force Base through the cooperation of national headquarters of the Airways and Air Communications Service. The Air Force voted the *Flight 226* script "outstanding."

Cameras were placed along the flight line to the 117-foot tower for the remote. They were moved on "cargo lifts." Theme was "AACS, supporting global all weather air power." Air Force officials termed it "a tremendously ambitious project, an example of a really outstanding television effort."

The other show was photographed entirely by Staffer Johnny Shannon. It was shot in one day, about a foot and a half of film exposed for each foot used after editing, the station explains. *Flight 226* was about the radar flying aid (ground controlled approach) provided by this Air Force branch. Robert Olson, WKY-TV program manager, arranged the shows. S/Sgt. Ed McNeilly, of the public information staff, assisted in the production. He is a former radio-TV director of Rockett-Lauritzen Adv. Agency, Los Angeles. The sergeant was author and director.

## Wilson Report

(Continued from page 30)

[BROADCASTING • TELECASTING, Sept. 17]

"Shortages of steel, aluminum, copper and other metals are intensified by shortages of scrap necessary to the production of each," Mr. Wilson observed. Domestic output of tungsten has been on the upswing and imports have helped.

Actual production of radio-TV receivers and in other industries has remained high because of inventories of materials, substitution of less critical materials and "ingenious conservation techniques adopted by firms," the mobilization director pointed out.

"No shortages of consumer goods yet exist," he continued.

"Whether they develop during 1952 will depend not only on production, of course, but on demand. For the time being, demand for many articles is below supply."

Citing the radio-TV market, Mr. Wilson said such demand "has not been high enough to eliminate some unemployment in the industry." Flexibility of CMP was cited by Mr. Wilson as one method of easing civilian cutbacks. Electronics firms, for instance, have been able to shift quotas of steel among broadcast receivers, refrigerators and other items.

Manpower shortages have not materialized to a large enough degree to disrupt defense production, it was said. "Real shortages have developed in only a few localities, industries and occupations, among them electronics."

### Committee Set Up

The Defense Production Administration has set up an industry-labor-government committee to look into unemployment [BROADCASTING • TELECASTING, Oct. 1].

Turning to national civil defense, Mr. Wilson noted the "greatest obstacle . . . is widespread apathy." The present program is off to "a good start" but is not far enough along to "prevent catastrophe in the event of all-out attack."

Succeeding steps in the federal program touch on establishment of a national communications system, air raid warning alerts and stockpiling of essential supplies. Dispersal of key plants also was mentioned.

In recognition of the importance of radio amateurs in the civil defense effort, NPA last Thursday granted priority assistance to "ham" operators seeking critical materials for equipment. Besides the 40,000 operators now active, an additional 20,000 are needed to fulfill emergency duty, NPA said.

MAGNAVOX Co. reported highest sales and earnings in its 44-year history—plus backlog of military orders exceeding \$35,000,000—in its annual statement for fiscal year ending June 30, released last week. Net income after taxes reached \$2,233,327, equal to a \$3.01 dividend on 723,437 outstanding common shares.

## TV Soapbox

TELEVISION in Philadelphia brought a political street-corner rally to the WFIL-TV audience when City Treasurer Richardson Dilworth, Democratic candidate for district attorney, stood on top of a sound truck replying to questions asked him. The interview took place near the entrance of the Bellevue-Stratford Hotel with the WFIL truck in attendance. Questioners from the sidewalk were introduced by Mrs. Dilworth for benefit of the camera which then swung to the candidate. About 300 persons were in attendance at the unrehearsed sidewalk telecast, it was reported.

## NABET, KHJ-AM-TV

Election Requested

PETITION was expected to be filed over the weekend with NLRB by NABET calling for a representative election among engineering department employees at Don Lee stations KHJ and KHJ-TV Los Angeles to decide bargaining agent. NABET currently represents engineers at KHJ-TV, IBEW at KFI. Approximately 50 engineers and technicians are involved.

NLRB has ordered an election among engineering employees at six San Diego stations as a result of an earlier NABET petition. Date not yet set for elections. Engineers and technicians at KFMB, KFMB-TV, KSDO, KGB, KCBQ will choose between NABET and IBEW for bargaining representative; at KSON for NABET or no union. IBEW withdrew from the latter ballot.

Engineers at four San Francisco stations late Wednesday elected NABET (CIO) as bargaining representative at NLRB elections, ousting IBEW (AFL) which formerly represented them. Approximately 50 engineers, technicians and floor men are involved at the stations, including KSFO and KPIX (TV) and two short wave stations, KWID, KWIX. Election followed NABET petition for NLRB election.

## WWRL Tie-In Plan

WWRL New York has launched "Corporation Tie-In," a merchandising promotion for sponsors which will provide displays of radio-advertised products in some 150 supermarkets and groceries of the associated grocers of Harlem. Effective Oct. 15, plan offers product display together with cards featuring WWRL Negro disk jockeys and personalities endorsing the product, without cost. First four products to be shown, each on weekly rotating basis, are Piel's Beer, Carolina Rice, Quaker Corn Meal and Aunt Jemima Self Rising Flour.

**K.O. HIGH TV FILM COSTS!**

**8 SECOND SPOTS**

with AUDIO as low as

**\$5000**

Write for details! Let us quote on your next film!

**Filmack Studios**

1331 S. WABASH AVE. CHICAGO

Thirty-three years of producing film messages have given us the know-how to put selling punch into TV film spots and yet keep costs down.



## TV Code Takes Shape

(Continued from page 71)

ized to listeners and the industry so that adherence to the code would lend prestige to stations and carry significance.

Review board procedure met with favor. A board of perhaps five would be set up under terms of the committee draft, it was believed. This board possibly would give violating stations a specified period to cease disobeying the code. If violations continue, it is believed the committee favors formal hearing procedure. Ultimate penalty might be withdrawal of the NARTB's seal. Provision was made in the draft for granting of seal privileges to non-NARTB stations.

All of these subjects are expected to draw heated discussion when the TV membership gets a chance to scan the code and see how it could affect their operations.

The two-day Washington meeting was a lively one as the committeemen took up the provisions word by word, and sometimes comma by comma. Large numbers of minor changes, and some more important ones, were made but the final document was described as quite close in substance to subcommittee recommendations.

### 'Fully Integrated'

One of the code writers described it as "a fully integrated document." Committee majority decided the text should not be made public because members want to show the public that the industry "means business." On the other hand the view was voiced that members expecting the vote intelligently on so vital a document should have a chance to study it thoroughly, along with staff executives, before casting a vote at Chicago Oct. 19.

At the weekend NARTB had received advance registrations for the Oct. 19 membership meeting from 39 persons representing 33 member television stations. C. E. Arney Jr., NARTB secretary-treasurer, reiterated that the meeting will be a closed session, with only personnel of NARTB TV member stations admitted. He said there is no limit on the number of member station staff personnel who may attend but only one delegate from each member station will be allowed to vote.

The document they will vote on, should the committee's version be amended and then submitted for membership action, will meet head-on some of the problems the radio standards carefully skirted.

The TV code writers are not afraid of the word "code," Mr. Swezey said. He added that the committee had acted courageously in an effort to forestall governmental reprisals from censorship-minded legislators. Other than that he would not comment.

It was indicated that some ideas had been borrowed from the motion picture code, since Paul Raibourn, KTLA (TV) Los Angeles, headed the observance subcommittee. Mr. Raibourn is president of Paramount Television Productions Inc.

## Electronics Museum

WTJV (TV) Miami has announced plans for an "Electronics Museum" at the base of its proposed new 500-foot antenna. Lee Ruwitch, vice president and general manager of WTJV, said the museum would be a show place of "glass and gadgets" where the public could be given some idea of how a transmitter system works. WTJV said it would begin construction on obtaining FCC approval.

and vice president of Paramount Pictures Inc.

Committeemen were understood to have agreed on spelling out some objectionable words, just as the movie code specifies words that should not be used on the screen. Reverence for the deity is included, as in the radio standards.

Some parts of the radio document were lifted, with substitution of the word "telecast" for "broadcast," it was learned.

The entire document will run somewhat longer than the radio code, it was indicated. It opens with a preamble, citing purpose of the document and laying background. Separate sections cover education and culture, acceptability of material for programs, responsibility for children, decency in production, community role, news and public events, advertising, public issues and controversies, and finally a section dealing with the seal and review board procedure.

While the committeemen flatly refused to disclose the standards for TV advertising copy, it was believed they favored a set of standards closely following the radio time limits.

The radio advertising time limits which the committee reviewed in drawing up TV limits are as follows:

- 5-minute programs, 1:00
- 10-minute programs, 2:00
- 15-minute programs, 2:30
- 25-minute programs, 2:50
- 30-minute programs, 3:00
- 45-minute programs, 4:30
- 60-minute programs, 6:00

Roughly 25% more latitude is allowed in the radio time limits for other than Class A time. It was believed the TV standards might follow rather closely the radio formula before 6 p.m. and after 11 p.m., under the committee draft.

### Danger Warning

The code project was set in motion last May by a special NARTB committee, with the entire industry invited to a meeting held June 22 in Washington. At that time FCC Chairman Wayne Coy and Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, warned of danger in TV programming.

Fresh in the minds of many of the code writers were the words of Chairman Coy at the time he applied Blue Book program standards to television and warned that advertisers must not be allowed to

assume the role of program director.

Members of the four subcommittees are:

Advancement of Education and Culture, Responsibility Toward Children, Acceptability of Program Material, Decency and Decorum in Production—Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont Network; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia.

Treatment of News and Public Events, Presentation of Religion, Community Responsibility, Presentation of Controversial Issues—Harold Hough, WBAP-TV Fort Worth, chairman; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT

## TVA Meet Dec. 7-9

TELEVISION Authority will hold a convention Dec. 7-9 in New York's Park Sheraton hotel. No agenda has been set for the meeting, the first convention TVA, a two-year-old organization, has held.

(TV) Memphis; Robert D. Swezey, WDSU-TV New Orleans.

Advertising Practices—Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James C. Hanrahan, WEWS (TV) Cleveland.

Observance—Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh.

## round up sales for your brand!

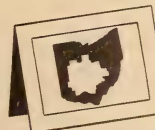


### "Western Roundup" weekly mail count now over 1,000

Every weekday afternoon from 4:30 to 6:00 youngsters gather round the Chuck Wagon for a fast-moving visit to the Old West. The Wrangler and Blackie keep the youngsters fascinated with their western lore, cowboy rope tricks and stories highlighted with the drawing of exclusive personal brands for youngsters who have completed "achievement" cards. Join this exciting live wrap-around western film fare.

The whole gang will round up sales for your brands with a "whoop" and a "hollier." What the Wrangler says goes!

For your brand and complete details on this unique WBNS-TV participation show, see Blair TV or write direct.



# wbns-tv

COLUMBUS, OHIO  
CHANNEL 10

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



Station  
**KRLD**

DALLAS

*Serves*

**THE LARGEST  
TELEVISION  
MARKET**

*Southwest*  
**DALLAS  
FT. WORTH**

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

*NOW there are*

**135,656**

*Television  
Homes*

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

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

*this is why*

**KRLD**

**AM-FM-TV**

*Channel 4*

*is your best buy*

*the TIMES HERALD Station  
National Representatives  
THE BRANHAM COMPANY*

# telestatus



## 'Show of Shows' Leads Nielsen

(Report 184)

NBC-TV's *Your Show of Shows*, back after a summer hiatus, replaced *Arthur Godfrey's Friends* as front-runner in Nielsen national ratings for the top 10 TV programs during the two-week period ending Sept. 8. The variety show emerged with the three top ratings, each representing a half-hour segment under different sponsorship. The Nielsen national report follows:

PROGRAM	HOMES (%)
Your Show of Shows (Reynolds, R. J., Tobacco)	45.7
Your Show of Shows (Participating)	42.2
Your Show of Shows (Lehn & Fink Prod. Corp.)	37.9
Arthur Godfrey's Friends (Liggett & Myers Tobacco)	34.7
Mama	34.3
Pepsi Blue Ribbon Bouts	33.1
Amos 'n' Andy	31.8
Your Hit Parade	31.2
Gillette Cavalcade	31.0
Firestone Theater	30.4
*The Nielsen "percent of home reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.	
Copyright 1951 by A. C. Nielsen Co.	

## Crosley Survey On Quality Movies

RESEARCHERS at Crosley Broadcasting Corp. (WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus) report audience success with first run

movies on television. Stations inaugurated a series of 66 films never seen on TV in the area.

In a special survey, Crosley found 80% of sets in use tuned to *Family Theatre*, the program showing the films. According to the firm, these figures represented some 500,000 persons in the three-city area in 175,000 homes.

Only 16 minutes of the entire late hour's program were devoted to commercials. Some 40% of sets were in use that night, according to Crosley.

## St. Louis Radio-TV Preference Polled

A PREFERENCE ratio of four to one for television over radio was reported in special events coverage last Tuesday at St. Louis as the city opened its social season with the traditional Veiled Prophet Ball. According to KSD-TV St. Louis, a survey showed that of 795 persons contacted who were either viewing or listening, 80% were watching on TV. Total of 1,073 homes were contacted.

KSD-TV carried a two-hour telecast of the event with the last 30 minutes being fed to the NBC-TV network as a sustaining feature. KSD and KXOK aired the radio versions.

With 310,000 TV receivers now

in the St. Louis area, perhaps more than one million people watched the ball on video, KSD-TV estimated.

\* \* \*

## WPTZ Issues New Rate Card

WPTZ (TV) Philadelphia has issued Rate Card No. 8, effective Oct. 1. Announcement was made by Alexander W. Dannenbaum Jr., commercial manager.

New rates, all for one hour, time only, are Class A, \$1,500; Class B, \$1,125, and Class C, \$750. Announcements are set at Class A, \$300; Class B, \$225, and Class C, \$135.

## Dillon Talk

CHARLES DILLON, chief of the Defense Dept.'s Radio-TV Branch, addressed the Armed Forces Information School last Friday on "Use of Radio and Television by the Dept. of Defense." He was to speak before 200 officers and enlisted men of the school as part of a regular program for prospective public information officers. Question and answer period and demonstration of kinescopes and recordings followed the speech.

## Weekly Television Summary—October 8, 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	WOI-TV	62,903	Memphis	WMCT	98,769
Atlanta	WAGA-TV, W5B-TV, WLTV	115,000	Miami	WTVJ	86,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	313,889	Milwaukee	WTMJ-TV	257,607
Binghamton	WNB-TV	43,115	Minn.-St. Paul	WTCN-TV, WTCN-TV	273,200
Birmingham	WAFM-TV, WBRC-TV	62,500	Nashville	WSM-TV	40,070
Bloomington	WTV	17,200	New Haven	WNHC-TV	173,000
Boston	WBZ-TV, WNAC-TV	766,492	New Orleans	WDSU-TV	62,150
Buffalo	WBN-TV	214,287	New York	WABD, WGBS-TV, WJZ-TV, WNB	2,500,000
Charlotte	WBTV	89,134	Newark	WOR-TV, WPIX	75,312
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793	Norfolk	WATV	95,811
Cincinnati	WCPC-TV, WKRC-TV, WLWT	305,000	Oklahoma City	WKY-TV	95,811
Cleveland	WEWS, WNBK, WXEL	494,238	Omaha	KMTV, WOW-TV	89,950
Columbus	WBNS-TV, WLWC, WTVN	229,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	883,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	135,656	Phoenix	KPHO-TV	40,100
Davenport	WOC-TV	62,263	Pittsburgh	WDTV	300,000
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	62,263	Providence	WJAR-TV	165,000
Dayton	WIO-TV, WLWD	210,000	Richmond	WTVR	95,071
Detroit	WBK-TV, WWJ-TV, WXYZ-TV	627,164	Rochester	WHAM-TV	91,010
Erie	WICU	74,375	Rock Island	WHBF-TV	62,263
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	135,656	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	51,500
Grand Rapids	WLAV-TV	146,181	Salt Lake City	KDYL-TV, KSL-TV	52,275
Kalamazoo	WFMY-TV	78,463	San Antonio	KEYL, WOAI-TV	108,460
Greensboro	KPRC-TV	84,129	San Diego	KFMB-TV	233,025
Houston	WSAZ-TV	55,350	Schenectady	KGO-TV, KPXX, KRON-TV	160,900
Huntington	WFBM-TV	171,250	Albany-Troy	WRGB	92,600
Indianapolis	WBNS-TV	40,000	Seattle	KING-TV	306,000
Johnstown	WJAC-TV	106,796	St. Louis	KSD-TV	129,276
Kalamazoo	WKZO-TV	146,181	Syracuse	WSYR-TV	127,000
Grand Rapids	WDAF-TV	132,784	Teled	WSPD-TV	84,275
Lancaster	WGAL-TV	109,112	Tulsa	KOTV	53,000
Lansing	WJIM-TV	65,000	Unica-Rome	WKTV	288,550
Los Angeles	KECA-TV, KFI-TV, KLCI-TV, KNBH	1,013,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	77,671
	KTLL, KTSI, KTTV		Wilmington	WDEL-TV	

Total Markets on Air 63

Total Stations on Air 108

Estimated Sets in Use 13,598,000

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.



# **WSB-TV makes no claims for Channel 2 as yet — BUT . . .**

In the first two days of testing over Channel 2 with 50 K. W. of radiated power from the 1,062-foot tower\* . . . .

Verified reception already has been noted from distant points including these cities:

**SAVANNAH, GA.**

**PANAMA CITY, FLA.**

**MONTGOMERY, ALA.**

**BIRMINGHAM, ALA.**

**HUNTSVILLE, ALA.**

**CHATTANOOGA, TENN.**

**KNOXVILLE, TENN.**

**ANDREWS, S. C.**

**GREENVILLE, S. C.**

**AUGUSTA, GA.**

We are as yet without complete information on characteristics of these tremendously powerful new facilities. Thus far we are gratified—and amazed.

Programming over the new facilities began Sept. 30. A more comprehensive report on the extent of the new market opened up will be made soon.



*\*Check this formula with any  
qualified TV engineer*

Affiliated with THE ATLANTA JOURNAL and THE ATLANTA CONSTITUTION. Represented by Edw. Petry & Co., Inc.



# LeBLANC CITED

A FORMAL complaint challenging claims made for Hadacol in radio and other advertisements as "false, misleading and deceptive" was served on the LeBlanc Corp. by the government last week.

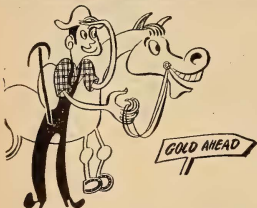
The Federal Trade Commission which has been eying Hadacol representations for over a year "invited" Dudley J. LeBlanc to appear at a hearing on these charges Nov. 26 in Lafayette, La., former headquarters for the firm.

Sen. LeBlanc, Louisiana state senator, and Richard L. Brown, general manager, continue "to formulate, direct and control" policies and activities of the Hadacol firm despite its sale to Tobey-Maltz Foundation Inc. last August, FTC held.

Simultaneously, the commission announced it had rescinded a stipulation, approved Aug. 17, 1950, by which LeBlanc Corp. agreed to cease certain advertising claims. The firm failed to comply with the terms, it was explained.

Generally, FTC took exception to claims that the vitamin-mineral supplement is an effective treatment and cure for scores of ailments and diseases. Specifically, it cited testimonial letters in which the writers declared: "I am positive that it is Hadacol that cured me."

Hadacol contains nothing more

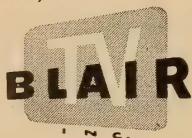


## Time to stake your claim in DAYTIME SPOT TELEVISION

The sooner you get there, the bigger the pay-off. That's why advertisers who have already established franchises in daytime spot television can point to most gratifying sales records . . . built on Blair-represented TV stations. For instance:

"What's Cook'ng", televised over KDYL-TV Salt Lake City, consistently pulls some 250 phone requests for a recipe within 3 hours of the broadcast, another 250 by mail.

Every Blair-represented TV station has a similar roster of daytime television spot success stories . . . for the facts, call your Blair TV representative today!



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

## FTC Hits Claims For Hadacol

than vitamins B1, B2, niacin, B6 and pantothenic acid, plus iron, calcium, manganese and phosphorus—all compounded in a generous 12% solution of alcohol—the government charged.

Contrary to claims in radio commercials, newspaper ads and letters—all of which helped to build the product into a multi-million-dollar industry—Hadacol is "of no value" in treating cancer, epileptic fits, delirium tremens and a score of other ailments. Vitamin and mineral deficiencies, for which it might have some value, can only be detected by diagnostic tests. Often, certain symptoms and conditions are not ascribable to these but other causes, FTC argued.

### Other Conditions

Turning to other conditions—nervousness, irritability, fatigue, etc., FTC said "the dissemination of this advertising may cause persons suffering from the described symptoms . . . to delay obtaining proper treatment, resulting in serious illness and even death."

The complaint also challenged claims that vitamins and minerals must be taken together—as in Hadacol—to obtain the most benefit, and that Hadacol is preferred as a diet supplement.

The commission continued: Hadacol is not to be preferred as a diet supplement, first, because it does not contain all the vitamins necessary for human nutrition and, second, because there is a deficiency of the vitamins contained in this preparation, better results can be obtained by giving more of those vitamins than contained in the daily dose of Hadacol.

The government also attacked representations that Hadacol "insures good health, brings new hope

to those over 50, cures sickness and suffering after all medicines fail, and makes the taking of medicines unnecessary."

The FTC list of ailments, diseases and symptoms, was documented even to the point made in testimonial letters received by LeBlanc Corp. It was the "content and manner" of using these letters that drew the FTC's attention.

"Neither the writers . . . nor the respondents are competent to judge" whether the symptoms were the result of these deficiencies or whether Hadacol relieved or cured them, the complaint held.

The hearing will be held before FTC Trial Examiner Abner E. Lipscomb. Sen. LeBlanc was president of the corporation before the sale, and is being retained as consultant by the new company now in process of reorganization (see story, page 27).

## Hadacol's Ills

(Continued from page 27)

5% of all claims. Others include: Frances S. Leven of New York, who is said to be a member of the syndicate and who holds a note for \$244,900, secured by pledge of 85,470 shares of the Louisiana Corporation's capital stock; the Collector of Internal Revenue, who has filed a lien for \$665,000; Einsson-Freeman Inc., lithographers of Long Island City; L&H Brokerage Co. of Lafayette, La., which holds a note for \$104,539.59; the Majestic Adv. Agency of Houston and/or the American Credit Indemnity Co. of Baltimore, whose claim is reported to be in excess of \$300,000; Owens-Illinois Glass Co. of Toledo, which is said to be seeking \$186,000 for bottles produced and delivered; S. B. Penick Inc., New York; Standard Factors Corp., of New York, which has sued for upwards of \$120,000 and attached the LeBlanc bank balance of \$58,000; the Whitney National Bank of New Orleans,

## EMPIRE STATE MAST Gets De-Icing Units

EMPIRE STATE Bldg. television tower will be equipped next month with a special, electronic system to prevent blacking-out of transmissions by ice formations or dust particles on the mast. Manufactured by the Minneapolis-Honeywell Regulator Co. and the American Instrument Co., the device will be comparable to having home thermostats which will automatically send heat-producing power, when needed, to each transmitting element.

Each of the five transmitting units will have its own system. Thermostats will be located on the tower to avoid the temperature difference, often as much as 15 degrees, between that height and the street, 1,472 feet below. Controlled heating of the transmitting units also will reduce condensation of water, which tends to attract and hold dust particles, thereby impeding transmission.

holder of a \$150,000 note; and Televisual Productions.

Creditors' meeting was held in the offices of Mortimer J. Davis, executive vice president of the New York Credit & Finance Management Assn. He announced that his organization has formed a creditors' committee to protect claims against LeBlanc Corp. members—who will deal with LeBlanc officers after reorganization or with the appointed referee in case of bankruptcy, or representatives of J. T. Baker Chemical Co., which has a reputed claim of \$1½ million; J. K. Lasser & Co., certified public accountants; the William Morris Agency, said to be in for \$300,000 although agency officials had no comment; Einsson-Freeman Inc.; Seneca Watch Co.; Majestic Adv., and the Katz Drug Chain, said to be seeking \$40,000 for cooperative advertising.

### 10,000 Cases a Month

Richard L. Brown, formerly vice president and sales manager of the Louisiana Corp. and announced Wednesday as vice president of both the Maryland and Louisiana Corps., said that 10,000 cases of Hadacol still are being produced each month, and that he felt the company could make a "reasonable profit" by restricting itself to Southern and Southwestern states where it can "best be sold to the emotional type—not to intellectuals." Mr. Brown estimated that if the company can continue operations, they can sell up to \$5 million worth per year and make a "tidy" profit on that amount.

Mr. Lans stated that action had been filed in New York's Southern District Court in order to get all action co-ordinated under one authority. As president of the corporation, he maintains offices at 70 West 40th St., New York City. Other officers are Howard M. Lawn, vice president, treasurer, and director; Mr. Brown, and Lillian Gould, secretary and director.



AFTER the first "Down You Go" telecast Sept. 21 under sponsorship of P. Lorillard Co., agency, client and network executives gathered with program principals. At table are (l to r) Dr. Bergan Evans, moderator, Toni Gilman, Francis Coughlin and Carmelita Pope, "Down You Go" permanent panel member. Standing (l to r) Raymond McGinn, Lorillard division manager in Chicago; Frank P. Russell, field manager for Lorillard in Chicago; Frank Schreiber, general manager, WGN-AM-TV Chicago; Tom Doughten, vice president and account executive, Lennen & Mitchell, agency on the account, and Ted Bergmann, DuMont Television Network.



## Educational TV

(Continued from page 71)

proposed that Channel 9 be reassigned from Boulder to Denver and that Channel 6 be reclassified from noncommercial to commercial, with Channel 26 reserved for educational TV. He suggested Channel 22 in Boulder be made noncommercial.

As an alternative, he suggested that Channel 12 be reassigned from Colorado Springs to Denver, with the same changes for Channel 6 and 26.

Third alternative involved a number of changes in the Rocky Mountain area: Channel 9 from Boulder to Denver, Channel 12 from Colorado Springs to Boulder as reserved wave length, Channels 11 and 13 from Cheyenne, Wyo., to Colorado Springs, Channels 3 and 5 to Cheyenne, Channel 11 in lieu of Channel 12 at Rawlins, Wyo.

FCC proposes Channels 2, 4, 6, 7, 20 and 26 to Denver, with Channel 6 earmarked for educational use.

### NBC Rebuttal to WIP

A national allocation plan should not be based on any consideration of network affiliation, NBC averred in rebuttal to plan of WIP Philadelphia—which, with other Philadelphia stations and applicants, seeks to retain VHF Channel 12 there [BROADCASTING • TELECASTING, Sept. 10].

Part of that plan envisages the continuance of WGAL-TV Lancaster on Channel 4. In his affirmative statement in support of that plan, WIP President Benedict Gimbel Jr. stated interference to NBC's WNBT New York and WNBW Washington, also on Channel 4, was not significant since other NBC affiliates would be carrying the same network programs.

"Network affiliations are matters solely of business arrangements," the NBC rebuttal stated. In a footnote, it added:

"The irrelevance of network affiliation as a criterion in formulating an allocation plan is shown by an analysis of programs broadcast by WNBT and WNBW and by the NBC affiliates in Philadelphia and Baltimore during the week commencing Sept. 2, 1951. During this period at least 53% of WNBT programs or over 48 hours of programs were not carried by WPTZ, the NBC affiliate in Philadelphia. During the same week about 44% of the programs of WNBW in Washington or approximately 41 hours of programs were not carried by WBAL-TV, the NBC affiliate in Baltimore."

Filings have begun to take on the tinge of the courtroom.

During the last few weeks, motions to strike evidence have been received by the Commission, but last week that legal action was asked by KQV Pittsburgh against the filings of the following stations: WLOA Braddock, WEDO McKeesport, WJPA Washington,

## SCHOOL RADIO

TV Is on Dec. 4-6 Agenda

BECAUSE of the rising interest of educators in television, that medium will assume a more prominent place this year on the agenda of the School Broadcast Conference, Director George Jennings said in Chicago last week.

The 15th annual conference will take place in Chicago's Sherman Hotel Dec. 4-6, and is expected to attract more than 2,000 teachers, school administrators and commercial radio people, he said. Concurrent meetings will be sponsored by the Assn. for Education by Radio, the Parent-Teachers Assn. and the National Society for the Study of Communications, a university group interested in communications research.

Television demonstrations will include origination of public service shows with students viewing them in their homes and then participating in test-discussions conducted by educators. Films which assist visual educators in presentation of material on TV also will be shown, including several filmed especially for TV by the U. of Indiana, the U. of Minnesota and the Chicago Board of Education, of which Mr. Jennings is radio council director.

Two leading workshop groups in the broadcast media will be invited to give student productions, and another will be presented by a group from the special schools class, probably with handicapped children.

Bi-aural tape-recording, which reportedly gives depth and another dimension to sound, will be explained and demonstrated by Gene Carrington of Allied Radio Corp., who helped develop the innovation in tape recording.

The conference can be attended by any interested person paying the registration fee, Mr. Jennings said.

### New Kinescope

RCA has announced a new 17-inch kinescope utilizing low-voltage, electrostatic focus. The tube represents an engineering achievement in kinescope design which not only eliminates the need for a focusing coil or magnet, but also makes it possible to obtain the voltage for the focusing electrode from the low-voltage dc supply of the receiver.

Pa.; WSTV Steubenville, Ohio; WWVA Wheeling, W. Va.

Motions were directed against portions of those filings which KQV claimed lacked judicial standing—hearsay, non-expert opinion, lack of qualification, etc.

Filings this week covered the western states of Colorado, Wyoming, Nebraska, Utah, Idaho, Washington, Oregon and parts of Nebraska. Rebuttals were from Pennsylvania, West Virginia, Ohio, Kentucky and parts of Indiana.

No Clowning!  
**WTWJ**

IS YOUR BEST BET IN  
SOUTH FLORIDA  
the FASTEST GROWING  
MARKET EAST OF  
THE ROCKIES

**WTWJ**

CHANNEL 4 MIAMI

COVERS THE VAST, RICH,  
BIG-SPENDING MARKET  
*Like the Sunshine*  
...REACHING A PERMANENT  
RESIDENCE AUDIENCE OF  
NEARLY 750,000; plus  
A VISITOR MARKET OF  
NEARLY 2,000,000  
YEARLY

86,300

TV SETS IN  
GREATER MIAMI ALONE  
(NBC and Dealer Surveys)  
COMPLETE COVERAGE  
INCLUDES:  
So. PALM BEACH County  
FT. LAUDERDALE  
HOLLYWOOD  
GREATER MIAMI

**WTWJ**

CHANNEL 4 MIAMI

a Full Time  
TV STATION  
9 A.M. to 1 A.M.

Full DAYTIME PROGRAMMING  
Hundreds of \$\$\$ and \$\$\$  
advertising Success  
stories in our files.

**WTWJ**

CHANNEL 4  
MIAMI



Represented by FREE & PETERS

No Clowning!  
**WTWJ**

IS YOUR BEST BET IN  
SOUTH FLORIDA  
the FASTEST GROWING  
MARKET EAST OF  
THE ROCKIES!

**WTWJ**

CHANNEL 4 MIAMI

COVERS THE VAST, RICH,  
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YEARLY

86,300

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GREATER MIAMI ALONE  
(NBC and Dealer Surveys)  
COMPLETE COVERAGE  
INCLUDES:  
So. PALM BEACH County  
FT. LAUDERDALE  
HOLLYWOOD  
GREATER MIAMI

**WTWJ**

CHANNEL 4 MIAMI

a Full Time  
TV STATION  
9 A.M. to 1 A.M.

Full NIGHTTIME PROGRAMMING  
from all 4 NETWORKS

**WTWJ**

CHANNEL 4  
MIAMI



Represented by FREE & PETERS



## EDUCATIONAL TV

### Illinois U. Maps Plans

U. OF ILLINOIS plans to use television as an educational and research service "complementary to that of private broadcasters," President George D. Stoddard has reiterated. The University's projected plans for telecasting is opposed unanimously by the Illinois Broadcasters Assn., of which Ray Livesay, WLBB-AM-FM Mattoon, is president. The matter, resulting in a broadcasters resolution opposing the proposed construction of a TV station on the Urbana campus, came up for debate again at NARTB's District 9 meeting. [BROADCASTING • TELECASTING, Sept. 24].

The University is considering the possibilities of TV for agricultural and other extension programs, for service schools and professional groups, and for research in TV programming and the effects of video shows, Mr. Stoddard said. He added that a program exchange with other educational TV outlets may be used to reduce costs, and that the school may make its schedule available to broadcasters.

Mr. Stoddard, who answered broadcasters in a letter to Mr. Livesay, said he wanted to cooperate with them in the planning but that no concrete details had been formulated. A special TV committee, studying all phases of the medium, is now trying to find answers to such questions as these.

### DuMont Color

DuMONT industrial color television system will be used to transmit demonstrations of the latest ramjet aircraft engine from the supersonic tunnel where they will be held for some 1,200 military and businessmen attending the four-day meeting of the National Advisory Committee for Aircraft in Cleveland, Oct. 9-12. Four tests will be shown each meeting day on 12-inch DuMont monitors by TA-164-A color equipment, operating by closed circuit. System is the product of the Television Transmitter Div. of the DuMont Labs., Clifton, N. J.



**TIDE WATER-Associated Oil Co., San Francisco, signs for area games on KGO-TV San Francisco under NCAA experimental TV plan. Two live games will be telecast plus 30-minute delayed telecasts weekly of highlights of Stanford-U. of California games. Signing contract is P. E. Allen, company vice president in charge of sales. Standing (l to r) are Hal Deal, advertising and promotion manager for oil firm; David Sacks, KGO-TV sales representative, and Gayle V. Grubb, KGO-AM-TV general manager [BROADCASTING • TELECASTING, Sept. 24]**

## WEWS TELECOURSES

### College Via TV Proving Popular

AUDIENCE response to college telecourses launched by WEWS (TV) Cleveland in collaboration with Western Reserve U. has "exceeded anything we expected," a school official has acknowledged.

Other university spokesmen agree that the TV project, which started as an experiment, has turned out to be an effective medium of public relations and goodwill. For concrete results, officials noted that telecourse enrollments reached 386 after the first week of telecasts, with 83 actually registering for the full-credit courses.

No Hooperating was necessary to obtain audience reception. The university's switchboard was jammed with calls within 30 minutes after the opening lecture on psychology. During the first hour

50 students signed up.

Many arranged for their home-study kits to be sent out C. O. D. so they wouldn't waste any more time before beginning to follow the telecast sessions.

WRU classes occupy the 9-9:30 a.m. period. Psychology is seen Monday, Wednesday and Friday. Comparative Literature is seen Tuesday and Thursday. An estimated 30,000 viewers watch TV during the morning hours, according to WEWS.

Registrations were pouring in, all at the regular college tuition fees for these courses—\$48 per student for psychology and \$32 each for the literature course. In addition, more than 150 of the \$5 home-study books for non-credit students have been sold.

Dean John P. Barden, head of the university's school of general studies and administrator of the telecourses, said TV spots, interviews and special shows heralding the start of the teleclasses had stirred up "the greatest response we have ever had from any advertising campaign."

Personnel appearing "on camera" are all from the university's faculty. Producer Barclay S. Leatham is head of the department of dramatic arts, which has done almost 200 telecasts on WEWS since 1947.

NINETEEN reformed Jewish Temples in Chicago area cooperated Thursday night to present story of Jewish high holidays on network TV for the first time. DuMont, from WGN-TV Chicago, planned to carry *Prelude to the High Holidays* on minimum of two dozen stations for half an hour.

## HODAPP SPEAKS

### On Education Programs

"IF WE can come to educators for advice on specialized subject matter, and if they will come to us with concrete suggestions for programs, together we can make television a great force in education," William Hodapp, producer of *The American Inventory* TV series, said fortnight ago. Mr. Hodapp addressed faculty members, parents, and experts in child development at a New York meeting of the Child Education Foundation.

In planning his radio series, jointly sponsored by the Alfred P. Sloan Foundation and NBC, Mr. Hodapp found that education had failed to help people live or to add to the joy and excitement of living. Educators working on television programming, Mr. Hodapp advised, should recognize the practical aspects of integrating a telecast and continue to provide research help throughout production.

## KPRC-TV OFFER

### School Postpones Action

KPRC-TV Houston offered Sept. 24 to present a daily telecast on school activities. The school board thanked Jack Harris, KPRC-TV general manager, but voted to postpone action on the offer until the board can present its own case for a TV channel to FCC.

The board chairman said it would jeopardize its chances of getting a channel if shown the school already is telecasting daily. Other board members felt it would aid chances for a channel because it would show that the board is taking advantage of the opportunities it had.

## UN Week Spot

A ONE-MINUTE film spot, *UN Plus You, or the Hopes of Hopeful Herbert*, is being distributed to video outlets nationally by the United Nations for the sixth annual observance of United Nations Week, Oct. 21-27. The film is animated—the first to be used by the UN—and has its message sung in folk style with guitar background. Theme expresses the importance of the individual's support of the world organization, emphasizing the slogan, "UN Plus You." Strip has been produced by the American Association for the United Nations in cooperation with the American Jewish Committee.

## Firm Dissolved

WASHINGTON law firm of Fletcher & Midlen has been dissolved, both attorneys continuing practice in the Munsey Bldg., Washington. Frank U. Fletcher continues with National 5308 telephone number; John H. Midlen now has Metropolitan 6006.

for the finest in...  
**TELEVISION FILM PRODUCTION**

**PROGRAMS  
and  
COMMERCIALS**

**SCREEN GEMS** 729 7th Ave.  
INCORPORATED N.Y. 19, N.Y.  
Circle 5-5044



# film report

**FOREST FIRE** prevention will be stressed in nine one-minute films ordered from the **George Fox Organization**, Los Angeles, by the California State Forestry Division. Fox recently completed a three-reeler on the causes of forest fires which will be shown on all California TV stations. The nine shorts will also be scheduled for viewing when completed.

Twenty-six half-hour Westerns will be presented on CBS-TV's **Gene Autry Show**. The cowboy singer stars in all of them and his TV production company, **Flying-A Pictures**, Pioneertown, Calif., did the shooting earlier this year. First film in this series, **Ghost Town Raiders**, was telecast by CBS-TV Sunday, Oct. 7.

**Fireside Theatre** TV films produced by **Bing Crosby Enterprises** last season have been renamed **Coronet Theatre Productions** and firm will add to the series 44 additional half-hour dramatic programs with distribution through **United Television Programs Inc.** on a weekly basis. Second run on **Royal Playhouse**, title under which old series was released, is also available for distribution according to **Everett Crosby**, president of BCE.

Sales promotion campaign for **King's Crossroads** series is being launched by **Sterling Television**, New York, according to **Bernard Schulman**, head of agency sales for Sterling. The campaign will include a sales promotion kit, trade advertising, direct mail, etc.

## TV ROAD SHOWS

**Planned by New Firm**

**PRODUCTION** of live television shows for agencies and stations outside New York has been undertaken by **Phil Edwards and Assoc.**, New York independent packaging firm. Major casting, scripts, music and small props will be assembled in New York to produce, in effect, a road company that will travel from city to city doing the same television show with local variations.

Planning to operate as far west as Chicago, the organization has opened additional offices in Philadelphia to handle activities in that city, Baltimore, and Washington. First account in the Quaker City is for **Seberhagen Inc.**, and calls for a weekly, hour-long production over **WFIL-TV** on Thursday nights, sponsored by **William Grez Brewing Co.**, Philadelphia.



**SIGNING** contract for the \$500,000 Brazilian TV station to be built in Belo Horizonte with equipment furnished by RCA International are (l to r): **Fernando de Mello**, son of the principal owner of **Emissoras Associadas**, Dr. **Assis Chateaubriand**; **Augusto de Angelo**, J. **Walter Thompson Co.**, advertising agency; Dr. **Carlos Pizzini**, director of **Emissoras Associadas**; Dr. **Artur Bernardes**, president of **Italcolumi TV**; Dr. **Walter Obermuller**, RCA International; **Perry F. Hadlock**, president of **RCA Victor Radio S. A.**, Brazil.

## AMA CLINIC OCT. 16

**To Study Educational TV**

**CLINIC** will be held Oct. 16 by the Bureau of Health Education of the American Medical Association to show networks, stations, agencies and voluntary organizations how to use television for health education. The one-day clinic will be held in the ballroom of the **Biltmore Hotel**, New York.

Speakers include Dr. **Thomas Coffin**, supervisor of NBC's television program research division; Dr. **Roy K. Marshall**, producer-moderator of television's **The Nature of Things**; **Ted Cott**, general manager of **WNBC** and **WNBT (TV)** New York; and **Leo Brown**, executive assistant to the AMA's general manager. Dr. **Louis H. Bauer**, president-elect of AMA, will give the key-note address, and **Erik Barnouw**, editor of communication materials center of the Columbia University Press, will act as discussion leader.

Clinic will study characteristics of the TV audience and how to build television programs, with emphasis on costs, promotion, and evaluation of listener reaction. Kinescopes and films on health subjects, which have already been presented on television will also be shown.

## 'HOPALONG' CITED

**Named in \$180,000 Suit**

**SUIT** for \$180,000 was filed last week in Los Angeles Superior Court by **John A. Daley**, Hollywood publicist, who claims that amount is owed him by **William (Hopalong Cassidy) Boyd**.

Mr. Daley in his complaint alleged an agreement was made in October 1949 wherein he was to receive 3% of Mr. Boyd's net profits for public relations services. The complainant states Mr. Boyd's 1950 income amounted to \$6 million and that his share should be \$180,000. Television was described as a major source of Mr. Boyd's income. **Mitchell & Gold** represent Mr. Daley.

## NEW TV DEVICES

**Presented to SMPTE Meet**

**LATEST** developments in television equipment and techniques, both broadcast TV and theatre TV, will be presented at the 70th semi-annual convention of the Society of Motion Picture & Television Engineers in Hollywood Oct. 15-19.

One of the opening-day features will be a description, by **Otto H. Schade** of the RCA Tube Dept., of laboratory work toward ultimate development of a theatre TV system providing picture detail contrast equal to that of motion pictures according to a first-day agenda release last week by **SMPTE** president **Peter Molewm**.

Another first-day feature will be presentation of the first annual **David Sarnoff Gold Medal Award** in recognition of outstanding achievement in TV engineering.

First-afternoon program will include papers on a new direct-projection theatre TV system and on a TV camera adaptable for theatre network use, the first by **F. N. Gillette** of General Precision Labs. and the second by **Blair Foulds** and **E. A. Hungerford Jr.**, also of GPL; and one by **Lawrence Sachtleben** of the RCA Engineering Products Dept. describing high-speed optics employed in RCA's PT-100 instantaneous theatre TV system.

## 'DISC JOCKEY TUNES'

**Purchased by 24 Outlets**

**THE TELEVISION** disc jockey show, **TV Disc Jockey Tunes**, has been purchased by 24 TV stations in as many cities on an exclusive basis, **Will Baltin**, TV sales manager of **Screen Gems**, producer of the series, said last week.

Program is being sold on a package basis of 15 silent films—10 using live talent and five cartoons—with accompanying records of the 12 top tunes and three new ones. A new package is to be sent stations every six weeks. Films are timed and cued to the precise length of each record, eliminating any synchronization problem.

## BRAZILIAN TV

**Third Outlet Underway**

**BRAZIL's** third TV station will be built in the mining center of **Belo Horizonte** (pop. 700,000) in the middle of that country. The \$500,000 **Emissoras Associadas** station will be equipped by **RCA** and will begin operating on Channel 4 in about a year, it was announced last week.

**Emissoras Associadas**, principally owned by Dr. **Assis Chateaubriand**, already owns TV station **PRE-8-TV** on Channel 6 in Rio de Janeiro and **PRF-3-TV** on Channel 3 in Sao Paulo. Firm also operates a chain of radio stations in Brazil. Dr. Chateaubriand in addition publishes a number of newspapers in that country.

Only other Brazilian TV is a construction permit held by **Radio Televisao Paulista S. A.** for Channel 5 in Sao Paulo.

Next applicant in Brazil is expected to be **Jao Baptista do Armaral**, owner of 11 radio stations in the state of Sao Paulo (three of them in the city proper). Sr. Armaral, who also publishes the **Sao Paulo Record**, intends to build a TV station in that city as well as one in Rio de Janeiro. He is in the U.S. at the present time.

**PORTABLE** aluminum TV antenna tower for viewers in fringe areas introduced in Chicago by **Alprodec Inc.**, Kempton, Ind., which claims 100-pound unit cuts cost in half.

## FREE

If the rating on our completed 13 **RCA Kennedy** mystery shows starring **Donald Woods**, filmed especially for television, does not beat the rating of any mystery-detective TV show at end of 13 weeks (comparable time) in any city, we offer your sponsor 2nd run at no charge for show.

## Immediate Delivery

**first 13 ½-hour TV films completed**

**Adrian Weiss Productions present**

**CRAIG KENNEDY CRIMINOLOGIST**



Starring  
**DONALD WOODS**  
as  
**CRAIG KENNEDY**

with  
**Sydney Mason and Lewis G. Wilson**

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**TV FILM COMMERCIALS**

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# MOPPET TALENT...

## ... KEYNOTES D. C. APPLIANCE STORE VIDEO SUCCESS

**A**ROUND Washington, D. C., and out into several surrounding states, there's no place like Home.

Every Sunday noon, Home comes into its own as the Channel 4 facilities of WNBW (TV) Washington, which carry the friendly messages of Home Appliance Co. to one of the largest audiences reached by any television program going out of the nation's capital.

Inevitably the Home Appliance Co.'s telecast has been centered around the familiar strains of John Howard Payne's classic song, a tieup that has brought thousands of customers into the sponsor's showrooms.

A fortnight ago the program celebrated its second anniversary, a ceremony that was marked with cutting of cake and similar trappings. More important, the appliance store a week ago noted its appreciation of the program's appeal and its sales potency by entering its third year as sponsor of *Your Junior Revue*.

Moppet shows come and go in the video field but *Your Junior Revue*, which went on the air in September 1949, is going on and on because it is doing a success-

ful selling job for Home Appliance Co.

How successful?

This 12-year-old neighborhood store has tripled its business in two years and a substantial share of the credit is given *Your Junior Revue* by store officials and their advertising agency, Robert J. Enders Adv. Inc.

Its ratings have soared to the astonishing peak of 33.3 (American Research Bureau), a larger audience than most network programs enjoy in the nation's capital city.

This has happened in a Class C time period that Washington sponsors spurned until Home Appliance came along with its kid show.

\* \* \*

**N**OBODY is brash enough to claim that Home's tripled business is entirely due to the telecast. The appliance business, especially television, has been good. In recent weeks the program is believed to have done an effective job of cushioning the nationwide decline in demand for major electrical goods.

Of course, there are high spots in the sales history of the program, like the two-program promotion for Thor ironers that sold

every piece of this near-\$100 item in the Home store and practically cleaned out the stocks of all the retailers in the region. The Thor people ran a piece in their house organ, crediting the *Revue* with the sale of more than 300 ironers at a time when ironers were not moving well.

Perhaps the best evidence that juvenile video can be a merchandiser's best friend is the observation of "Cousin" Joe Burke, manager of Home Appliance and heralded around the TV industry as the man who discovered Sunday noon. Mr. Burke puts it this way:

"Our rising sales during the last years prove to us beyond all doubt that television can sell, and really do a job. Daytime programming of this ambitious nature was a novelty when we started but we hit a formula that drew an audience.

"Having a large and loyal audience, we are consistently obtaining customers from a wide area. We know they are television viewers because they comment, always kindly, about the program. More important, they are buying appliances.

"*Your Junior Revue* is a permanent part of our advertising plans



**THIRD YEAR of *Your Junior Revue*, successful appliance program on WNBW (TV) Washington, opens next Sunday. Contract signer is "Cousin" Joe Burke, manager of Home Appliance Co. Watching are (l to r) Sylvia Devey, m. c.; Charles de Lozier, commercial manager of WNBW, and Mary Griffin Jr., radio-TV director of Robert J. Enders Adv.**

\* \* \*

and we know it will continue to do the job for us under the guidance of the Enders television staff."

\* \* \*

**H**OME Appliance Co. started business in Washington's northeastern section, well outside the downtown business area. It catered to clientele in that residential area. Hence the name "Home," and hence the adoption of "Home Sweet Home" when the telecast was started.

The program opens with a teenage line of dancers. Superimposed on the video screen is a paraphrase of Payne's poem as the audience in WNBW's Wardman Park Hotel studio chants the special lyrics.

In thousands of homes the viewing groups join this far-flung community sing. More than one disconcerted school teacher has called for classroom singing of "Home Sweet Home" only to hear the TV-minded youngsters eagerly respond with this version:

Let's all get together each Sunday at noon,  
We'll all have a good time, now join in the tune.  
Remember Home Appliance wherever you may roam,  
We're here to tell you there's no place like Home.

Presiding at the Sunday tele-  
(Continued on page 93)

## FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

### FOR DETAILS, WRITE -

J. M. McDONALD,  
Assistant Director of  
Engineering  
Crosley Broadcasting  
Corporation  
Crosley Square,  
Cincinnati 2, Ohio

## A MOVIE 'DRY RUN' ON TV

Russell, Brisson to Test Script Before Filming

**I**N A PRECEDENT move, television will be used as a testing ground for a motion picture in an experiment to be conducted by Rosalind Russell, film star and her movie producer husband, Frederick Brisson.

To get public and trade reaction to *Never Wave at a Wave* before it goes into production early next year, a 45 minute video version of Independent Artists projected movie first will be presented live on CBS-TV *Schlitz Playhouse of the Stars* Oct. 19. Miss Russell will star and her husband produce.

Miss Russell and her husband are said to have close to \$100,000 already tied up in story and scripting costs on their projected production. They feel that putting it on live TV will definitely enhance its future value as a motion picture for regular theatre release through United Artists. Officials of the latter firm, it was said, have agreed to the experiment.

After watching her video screen for two years, Miss Russell declared she and Mr. Brisson became convinced that not only could this medium be used for a testing ground, but to build greater poten-

tial audiences not yet reached. She reasoned:

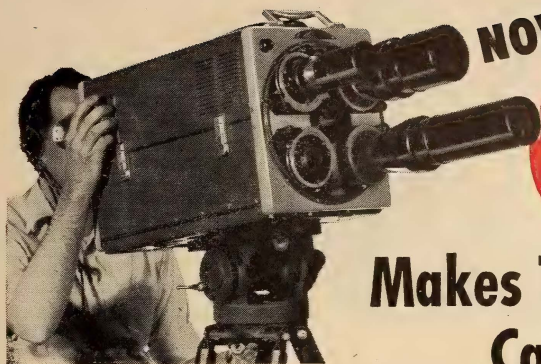
If 40 or 50 million people view the Schlitz Playhouse version and like what they have seen, they automatically become boosters of the lengthier version to be released many months later.

Just think what this could mean to the motion picture industry? Every major studio has millions of dollars in story properties tied up on their shelves for one reason or another, when, by the simple expedient of having it tried out on television, these producers may find solutions for their problems.

Admitting that her motives were "strictly selfish" and that she was in the profession to "make money," Miss Russell declared that "if we have any doubts whatsoever about how a story might be received, television is the way to find out about it and I intend to use it."

A kinescope of the TV show will be available for 60 days after the live CBS-TV show. It will be studied by Miss Russell, her husband and other members of the independent film production company, to determine what improvement might be made before actual shooting starts. The movie will not be released until fall of next year, it was said.

Why buy 2 or more...  
do 1 big sales job  
on "RADIO BALTIMORE"  
Contact  
EDWARD  
RETRY CO.  
**WBAL**

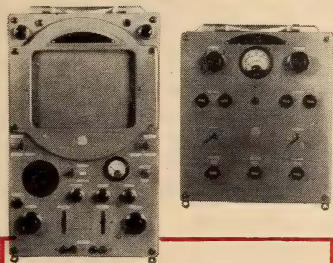


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## Makes TV's Outstanding Camera Chain

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- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE  
FOR DETAILS

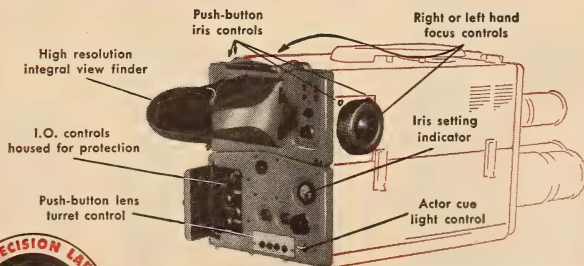
GPL's 1951 Image Orthicon Chain is delivering even more features—better performance—than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

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

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

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

### FINGER-TIP OPERATION from CAMERA or REMOTE LOCATION



**GENERAL PRECISION LABORATORY**  
INCORPORATED

Pleasantville

New York

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



## NABRT EXPANDS

### Adds Three Board Members

TO MAKE its operation national in fact as well as name, the newly organized National Assn. for Better Radio Television, Los Angeles, has added three out-of-state members to its local board of directors and will honor them at a reception to be held Oct. 18 in that city.

New board members include Mrs. Gertrude G. Broderick, executive secretary, Federal Radio Education Committee, Washington; Robert Lewis Shayon, radio-TV editor, *Saturday Review of Literature*, Westport, Conn.; Dr. Dallas Smythe, research professor, Institute of Communications Research, U. of Illinois, and director of studies, National Assn. of Educational Broadcasters. Mrs. Clara S. Logan, Los Angeles, is president.

## Cover British Poll

NBC COVERAGE of the British elections Oct. 25 will be handled by a five-man radio news staff direct from London, Manchester, Edinburgh and Wales. Henry Cassidy, NBC director of radio news and special events, will fly to London to supervise the special team composed of Robert Trout, Romney Wheeler, William Frye, Edwin Haaker and John Farrell. NBC-TV cameramen will also record the elections for NBC-TV newscasts including John Cameron Swazey's *Camel News Caravan*.

**Advertisers** like to

read ads, too. And

so advertising in

Printers' Ink is read by

the leading **buyers**

of advertising not

only because they are

interested in the

**stations** and

markets they might use,

but also because they

have a pro-

fessional interest in

your copy, layout, etc.



Talking their trade, U. of Michigan gridcasts on WWJ, are (1 to r): A. E. Horne, Dodge advertising manager; Ken Brown, chairman of Detroit Dodge dealers and committee; Bill Putich, captain of U of M team, and Mr. Tyson.

## TY TYSON STARTS HIS 28TH

Radio Problems Repeat in TV Today

PROGRESS in sports broadcasting through the years was viewed by Ty Tyson, WWJ Detroit, as he signed for his 28th consecutive year of broadcasting U. of Michigan games. He noted early radio troubles in gridcasting seem much like those of television today.

Ty, who has been broadcasting football longer than most radio stations have been in business, stated:

"Back in 1924, when I handled the first football broadcast from Ann Arbor, I was lucky to have one spotter to help me keep the 'M' and Wisconsin teams straight. Back then, we had no shelter. It was a wide open broadcast, on a wide open windy day, with a wide open mike. Through that season and later ones, we used to sit huddled through drenching rains and blanketing snow storms.

"I will admit, though, that the new high in blizzards came only last year at Columbus, Ohio, when the two spotters and I could hardly see the field in front of us, much less the players, but we were tucked away in nice dry, warm booths.

"I remember the first out-of-town game that WWJ brought to Detroit radio fans. It was from Ohio State in 1926. The line charge for that one broadcast was around \$2,200. That would almost take care of a season's schedule now."

The current fear of college athletic departments that television will cut down box office receipts is an old story to Ty Tyson, who went through the same thing in the early days of radio.

"In those early days, too, the colleges suffered considerable fear and trepidation for their gate receipts. Fielding H. Yost, U. of M. coach, was very unhappy about

the first broadcast. But by Wednesday following the game, ticket sales had gone way up, and Yost phoned WWJ to say it would be all right to carry more games.

"I remember he said: 'It seems as though some of those rich alumni heard the broadcast and it sort of stirred up their old school spirit.'"

When asked whether TV has the same effect on the gate as early radio, Mr. Tyson said:

"TV will not hurt football receipts if there is a good team with a good schedule and fair weather. If there is a heavy snow storm the day of the game, people will stay home to watch, but that will be balanced off by the extra attendance on days when mornings are fair."

Mr. Tyson opened his 28th year with the Michigan U.-Michigan State game Sept. 29. The series is being sponsored by the 27 Dodge-Plymouth dealers of greater Detroit.

## FRANK STARBUCK

WRJN Founder, Pres. Dies

FRANK R. STARBUCK, 75, founder and stockholder of the Racine Broadcasting Corp. (WRJN-AM-FM Racine, Wis.) and president of the parent Journal-Times Co., died of a heart attack last Monday. He was active in the American Publishers Assn.

Mr. Starbuck founded the city's first radio station in 1926 and served as president of Racine Broadcasting Corp. until his death. A veteran newspaperman, he became president of the old *Racine Journal* when his father died in 1929. During his service, the *Journal-News* bought the *Times Call*, merging into the present *Journal-Times*. Mr. Starbuck is survived by his wife, the former Grace L. Bassindale; a daughter, Carol, and two sisters.

## OHIO U. AD CLINIC

Pixley Named for Radio

L. A. PIXLEY, president of WCOL Columbus and the Ohio Assn. of Broadcasters, will preside as chairman of the clinic on radio advertising to be held during the eighth annual Advertising Conference of Ohio State U., Oct. 19-20.

A concurrent clinic on newspaper advertising will be conducted by William C. Savage, *Cincinnati Post* advertising director. Chairman of the Oct. 19 luncheon session, at the Chittenden Hotel, will be Dean C. Weidler of OSU's Commerce College. Secretary of Commerce Charles Sawyer will be principal speaker. Other sessions will be held at the Fort Hayes Hotel. Breakfast session is slated Oct. 20 under auspices of the fifth district of the Advertising Federation of America.

## WNHC-AM-TV Signed

WNHC New Haven, Conn., will become the 181st affiliate of the NBC Radio network effective Dec. 1. On 1340 kc, WNHC has 250 w. WNHC-TV, an NBC-TV affiliate since 1949, has signed a two-year renewal with the network. James T. Milne is general manager.

**immediate revenue produced  
with regional promotion  
campaigns**

**23 years of  
service to the  
broadcasting industry**

**HOWARD J. McCOLLISTER Company**

MEMBER N. A. B.

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ATHERTON, CALIFORNIA

DAVENPORT 3-3061

**PAUL W. McCOLLISTER, General Manager**

experienced sales  
personnel will sell community  
programs throughout  
your coverage area



## MEMORANDUMS'

WMAZ Macon, Ga., sending local advertisers "Telephone Memorandums." Green pad has many possibilities that advertiser's secretary may check for calls. Some included are: "While you were—Asleep, playing golf, trying to collect" or "Your—wife, only profitable customer, bookie, red head and girls father" called. One remark on sheet says "Reserve Time on WMAZ."

## NAME IT AND WIN

KWK St. Louis, *Recallit and Win*, featuring Tom Daily playing old songs from the 90's. Listeners are asked to identify tunes for cash prizes.

## TOP PROMOTION

WFGM Fitchburg, Mass., *A.M. Coffee with Curtis*, featuring Disc Jockey Allan Curtis, used new type promotional gimmick in connection with Perry Como's new RCA Victor recording "Rollin' Stone." Mr. Curtis offered free records of release, personally autographed by Perry Como, to first few listeners sending in a lock of hair and stone. Station reports that response was instantaneous and heavy.

## FAIR COVERAGE

KTUL Tulsa, and WFIN Findlay, Ohio, reported last week of their fair coverage of recent weeks. KTUL played records, provided free entertainment and presented many give-aways to large crowds gathered around booth at State Fair at Tulsa. Station reports it gave away over 300 pounds of candy to children and adults attending festivities along with such things as book matches, emory boards, note pads and lipstick tissues. WFIN has already covered three county fairs and is now in progress of reporting coverage of fourth. At all fairs station presents special programming direct from fair grounds using "WFIN Tent" as studios. Station reports crowds from 200 to 300 attend shows. Station utilizes local talent during shows.

## THE NEWS

MARGO Wine Co., Phila., in cooperation with WIBG Philadelphia and local newspapers ran full page advertisement based on Radio Free

## A CHAS. MICHELSON HIT!

"Musical Comedy Theatre"  
30 MIN. SHOWS  
TRANSCRIBED



for particulars

CHARLES MICHELSON, Inc.  
15 WEST 47th St., NEW YORK 19

# programs promotion premiums



Europe. Ad was headed "And now . . . the news . . ." translated into Russian. Ad explained that behind the Iron Curtain there are no real news shows like company presents on WIBG. Station and company used window displays at studio and girls collected donations at noon hour on streets. John A. Margolis, president of company was presented Scroll of Appreciation by Brig. Gen. Hugh B. Hester, Philadelphia chairman of Crusade for Freedom, for work done by his radio program on WIBG.

## 'PERFECT COMBINATION'

WDSU New Orleans sent advertising trade five post cards during last week of September with different symbols and promotion messages saying ". . . the Perfect Combination" but giving no call letters. Post cards were followed up with large folded mail piece headed "It's here! The Perfect Combination." Inside it says "Here is the Perfect Combination . . . WDSU New Orleans. Station WDSU is the New Orleans affiliate of the National Broadcasting Company effective Thursday, October 4, 1951." On outside of piece is pictures of all five post cards.

## TOP D. J.

WIP Philadelphia sending trade and advertisers large "jumbo mailing" piece featuring stories about Disc Jockey Mac McGuire. Stories from BROADCASTING • TELECASTING and other journal give inside view of Mr. McGuire's show. Inside follows up heading "twice in one week" saying "two of the nation's leading magazines pick Mac McGuire as Philly's leading disc jockey. This is followed by list of advertisers that "pick him, too."

## EDUCATIONAL SHOW

NINETEEN stations through New York State began Oct. 1 carrying *Empire State FM School of the Air* 1:30-2 p.m. Mon. through Fri. Educational network was opened by Lieut. Gov. Frank E. Moore, speaking from Saranac Lake, N. Y., where the state council of school superintendents were meeting.

## FISHING COVERAGE

WTMJ Milwaukee, presented on-the-spot coverage of its staff musicians fishing contest. Listener who heard "The Grenadiers" band members return from vacations with

tales of their fishing abilities invited them to settle their fishing matters. Station used short-wave facilities for pick-up.

## FOOTBALL SHOW

KGO-TV San Francisco, *Pappy Waldorf's Night Off*, Wed. 8:30 p.m., sponsored by Craig Oil Co., Oakland. Features California head coach Lynn "Pappy" Waldorf in home setting on his "night off." Friends, sportswriters, coaches, fans drop in to discuss the California team, prospects, errors and feats of past games and possibilities for scheduled games. Occasional films of play Waldorf is planning to use or is preparing his team to meet are shown.

## STATION AUCTIONS

WLIZ Bridgeport, Conn., has started "Auctionbucks" giveaway in which station auctions off list of merchandise items to bidders. Participating merchants give customers "auctionbucks"—one for every dollar spent in store. Several hundred shopkeepers participating in Bridgeport, according to Philip Merryman, WLIZ president. Idea credited to Henry F. Auger, formerly of Bridgeport Post-Telegram, who has organized new firm, Auctionbucks Inc., with Mr. Merryman as president and himself as vice president.

## FOUR ON ONE

WOL Washington, *Four Star Disc Jockey Revue*, 9 to 10 p.m., started Oct. 3, featuring four of station's top platter spinners. Disc Jockeys George Crawford, Mike Hunnicutt, Gramps and Hal Jackson, entertained in his own style. Each presented 15-minute portion of show ranging from folk music to be-bop.

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

## NO CONTROVERSY

### On LBS Congressional Show

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new *Lunch With Congress*, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are airmailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. EST.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously steer clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filippis.

# ORSON WELLES IS BACK!

*"The Lives of Harry Lime"*

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York



whose

## BROADCASTING

is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponsors, their agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber who wants the latest, most complete news of all radio—AM FM TV

### ... or did it?

Are you at the leisure of a rout-slip . . . reading an out-dated issue . . . or taking chances on a newsstand copy?

Whatever the reason, there's too much doing in radio-tv today that directly affects your job, your future. You need the news while it's still news—while you can turn it into profitable decisions. Here's a \$7.00 investment that pays real dividends every week of the year. Use this coupon to make it . . .

### your ... BROADCASTING

BROADCASTING • TELECASTING  
870 NATIONAL PRESS BLDG.  
WASHINGTON 4, D. C.

Yes, I want my own copy of BROADCASTING every week. Please start with next issue.

☐ \$7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY

ZONE

STATE

## VILLANOVA GAMES

Are Sponsored on WIP

PHILCO Distributors Inc. has signed to sponsor Villanova football games exclusively over WIP Philadelphia. Announcement was made by John Hawkins, general manager of Philco Distributors, at a luncheon attended by principals.

Jim Leaming, WIP sports director and former grid star at the U. of North Carolina, was signed by Philco Distributors to handle play-by-play accounts. Mr. Leaming will travel with the team some 17,000 miles, as eight of nine scheduled games are out-of-town.

## ORSON WELLES

Interested in TV Production

ORSON WELLES, star of the transcribed series *The Lives of Harry Lime*, was interviewed Sept. 28 by United States press in a special two-way trans-Atlantic closed circuit to London.

Mr. Welles, whose radio series is being offered to U. S. stations by Lang-Western feature programs, New York, said that *The Lives of Harry Lime* which will soon be heard on radio stations throughout the country is "the first leg of my journey home. I plan to come home soon after Christmas. I'm homesick and want to get back to American radio, TV, films and most of all to just America. Just as soon as I finish the film 'Othello' and complete an engagement at the St. James theatre, I'll be homeward bound."

Mr. Welles also indicated that although he had not seen American television he was interested in being a producer in the medium.

## L. M. SMITH NAMED

By Blackburn-Hamilton

BLACKBURN-HAMILTON Co., radio and television station broker, last week named Lester M. Smith to manage the firm's San Francisco office. Mr. Smith has resigned as operating manager of the Russ Bldg., San Francisco, and previously was active in radio and newspaper work there and in New York.

Ray V. Hamilton, co-owner of the firm and former resident manager of the San Francisco office, has transferred to the Chicago office because of "a step-up in radio and newspaper activity" in the Midwest. He is working with Harold R. Murphy, resident partner of the company there. James W. Blackburn continues to supervise activities in Washington.



Mr. Smith



**HAILING WIP** Philadelphia's signing of Villanova football game broadcasts by Philco Dealers Inc. are (l to r): Jack Rensell, account executive, Weightman Adv.; William Horn, advertising and promotion director, Vic Hendler, Mr. Hawkins, general manager, Ed Berg, treasurer, all Philco Dealers; Rev. Edward B. McKee, O. S. A., moderator of athletics, Villanova College; James Shallow, sales manager, Philco Dealers; Clyde Spitzner, WIP Philadelphia local sales manager; Benedict Gimbel Jr., president and sales manager WIP and Mr. Leaming.

## 'SHOW TRAIN'

Gets on the Track

SOUTHERN affiliates of NBC have arranged send-off programs for sections of the "Show Train," which will carry guests from Dixie-land to New York for *The Big Show* broadcast of Oct. 14.

WDSU New Orleans, which joins the network Oct. 4, will produce a half-hour network show—to celebrate its affiliation as well as the Show Train—from 10:30-11 p.m. EST, Oct. 11. Also telecast locally, over WDSU-TV, the program will feature two Dixie-land bands, a concert orchestra, a 93-voice choir, and commentary by Ben Grauer.

WSB Atlanta is holding a beauty contest on three of its programs to select as Miss WSB, who will represent the station on the north-bound train. Since Atlanta is the rallying point for all sections of the Show Train, the station will send a brass band to meet each section as it arrives.

Other stations participating in the send-off are KTBS Shreveport, La.; WMIS Natchez, Miss.; WFSA Montgomery, Ala.; WBRC Birmingham, Ala.; WSM Nashville, WMC Memphis, WAFO Chattanooga, and WROL Knoxville, Tenn.; and WDAK Columbus, Ga.

## COVIDEO, JEWEL CITED

In Actions by FTC

DISTRIBUTOR of coin-operated TV sets and a supplier of push cards allegedly used in the lottery sales of radios and other merchandise figured in actions announced by the Federal Trade Commission last week.

Covideo Inc., New York, was charged by FTC with false advertising of coin-manipulated sets which it sells to hotels, motor courts and other establishments. Contrary to claims, FTC said, Covideo neither owns nor operates manufacturing plant and does not maintain a staff of competent engineers and technicians. Hearing is set for Nov. 5 in New York.

In an initial decision, lottery schemes would be prohibited in a proceeding filed against Jewel Radio and Television Corp. of America, New York; its subsidiary, Crosby-Paige Industries, Chicago and Don J. Ferraro, president of Jewel. Firm is charged with supplying dealers with push cards used in reselling radios and other items by lot or chance.

CFRG Gravelbourg, Sask., new French-language 250 w station is to go on the air late in November, according to present plans.

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

by Geo. G. HOLLINGBERRY CO.

Mississippi assured a bumper cotton crop this Fall. This means more money in the hands of more people. WJDX ... the Voice of Mississippi ... can help you get your share of these "cotton" dollars.



## Moppet Talent

(Continued from page 88)

casts is Sylvia Devey, who auditions, rehearses and becalms the young hopefuls competing for weekly prizes plus quarterly grand prizes. Mary Griffin Jr., Enders radio-TV director, is producer.

Commercials are handled in an easy and relaxed style by Stuart Finley, who has been with the show since its early weeks. He carries on the calm, friendly atmosphere of the store's promotion. Actually he carries the Home story into Maryland, Virginia, West Virginia and Delaware, as customer studies and program ballots reveal dramatically every week. The Enders agency adds that the program has a rating in Baltimore, 40 miles away.

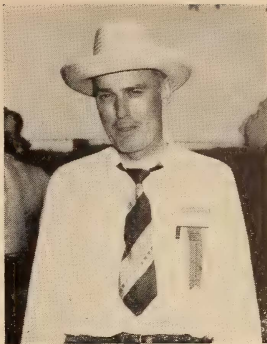
THE program has an international flavor obtainable only in Washington. Each week a child from a foreign embassy is interviewed, with 50 countries represented thus far. After a brief illustrated interview about the customs and history of the country, the young guest performs a folk dance, sings a national song or tells a folk story.

Weekly adult guests take part, including leading entertainment and political figures. During the school season Washington chorals groups are heard.

Winners are selected by weekly post-card balloting. Some of the winners have gone on to professional careers. A teen-age accordionist gave a concert in New York's Town Hall. A recent winner, 10-year-old Benny Brown, became a three-time winner of Ted Mack's *Amateur Hour*.

The program has received many scrolls and awards from civic organizations for its role in building community spirit and tolerance as well as combating juvenile delinquency.

The weekly mail count runs into the thousands as listeners vote for their favorites. A special promotion completed yesterday was built around selection of a name for the dancing line, with a TV set as prize.



WEARING farm hat to prove it, Frank P. Fogarty, general manager of WOW-AM-TV Omaha, was judged winning member of a panel of "city slicker" judges in a district dairy show at Seward, Neb. Mr. Fogarty was said to be well briefed on finer points of judging dairy cattle by Mal Hansen, WOW's farm service director.

## BASEBALL AWARDS Top Sportcasters Picked

FIRST video awards to honor television baseball commentators were announced last week by a baseball weekly newspaper, *The Sporting News*.

The publication has for years selected outstanding play-by-play sportscasters in each major league.

Chosen to receive the first TV awards were Jack Brickhouse, WGN-TV Chicago, telecaster of the home games of the Chicago White Sox, and Russ Hodges, WPIX (TV) New York, who airs New York Giant home games.

Radio honors for 1951 went to Mel Allen, who handles New York Yankee games, and Harry Caray, who describes St. Louis Cardinal contests.

This was the sixth consecutive win for Mr. Allen, whose reports are aired by WINS New York and a chain of stations. Mr. Caray previously won similar recognition in 1946, 1948 and 1949. His accounts are aired over the Cardinals' network, originating at WIL St. Louis.

## Strictly Business

(Continued from page 16)

City dress designer. They have three children, Alan R., 9, Gary E., 7, and Gloria Jean, 4.

This happy fivesome makes its home in Deerfield, a Chicago North Shore suburb. Five acres around their home give Mr. Mintz ample opportunity to practice flower gardening, through which he finds relaxation. Mr. and Mrs. Mintz also enjoy horseback riding.

Contrary to persistent rumor, he is not related to Herbie Mintz, Chicago NBC-AM-TV pianist and radio veteran of 25 years. But, he added, they both have the same doctor.

## 'AM RADIO SALES'

### R. Atliss Sets Up Firm

NEW REPRESENTATIVE organization has been set up by Ralph Atliss, general manager of



Mr. Losee

Nov. 1 in the WMCA Bldg., 1657 Broadway.

Wilmot H. Losee has resigned as general manager of WINS New York to head the new company's operations there. Additional personnel will be added and the company plans also to open a Chicago office at 400 N. Michigan Ave.

Mr. Atliss and John Carey, commercial manager of WIND, will supervise operations. Mr. Atliss has controlling interest in WLOL and KIOA and is a consultant to WMCA.

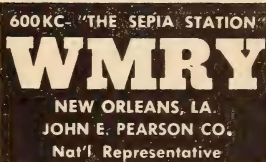
Present plans provide only for representation of the four stations and future plans have not been determined, Mr. Carey said. He explained the stations previously worked with four station representative firms and that the new arrangement will offer faster and more complete service to all clients.

## N. Y. Theatre Leased

FIVE YEAR lease on Colonial Theatre, Broadway at 62d St., New York, has been obtained by NBC from RKO Theatres. The Colonial, seating more than 1,000 persons, will be used for television. NBC previously acquired the New Amsterdam Roof Theatre for TV [Broadcasting • Telecasting, Sept. 17].



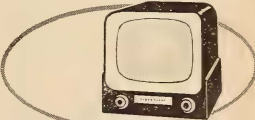
WMRY programs to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.



THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

## SELL MORE TIME WITH THESE SPOTS

Here's how you can sell more radio time to your local lumber dealer as you help him promote one of his most profitable lines—modern wood window units. Two new records contain 24 1-minute and 24 15-second radio announcements prepared with appropriate sound effects and professional talent. Plenty of time for fill-in.



### Appealing TV Films also Available

13 new TV films plug the same profit line—modern wood windows. Professional quality. Generous time allotted for dealer's signature.



**FREE MANUAL** tells what you need to know to offer expert advertising advice to your local lumber dealer. Send for your copy today!

Wood Window Program  
38 South Dearborn Street  
Chicago 3, Illinois

Please send me the free manual that will help me advise my lumber dealer advertisers. I am interested in radio announcements ☐ — TV films ☐

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

KDKA
PITTSBURGH  
50,000 WATTS

CONSISTENT LEADERSHIP IN A LAND OF

7 MILLION LISTENERS

WESTINGHOUSE RADIO STATIONS Inc.



## Open Mike

(Continued from page 20)

they did . . . and we showed one around locally . . . it doesn't phase them.

A local readership study based on "225 interviews" of a 30,000 circulation paper showed both these extremes.

(1) The back page used by a department store daily for 20 years at a total cost of over \$1½ million got "top-billing" with 97% identification.

(2) Quarter-page ads for national products got as little as 2% readership identification; yet these same people go right back in as a matter of habit and convenience.

In my 28 years in the advertising and radio business I have come to the conclusion that a local newspaper advertiser who gets "specific action on a specific item" cannot be unsold on the medium with statistics. Only results will keep him sold and results ought to be determined on equal expenditures under equal conditions.

I think we in radio—on a local level—try to get results for people who cannot be helped by any advertising medium. A concentrated effort to land the fish that have meat on their bones will result in acceptance, eventually . . . there has to be a starting point . . . why not now?

Let every radio station concentrate on getting the more successful business establishments in its community on the air on an equal footing and equal conditions with other media and the national ac-

Japanese peace treaty conference—the one in which the Reds made their last-ditch effort to stall the meeting. It began at 9 p. m., Iowa time, and lasted until about 11:30 p. m. WOIT-TV, Ames, the only station in the nation operated by an educational institution, didn't carry any of it although it was available.

WOW-TV, Omaha, carried all of it except for about 20 minutes at 10 p. m. when it interrupted for its own news-weather and sports.



## Page Senator Benton

EDITOR:

Enclosed [above] clipping from the *Des Moines Register* makes it rather clear why those of us who live near an educationally owned

and operated station do not want to see the FCC allocate too many channels for educational use.

Judson D. Edwards  
6568 Colby Ave.  
Des Moines

counts will take cognizance despite surveys.

Lou Poller  
WPWA Chester, Pa.

## Voice for Radio

EDITOR:

It's always nice to know that we laymen in radio have BROADCASTING to serve as a "loudspeaker" to the industry when we want to shout about something. . . .

Dave Rodman  
WEIM Fitchburg, Mass.

## Sight-Seers Invited

EDITOR:

Was most interested to read in OPEN MIKE of Sept 17 that ZNH, in the Bahamas Islands, is now a commercial radio station. . . .

It might also be of interest that ZBM Hamilton, Bermuda, has always been commercial, from its inception in May of 1946. ZBM is a hard-hitting 250 w independent, whose operation could be well copied by quite a few of its American counterparts.

. . . anyone in the industry with a Bermuda vacation would find it worthwhile to stop in at ZBM's studios . . . I was fortunate enough to be with Radio Bermuda for two years, so I know what I'm recommending.

Eddie Phelan  
WNAT Natchez, Miss.

## Dream Materializes

HOW Mrs. Mary Lou Pfeiffer, director of women's activities for WRFD Worthington, Ohio, saw her dream of a memorial hospital at Kenton, Ohio come true, is told in the October issue of *Good Housekeeping* magazine. The WRFD personality initiated the drive for the hospital several years ago, helped its growth through auctions and other promotion.

## book reviews

ADVERTISING CAMPAIGNS. By Irv. in Graham, Harper & Bros., 48 E. 33rd St., New York 16, N. Y. 324 pp. \$3.

This book is primarily a text but it is valuable for the advertising man who wants greater insight into the methods of coordinating various phases of advertising and selling into the integrated program called a "campaign."

Its thesis is that the residual effect left by a single commercial announcement on the mind of a listener, for example, is generally diminutive:

"In most cases the prospect is not vitally interested in what the advertiser has to say . . . also he is apt to forget what the advertiser claimed the day before. Consequently a concerted series of advertisements—a campaign—is usually necessary to drive home the trade names, brand names, product features, and many other points considered important by the advertiser."

After the usual definitions of terms, the book discusses problems of launching a campaign. These include charting policies, agency selection and the advertising budget.

The selection and use of media is considered and not only are the well-known media such as radio and television analysed, but also techniques such as transit radio and storecasting. Case histories are cited.

Coordination of the sales and advertising programs is described and the final section of the book tells how campaign success may be evaluated.

The author is now an account executive with Roberts & Reimers, New York. He formerly was promotion manager for CBS Radio Sales Division.

COLOR TELEVISION NOTEBOOK, Volume II, Paul H. Wendel Pub. Co., Box 1321, Indianapolis 6, Ind. \$1.

THIS paper-covered notebook contains technical information for circuit engineers, servicemen, and TV experimenters. It describes fundamentals of color television systems, receiver circuitry for the CBS color system and details of the CBS-Columbia companion receiver and the Tele-Tone color companion receiver.

## WKY-TV Schedule

REGULAR daytime telecasting has boosted WKY-TV Oklahoma City's weekly schedule to more than 90 hours per week. Effective Oct. 1, the station signs on at 9:30 a.m. every morning, Monday through Friday. It had been signing on at 1 p.m. on those days. Station day never ends before 11 p.m., and on Saturday, WKY-TV has been operating from 8:45 a.m. to past midnight for some time.

## NEWSPAPERS

### Video Aids Circulation

TELEVISION was described as an aid to daily newspaper circulation in a report presented before the Associated Press Managing Editors Assn. in San Francisco.

The report, anchored to extensive surveys by editors in 10 cities where the Senate Crime Investigating Committee hearings were telecast, was presented by Frank Eyerly, *Des Moines Register & Tribune*.

While there was some dissension, six editors reported telecasts not only failed to reduce circulation but "whetted the appetites" of newspaper readers.

It was noted, however, that video will require newspapers to be more exact in descriptive details when reporting major news events.

Dissenting was Dick Clark, *New York Daily News*, who warned that as the quality of television improved, it will become increasingly difficult to sell newspapers.

Dale Stafford, *Detroit Free Press*, said the telecast Kefauver hearings definitely hurt his paper's circulation. Carl White, *Santa Monica Outlook*, whose regional survey was described as "the most intensive," said that video in California is having a negligible effect on circulation. "Television will be absorbed just as radio was absorbed," he predicted.

Turner Catledge, *New York Times*, commented that only in entertainment features and not in serious news reporting is television a competitive factor.

Herbert F. Corn, *Washington Star*, said TV did hurt circulation until the novelty wore off, then the loss in circulation was regained.

## WCBS-TV Antenna

CONSTRUCTION of new WCBS-TV New York transmitting antenna started Sept. 27 when the first of 20 radiating elements were hoisted atop the Empire State Bldg. New antenna should be ready for use about the end of this month.

# WILK

**PENNSYLVANIA'S  
3RD LARGEST  
MARKET**

• SCRANTON

★ WILKES-BARRE

• HAZLETON

• BLOOMSBURG

# 5000 WATTS

of  
SELLING  
POWER

**WILK  
ABC**

980 KILOCYCLES • AM-FM  
5000 W (d) 1000 W (n)

NAT'L REP  
**AVERY  
KNODEL  
INC.**

608 Fifth Avenue  
New York 20, N.Y.



# RADIO: OUR PRODIGAL SON

By TOM HOTCHKISS, Mgr.  
THE VIKING NETWORK  
PORTLAND, ORE.

**B**ROADCASTERS like to get together these days and diagnose the ills of the industry. Coffee or cocktails will get you some of the analytical answers to "What's wrong with broadcasting today?"

It's surprising how often the answer seems to be:

"We've got to *SELL* radio!"

There's more to the problem than the need for *selling*. Selling alone won't save radio.

What is more pathetic than the figure of the tired radio salesman, in the market where TV's bright luster illumines the scene, plodding his route from door-to-door, peddling the same dingy wares?

Yes, I said *dingy*. For, generally, that is what radio has become. It seems about the same, in many cases, as the gramophone did in its last days: ornate, tinny, out-of-place—almost vulgarly passe.

\* \* \*

**E**XAMINE the average radio station today to see just what comes out of its heart and head—the program office. You will be somewhat shocked to discover a frayed and tarnished parade of wheezing and rheumatic "ideas."

You will find, in almost any given large city, two or more stations dishing out practically the same fare—programming based lazily and almost completely upon phonograph records, and news pulled directly off the wire.

You could take literally hundreds of stations and transplant them, jumble them up—from state to state—and no one would know the difference, so little are they identified or concerned with their community lives.

Cut out of a standard pattern, slapped together like a cheap suit, nass produced, they are a far cry from their progeny which faith-

TOM HOTCHKISS, the author, is manager of The Viking Network with offices in Oregon. He began his radio career in 1935 at the age of 16 as an announcer for WKBZ Muskegon, Mich. At 18, he became continuity chief at WIBC Indianapolis. Gained valuable experience in writing, production and programming at KTAR Phoenix, KTUC Tucson and KROD El Paso. Then came 32 months in the Navy during World War II. He was program director for KGER Long Beach, Calif., 1946-1948, and held the same position at KFSB San Diego 1948-1950. Late in 1950, with a group of other young radio people, he helped form The Viking Network, which extends throughout the Pacific Northwest region. The network grew from four to 14 affiliates in less than a year.

fully reflected community life and which intrigued with refreshingly new ideas.

"Sell, sell, sell," sounds vigorous and exciting—but when we ask, "Sell what?" it is inclined to have a hollow ring—a long and lonely echo.

True, radio salesmanship is in an ailing state. Gone is the old luster and verve. Half-hearted, weak, and failing fast, radio's one-time luster confidence has been severely shaken.

Radio's inferiority complex is being reflected more and more in the fluid ranks of its salesmen—men without conviction, resigned to picking up the crumbs. Sales clinics—some of them inspired, others farcical—have all failed to rally the faltering forces.

For there is no quick and easy cure for radio. Its ills are basic and deep-rooted, and salesmanship alone can *never* do the job.

\* \* \*

**A**NY blame for radio's crumbling foundation can be fixed squarely upon its *programming*. Practically every station facing death can logically, step by step, narrow its degeneration down to its diseased programming.

Have enterprise, imagination, and creative writing skill been the requisite of program directors? In successful stations, yes—and some of them can afford to face television with cocky assurance.

But in a *large majority* of stations—and this is a scandalous fact—the program director is ill-qualified to hold what is certainly the most responsible post in broadcasting.

Program directors have been chosen because they were "the best announcer," a "good sportscaster," a "fine disc jockey," a "capable traffic manager," and for lots of other equally illogical reasons.

Often prima donnas, self-styled executives, mike-happy over-age announcers—all too rarely men of true creative skill—this motley crew of gilt-edged phonies, utterly lacking in vision and with small concern (even in this hour of crisis) for radio's destiny, is now riding the broken-down bandwagon on what may be its last mile.

Jealously containing the station's programs within the confines of their own personal tastes, slamming the door on dozens of fresh outside ideas, doing everything the easy way—this reckless fraternity has gained a stranglehold on a vast segment of the broadcasting industry.

It all happened, of course, because management or ownership was lax or short-sighted or misguided—and it will fall to the men at the top to institute the shake-up and begin the purge that will rid radio of the good-for-nothings without the faith or fortitude to rise to the occasion.

Open the back door for all the weaklings who quake at the challenge of today—turn them out! There's new blood banging at the front door!

It's time for radio to *dare*! The tape recorder has fired the imagination—given radio a new scope in news, in special events, in all kinds of programming.

\* \* \*

**T**HERE'S talent in your town—talent that would have been on the air before World War II, when radio quit working very hard at its trade. Build it into programs! Surprise your listeners out of the deadly apathy into which radio has lulled them.

Call on industry—radio seldom has. In almost every station's territory there is heavy industry of



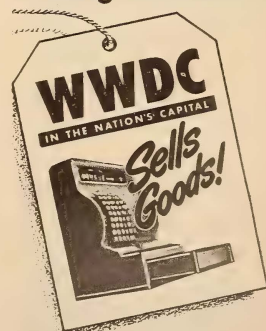
Mr. HOTCHKISS

some kind with public relations dollars to spend on programs of local significance.

Get out of your studios—out into the town and country. Shove the staff out the door, thrust them out into the world. There's more to radio than spinning records or rid-

(Continued from page 104)

**WWDC 1<sup>st</sup>**  
**NOW**  
in out-of-the-home  
Washington audience\*



Ask your Blair man for the whole WWDC story

\*Pulse: July, 1951: 6 A. M. to Midnight

## IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

**WIBW** The Voice of Kansas  
in TOPEKA



## CAPT. CLARK NAMED

### Successes Maj. Meranda

APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Major Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WWSW Pittsburgh.

Major Meranda wrote and produced the *Air Force Hour* on MBS for five years and the *Armed Forces Review* on MBS since last July.

## Foreign Shows

TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FOR FINEST TAPE RECORDING

# KMBC

Kansas City, Mo.

USES

## Magnecorder



**FIRST CHOICE OF ENGINEERS!**

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

**FITS EVERY PURPOSE—EVERY PURSE!**

**PORTABLE — LIGHTWEIGHT**  
Recorder in one case — Amplifier in the other. Easy handling — compact

**QUICKLY RACK MOUNTED**  
Units can be combined for studio operation of portable equipment.

**CONSOLE OR CONSOLEETTE**  
Operation available by combining units in rich Maytag-corder cabinets.

for new catalog — write —

## Magnecord, INC.

360 N. Michigan Ave., Chicago 1, Ill.

# fcc actions



SEPTEMBER 28 THROUGH OCTOBER 4

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

*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 28 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

WOOF Dothan, Ala.—Mod. CP authorizing changes in power, etc., for extension of completion date.

WDBJ Marquette, Mich.—Mod. CP authorizing change in frequency, power, location, etc., for extension of completion date.

WALK Pachtogue, N. Y.—Mod. CP

## FISH SAGA

### KECC Sells Spots at Sea

SELLING a client on radio is a worthy achievement in itself, but when you convince the sponsor to move into your station area and then sell out his entire stock in a week—perhaps that is the ultimate in salesmanship, and no fish story either.

In any event, that claim is made by KECC Pittsburgh, Calif. According to General Manager Mel Marshall, Capt. Charles Armstrong was cruising his fishing boat and filling it with freshly-caught tuna when he tuned in KECC while 150 miles off the Golden Gate. Apparently he liked what he heard.

Later the captain anchored at McAvoy, near Pittsburg, and visited the station where he bought a series of spot announcements plugging sale of tuna at McAvoy. The first spot was aired at 6 p.m., bringing in a customer 10 minutes later. Similar announcements the next five days took care of slightly over four tons of fish. Capt. Armstrong returned to sea and promised to buy more spots.

## WGBH (FM) On Air

A NEW educational station, WGBH (FM) Boston, was scheduled to go on the air Saturday, Oct. 6 at 8:30 p.m. with what is described as the first full-length performance of the Boston Symphony Orchestra to be broadcast in that city in 25 years. An open house was held Oct. 3 in the Symphony Hall studios, now nearing completion. WGBH (FM) is licensed to the Lowell Institute Cooperative Broadcasting Council, a project jointly sponsored by Boston College, Boston U., Harvard U., Lowell Institute, Massachusetts Institute of Technology, Northeastern U. and Tufts College.

authorizing new AM station for extension of completion date.

### AM—1320 kc

Circle Bestg. Co., Hollywood, Fla.—Amend CP to change from 1260 kc to 1320 kc, and make changes in stockholders, officers and directors.

### License Renewal

Request for license renewal: WWOOD-FM Lynchburg, Va.

## October 1 Decisions . . .

### BY THE SECRETARY

KRNT-FM Des Moines, Iowa—Granted mod. CP for extension of completion date to 3-20-52.

WFBC-FM Greenville, S. C.—Granted mod. CP for extension of completion date to 4-1-52.

WFMT Chicago, Ill.—Granted mod. CP for extension of completion date to 12-21-51.

WARD-FM Johnstown, Pa.—Granted license for FM station; Ch. 221 (92.1 mc) 285 w; ant. minus 87 feet.

KFAC-FM Los Angeles, Calif.—Granted license for FM station; Ch. 282 (104.3 mc), 8.8 kw, ant. 190 ft.

WLOK-FM Lima, Ohio—Granted mod. CP for extension of completion date to 1-18-52.

WLAN-FM Lancaster, Pa.—Granted mod. CP for extension of completion date to 4-13-52.

WGAJ Valdosta, Ga.—Granted mod. CP for extension of completion date to 12-1-51; cond.

WRAG-Ragdoll, Ala.—Granted license for AM station; 500 kc, 1 kw, D.

WLBJ-FM The Bowling Green Bestg. Co., Bowling Green, Ky.—Granted mod. CP for extension of completion date to 12-18-51.

## October 1 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

WIBL Medford, Mass.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WLCS-FM Baton Rouge, La.—Mod. CP for new FM station to change ERP, ant. height, etc.

WPBC-FM Greenville, S. C.—Mod. CP, as mod., for new FM station, for extension of completion date.

KSDS (FM) San Diego, Calif.—Mod. CP, as mod., for new non-commercial FM station, for extension of completion date.

### Modification of License

WDXE Lawrenceburg, Tenn.—Mod. of license to increase power from 500 w to 1 kw.

## October 2 Applications . . .

### ACCEPTED FOR FILING

#### Modification of CP

KUGN-FM Eugene, Ore.—Mod. CP authorizing new FM station for extension of completion date.

### License for CP

KDAS Malvern, Ark.—License for CP, as mod., new AM station.

KDLM Detroit Lakes, Minn.—License for CP, as mod., for new AM station.

WIRO Ironton, Ohio—License for CP, as mod., for new AM station.

### FM—97.5 mc

WLVA-FM Lynchburg, Va.—CP to make changes in ant. height from 2040 to 2063 ft. above average terrain, etc.

### License Renewal

Request for license renewal: KFBR Fairbanks, Alaska.

### APPLICATION RETURNED

WPAP Pottstown, Pa.—RETURNED application for license for CP, as mod., for new AM station.

## October 3 Decisions . . .

### ACTION ON MOTIONS

#### By Wayne Coy, Chairman

Sky Way Bestg. Corp., Columbus, Ohio—Granted motion for correction of oral argument transcript of July 16, re its application and that of Stephen H. Kovalan, Wellston, Ohio.

#### By Comr. Robert F. Jones


Johnston Bestg. Co., Birmingham,

# AN INVITATION TO SUCCESSFUL ADVERTISING

→ See Centerspread This Issue ←

## ON THE AIR EVERYWHERE 24 HOURS A DAY

### 50,000 WATTS OF SELLING POWER



# SERVICE DIRECTORY

**Custom-Built Equipment**  
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Sterling 3626

**COMMERCIAL RADIO  
MONITORING COMPANY**  
**PRECISION FREQUENCY MEASUREMENTS**  
"A reliable service for over 18 years"  
For immediate service phone  
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—Established 1926—

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## E. C. PAGE

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Broadcast, Communication  
and Television Systems  
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New Rochelle 6-1620



Member AFCEC\*

Ala.—Granted petition for dismissal of application.

KTRE Modesto, Calif.—Granted petition for continuance of hearing from Oct. 18 to Nov. 19 in Washington, in proceeding re application.

CBS New York, N. Y.—Granted petition for leave to amend application (re assignment of license of WBKB-TV Chicago, from Balaban & Katz Corp. to CBS) so as to bring application up-to-date with respect to stockholders, officers, and directors and to make corrections relating to number of shares of applicant corporation.

By Hearing Examiner J. D. Bond City Bstg. Corp., Nashua, N. H.—Granted petition for extension of time from Oct. 1 to Oct. 31, to file proposed

findings of fact and conclusions of law in proceeding re application.

By Hearing Examiner H. B. Hutchison Chief, Broadcast Bureau—Granted petition for an extension of time from Oct. 1 to Oct. 15 to file proposed findings of fact and conclusions of law in proceeding re application of WKEY Covington, Va.

By Hearing Examiner Fanney N. Litvin Azalea Bstg. Co., Mobile, Ala. and WSMB New Orleans, La.—Granted joint petition for indefinite continuance of hearing, now scheduled for Oct. 2 in Washington, in proceeding; hearing continued until 30 days after commission has taken action upon joint petition filed by parties Sept. 5 (for reconsideration and grant without hearing of respective applications).

WOL Washington, D. C.—Granted petition for continuance of hearing from Oct. 10 to Dec. 10 in Washington, in proceeding upon application for renewal of license of synchronous amplifier located in Silver Spring, Md.

By Hearing Examiner Elizabeth Smith Allentown Bstg. Corp., Allentown, Pa.—Granted petition for extension of

time from October 1 to October 22 to file proposed findings of fact and conclusions in proceeding re its application and that of Easton Publishing Co., Easton, Pa.

Grand Island Bstg. Co., Grand Island, Neb.—Granted petition for continuance of hearing from Oct. 1 to Oct. 31 in Washington, in proceeding upon its application and that of Custer County Bstg. Co., Broken Bow, Neb.

WPOP Vidalia, Ga.—Deferred action on petition to change place of hearing.

By Hearing Examiner James D. Cunningham

WEBK Tampa, Fla.—Granted motion for continuance of hearing from Oct. 3 to Dec. 4 in Washington, in proceeding upon application.

Luke H. Wetherington, New Bern, N. C.—Granted motion for leave to amend application to show (a) applicants to be Luke H. Wetherington, L. T. Grantham and David E. Hardison, co-partnership, d/b as Craven Broadcasting Co., and (b) required data with respect to partnership.

WARM Scranton, Pa.—Granted petition in so far as it requests continuance of hearing on applications for mod. CP and in other respects denied.

## October 3 Applications . . .

### ACCEPTED FOR FILING Modification of CP

KAKC-FM Tulsa, Okla.—Mod. CP authorizing new FM station for extension of completion date.

License for CP  
KFQD Anchorage, Alaska—License for CP authorizing changes in frequency, etc.

WAMS Wilmington, Del.—License for CP authorizing changes in operating hours, etc.

WLBJ-FM Bowling Green, Ky.—License for CP, as mod., authorizing changes in station.

### CP to Replace CP

KNCM Moberly, Mo.—CP to replace CP authorizing changes in frequency, etc.

WEWO-FM Laurinburg, N. C.—CP to replace CP authorizing new FM station.

### APPLICATION RETURNED

Sunshine Network Inc., Delray Beach, Fla.—RETURNED application for CP new AM station.

(Continued on page 103)



# CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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

No charge for blind box number. Send box replies to  
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

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

**Wanted:** Commercial manager for Louisiana station. Hard and sincere worker can get part of station profits. This station has always operated in black. Box 154L, BROADCASTING.

### Salesman

**Going increased power, need another salesman, drawing account and commission. Excellent section of Idaho. Write, references KIFI, Idaho Falls, Idaho.**

**Salesman:** If you are a radio time salesman and would like to live in vacation land, with unlimited earnings, call wire or write Buddy Starcher, WMBM, Miami Beach, Florida.

**Salesman—male or female, independent Berkshire station. 15% commission, \$75.00 a week. No experience. Contact Nicoll, NNAW, North Adams, Mass.**

### Announcers

**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 rating, 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 four years experience required with good business and personal references. Send audition with commercial spots, five minute news and disc lock. Replies confidential. Box 91L, BROADCASTING.**

**Wanted:** Combination news and sports primarily would prefer interest sales also. Midwest station, only outlet good community. Give full particulars first letter. Box 120L, BROADCASTING.

**Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. \$65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 135L, BROADCASTING.**

**Wanted immediately, combination program director and morning man for 1000 watt daytime independent located in western N. C. Excellent opportunity, good working and living conditions. State all qualifications, references, etc., in first letter. All replies confidential. Box 143L, BROADCASTING.**

**Announcer with first phone licenses, emphasis on sport and news. Excellent proposition for sober, reliable man not afraid of work, located in southwest Virginia. Box 153L, BROADCASTING.**

**Central Illinois net affiliate needs versatile, experienced announcer, strong on commercials and discs. Box 158L, BROADCASTING.**

**Wanted:** Experienced combo man, immediately. \$70.00 for 48 hours. Well established 250 watt progressive MBS affiliate. KBMY, Billings, Montana.

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

**Announcer-engineer.** Opportunity for advancement in profitable network station located near Birmingham. \$55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 136L, BROADCASTING.

## Help Wanted (Cont'd)

**Wanted:** Immediate opening for announcer-engineer at one of west Texas' newest 250 watt indies. Forty hour week with salary and advancement according to ability. Don't have time for prima donnas, if you can talk and have a 1st class ticket, contact Pat J. Chief Engineer, KFID, Floyd, Texas.

**Wanted, two engineer-announcers.** Must be good. One strong on sports, one assist in programming and morning announcing. Local independent station with ambitions in growing market. In family men who want future and lots of hard work. \$85 or more per week for right man. Send full information, audition photo and references. Only experienced men need apply. Merle H. Tucker, KGAK, Gallup, N. M.

**Wanted:** Announcer-engineer. Emphasis on announcing. Old, established, 1000 watt going network November 1st. Permanent position. Send disc or tape, qualifications, salary requirements. KIUP, Durango, Colorado.

**Announcer:** \$65 per week. Minimum 5 years experience. Rush audition disc and complete details. KNEA, Jonesboro, Arkansas.

**Combination announcer-engineer.** Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSB, Bennington, Vt. C.

**Combo man, with first ticket. Immediate opening. Permanent daytime operation. Accent announcing. \$63.75 weekly year round. Maximum 50-hour week, present schedule 40-hour. Car necessary. Details, disc, photo. WDLA, Walton, N. Y.**

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

**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.**

**Announcer-copywriter** wanted for growing independent. Good working conditions. Gateway to Michigan's fishing, hunting, resort area. Write or call WMDN, Midland, Michigan.

**Announcer with first phone license. \$50 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.**

**Good, steady staff announcer** is wanted on 5 kw NBC affiliate in large North Carolina city. No sports or DJ specialists. Just tonight staff man. Prefer man from southeast. Write Robert C. Estes, Pgm. Mgr., WSJS, Winston-Salem, N. C.

**Announcer - engineer, first phone. WWSG, Tifton, Ga., Phone 921.**

## Technical

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

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

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

## Help Wanted (Cont'd)

**Wanted, chief engineer and a first class operator for 1000 watt southern independent. Box 144L, BROADCASTING.**

**Modern station in Phila. area** has opening for experienced licensed man for duplex operation. Man leaving our staff is going on to bigger but not better things. Box 151L, BROADCASTING.

**Want combination engineer-announcer for permanent position with solid Missouri station \$300 month. Send disc and full information in first letter. KREI, Farmington, Missouri.**

**Wanted:** Transmitter engineer immediately. Must have car, first class ticket and minimum of two years transmitter experience, preferably with station of 1 kw or more. In first letter, please give full particulars of background including photo and references. Reply to General Manager, KRMG, Tulsa, Oklahoma.

**Transmitter engineer. 1000 watt full-time, progressive, network outlet.** Good working conditions, good wages. Write Chief Engineer, KSUM, Fairmont, Minnesota.

**Have immediate opening for engineer with first phone. No experience necessary. Write all details first letter. Radio Station KVAL, Brownsville, Texas.**

**Engineer, some announcing, \$55.00 for 45 hours. KWAD, Wadena, Minn.**

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

**Wanted:** Engineer-announcer, also announcer. Station WKUE, Griffin, Ga.

**Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC Network station. Contact Bob and Ed White, WKTY, Lacrosse, Wisconsin.**

**Transmitter engineer. 40 hours per week. Needed immediately to keep on air. College town. Call or wire collect. WLBK, DeKalb, Illinois. Phone 2677.**

**Immediately, first class engineer, experience not necessary, starting salary 40 hours week \$55. ABC affiliate. Contact Chief Engineer, WNEB, Saranac Lake, New York.**

**Two first class operators, experience not necessary, car essential. \$50.00 per forty hour week. Contact Chief Engineer, WOLS, Florence, S. C.**

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

**Wanted:** First class licensed operator, preferably none or little experience, permanent background and salary expected to Station WFDE, Flint, Michigan.

## Production-Programming, Others

**We want a thoroughly experienced radio girl. One who knows traffic, copy and air work. Excellent salary for capable worker. 1000 watt net affiliate in attractive midwest city. Send descriptive picture, when available to Box 157L, BROADCASTING.**

**Wanted:** Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience background and salary expected to Station WFDE, Flint, Michigan.

## Situations Wanted

### Managerial

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

**Manager:** With a record of achievement in a highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a sound, practical operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dually conscious and strictly sales-minded. Now in newspaper field, but seek return to AM radio with established station having a man-sized job to be done and willing to pay well for accomplishments. Not interested in station skating on thin ice because I'm not a miracle man or one-shot wonder-worker. Will invest. References from prominent past employers and industry leaders as well as present employer. Go anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

**Station or commercial manager, with ideas that have increased sales and built audiences. Thoroughly experienced all phases, large and small markets available now. Box 113L, BROADCASTING.**

**I can make you money! 4% return last year under past manager. We have paid this year. Can do same for you. Looking for larger market. 11 years in radio. Sober. Family man. Available 30 days. Box 119L, BROADCASTING.**

**Proven executive ability. 14 years sales experience with 50 kw top Hooper rated station. Experience with leading independent. Prior agency and newspaper experience. Leaving present station for unemployment. Will consider account executive at right figure. Box 810, Richmond, Virginia.**

### Salesmen

**Employed time salesman desires new position in New York City. Box 148L, BROADCASTING.**

### Announcers

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

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

**Recent graduate School of Radio Technology, desires school staff, sports play-by-play. College, married, veteran. Box 79L, BROADCASTING.**

**Sales minded young announcer** trained all phases radio and TV. Radio: DJ, phone, control board, news, copywriting, sales. TV: Camera, film editing, direction, production. Available immediately. Draft exempt. Box 84L, BROADCASTING.

**Non-hubproof? No! Several months experience on board, newscasts, DJ, daytime station. Veteran, wife, car. In Penna. now, travel immediately. Box 112L, BROADCASTING.**

**Experienced announcer AM-TV, all phases! Strong commercials, MC, news. Presently employed 50 kw NBC AM-TV. Drive change. Excellent references. Disc photo, particularly on request. Thank you! Box 114L, BROADCASTING.**

**Attention station managers. Program directors! Do you need a good man to help your station grow? Can handle announcing, DJ, sports, news, selling, TV. Drive change. Become part of your community. Have done work over New York stations. Single, veteran. 25 radio in past four years. Soon to be discharged from Navy. Will work any shift. Box 117L, BROADCASTING.**

**College graduate first phone, first telewriter, seeks combination announcer-engineer job with small California or southwest station. Four-F draft. No experience, no contact with any form of radio in past four years. Soon to be discharged from Navy. Will work any shift. Box 117L, BROADCASTING.**



## Situations Wanted (Cont'd)

**Announcer**, had own western band on radio, clear voice, sober, dependable, married, prefer western show. Box 121L, BROADCASTING.

**Announcer-newsmen**, 3 years all phases college radio. Single, veteran, 28. Can desire anything in field with program development in view. Midwest preferred. Box 124L, BROADCASTING.

**Sportscaster**, announcer. Married, draft exempt. SRT graduate, three years college. Can write copy. Strong on commercials, disc jockey, all phases of sports. Disc and photo on request. Box 129L, BROADCASTING.

**Lots of melody** plus quiet, convincing way of "slinkin' to em", has housewives sponsor's dollars in present market. Will do same for you at \$125.00 week, talent. Box 132L, BROADCASTING.

**Combo** or engineer, first phone, 14 months experience, prefer Midwest. Box 133L, BROADCASTING.

**Hillbilly DJ**. Know, like hillbillies. Serious, ready to work in any unit. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials, details, transcription on request. Available one week. Box 134L, BROADCASTING.

**Announcer-engineer-salesman**. Attention Kansas, Oklahoma, Texas and all points in southwest! If looking for permanent help I'm your man. Experienced, all phases. Employed by Metropolitan directional. Box 141L, BROADCASTING.

**Announcer, SRT graduate**, single, draft exempt. Strong on newscasts, disc jockey, commercials. Operate board. Photo on request. Box 145L, BROADCASTING.

**Morning man** with first ticket. Experienced announcer. Can sell time. Looking for opportunity in Florida or southeast. Box 146L, BROADCASTING.

**Announcer-salesman-writer**. Eight years chief announcer, salesman, copywriter for CBS, WFLA, Miami, no driver, excellent appearance, personality. Experience movies, TV. Box 147L, BROADCASTING.

**Particular announcer** for present station. 8 years experience. Staff, DJ and PD. If you want tape, state salary, hours, shift. Dependable, competent, draft exempt. Box 149L, BROADCASTING.

**Announcer**, draft exempt. Married, college background. SRT graduate. Strong on newscasts, disc jockey, writing. Photo and disc available. Box 155L, BROADCASTING.

**Announcer-Five years** sports, news and disc show. West preferred. Best references. Sports a must. "Gabby" Barrus, Cody, Wyoming.

**Recent graduate** from the school of Radio Technique. Strong on news, DJ and console operating. Single, draft exempt. Will travel immediately. Write: Bob Baxter, 708 S. Western Avenue, Chicago, Illinois.

**Announcer**, 4 years experience, age 23, married, draft exempt, Midwest only. Call Donald Christensen, 829-1515 Street, Oshkosh, Wisconsin, or telephone Blackhawk 7119.

**Announcer-engineer**, first phone, two years experience, no accent, married, veteran, college, interested in sports, tapes, discs, will travel. Don Hall, 4122 E. 11th Drive, Fort Wayne, Indiana. H-1463.

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

**Experienced announcer**, Specialty zany show, 28, single, veteran, 22 years college. R. Phillips, 1071 1/2 South 19th St., St. Joseph, Missouri.

**Announcer-engineer**, 1st phone. Draft exempt. Accent on announcing. Strong on news, independent and network programming. Will travel. William Rogel, 1275 Grant Avenue, New York City, N. Y.

## Technical

**Permanent position** with larger station, at class license, 1 1/2 years radio service, 1 1/2 years TV, 2 years experience, studying advanced engineering course, sincere, congenial and dependable. Desirous Midwest or south, 22, married, no child. Box 49L, BROADCASTING.

## Situations Wanted (Cont'd)

**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 some experience, available upon notice. Box 40L, BROADCASTING.

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

**First phone operator**, single. Will travel. Some experience in broadcasting. Desires work in the east. Box 77L, BROADCASTING.

**Chief engineer-Long** experience all phases. Available for position in south. Box 111L, BROADCASTING.

**Present chief engineer** wishes to relocate. Experience in all phases of maintenance, construction and repair. Have car, married and very reliable with permanent location. Very good references. Box 116L, BROADCASTING.

**Chief engineer**, 5 years experience construction, maintenance and all phases of operation 250W to 10 kw. Desire position with a larger station or chief with a position in midwest. Minimum \$80.00. Box 126L, BROADCASTING.

**Engineer**, chief last five years AM and FM, fifteen years experience, 34 years old, highest ability, good habits. Former west coast, but will consider other. Box 161L, BROADCASTING.

**Stable Married!** 1st phone! 2 years experience. Smooth voice. Easy disc delivery. Versatile copy interpretation. Desire California position. Letter, tape on inquiry. Box 127L, BROADCASTING.

**West-southwest**. Engineer or combo. Five year engineering experience. First phone. Harold Higgins, 119-26th Street, Marion, Iowa.

## Production-Programming, Others

**Program director**; news, farm, sales, announcing, programming experience. 4000 month. Box 110L, BROADCASTING.

**Program director-announcer**, ten years in radio, three years as program director-assistant manager. Now at 5000 watt CBS affiliate. Desire program director post at smaller station. References from past and present employers. Box 118L, BROADCASTING.

**Program director**; 13 years all phases of radio. Two years TV. Experienced in programming and profit. Interested in station with TV plans. Want to settle permanently. Married, one child. Box 131L, BROADCASTING.

**Attention Chicago stations**: Ambitious, non-avaricious writer with 5 years publicity-editorial experience available, salary secondary. College educated, veteran. Box 135L, BROADCASTING.

**Young woman**, university graduate, Journalism. Excellent background in station operations including continuity and engineering. Four years with 50 kw station. Give wide dramatic programs and selling commercials. Available after October 15. Prefer west or southwest. Box 136L, BROADCASTING.

**Attention, Florida!** For permanent location, thoroughly experienced radio man offers background of announcing, copy production, radio news, present position station manager-program director 1 kw. Details please. Tape, brochure. Box 140L, BROADCASTING.

**Copy-continuity writer**. Heavy education experience, limited radio-TV background. Can assist at announcing, producing. Hard worker. Box 156L, BROADCASTING.

**Looking up**: Experience in all directions 4A agency, radio packaging, 50,000 watt N. Y. indie, 500 watt suburban and New York daily. Strong sales plus programming, production, copy promotion. Currently employed, married, age 25, own car. Box 159L, BROADCASTING.

**10 years** radio, TV. Like to utilize program supervision, sales, engineering knowhow on progressive medium station as PD or asst. manager-PD. 32 married, draft exempt, 22 years in Arts degree plus business administration training. College faculty member. Best references. Box 162L, BROADCASTING.

## Situations Wanted (Cont'd)

## Television

### Announcers

**Presently employed** as announcer-control operator and enjoying a reputation for superior control, work and radio program production over a ten year period. I now seek entree to TV as a control operator with an eye on a program production and direction my ultimate aim. Box 152L, BROADCASTING • TELECASTING.

### Technical

**1st phone**, no experience. Desires telecast station. Married and willing to learn, also seeking permanent residence in New York City. V. A. Ranieri, 1692 East 46th Street, Brooklyn 34, New York.

### Production-Programming, Others

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

**TV producer** experienced all phases television. Presently employed one of nation's top TV stations. Can furnish good references. Experienced in creating local shows. Will answer all replies. Box 150L, BROADCASTING • TELECASTING.

### For Sale

#### Stations

**5000 watt unlimited** southwest station, now FCC authorized silent, unusual opportunity—\$35,000. Cash required, wire. Box 130L, BROADCASTING.

**Absentee owner**, now ill, will sell year-old daytime independent in two-station 70,000 population midwest market. Operating slightly in red. Excellent new equipment and studios. Total price for fixed assets, \$50,000; \$15,000 cash. Qualified principals only. Box 160L, BROADCASTING.

### Equipment

**For Sale** Raytheon console RR-30 three channel mixer and program amplifier with separate power supply unit for Nemo and auxiliary control. In perfect condition. Price \$265. Box 128L, BROADCASTING.

**2 Allied 16"** turntables dual speed with overhead mechanisms inside out and outside in speed sections 120 line per inch and cabinet. Calvary Radio Ministry, Box 11, Radio City Station, New York City.

**2 model V** practically new Rek-O-Kut turntables complete with pick-up arms, cutting heads and spare motors. Mounted onto double table cabinet. \$400.00. Write or phone Vann Campbell, WAGC, Chattanooga.

**Western Electric**, 503B-2, 1 kw, FM transmitter, Western Electric, 1260 limiting amplifier with rectifier and meter panel. Doolittle FM freq and mod monitor, model FD-11. Western Electric 84-A, 8-section cloverleaf antenna 500 ft. of 1 1/4 inch, 51.5 ohm transmission line, Communications Production auto-driven hydrobator, model 46. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

**For sale**—two slightly used complete Western Electric 9-A pickup arms, with equalizers and three spare diamond stylus heads all available immediately. Bob McRaney, WROB, West Point, Miss.

## FORMER STATION OWNER AND OPERATOR DESIRES TO RE-ENTER BUSINESS.

### ALL CASH OR TERMS FAVORABLE TO YOUR TAX POSITION

For local, regional, class 1 or TV network or non-network station. Southeast preferred but will consider other locations. Immediate action on realistic proposals if full information furnished first contact. All replies treated strictest confidence.

Not a broker but just what this adv. says—former station owner and operator.

BOX 139L, BROADCASTING

**BROKERS NOTE:** If you have listings that fit the above requirements please reply.

## For Sale (Cont'd)

**Like new**, Federal 10 kw FM broadcast transmitter for sale cheap, as junk if necessary. Make an offer quick, as this model 153-A with modulator 100-E must go immediately. Also one C-100 FM antenna, consisting of eight shunted radiating loops, with heaters for de-icing, elbows, expansion joints, air intake, mounting brackets and 340 feet of 3/4 inch coax (Andrew Company). A lot of good copper, at least. All this equipment used only two years. Kankakee Daily Journal Company, Kankakee, Illinois.

**Limited quantity**, London Library Service 32-10 inch 78 RPM discs. All instrumental selections FFR quality. Price \$175. F. O. B. New York. Wire or wire for immediate delivery. Recording Associates, 113 West 42 Street, New York 18, New York.

## Wanted to Buy

### Stations

**Station wanted**—Will pay cash for 250,000 watt, day or fulltime, in 10,000-25,000 single station market in Iowa, Missouri, Illinois, or Kansas. Cecil W. Roberts, Missouri Broadcasting System, Farmington, Missouri.

### Equipment

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

**Will buy**: 250 watt transmitter. Must be in good shape and worth the money. No junk wanted. Station KHBG, Okmulgee, Okla.

**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.

## Help Wanted

### Announcers

## COMBO MAN

### wanted

Must be strong on announcing. Send tape or platter and state salary. Write: Orin Bell, General Manager.

KLMR, Lamar, Colo.

## Production-Programming, Others

## HELP WANTED

**Creative man** for large midwestern radio station. Must have proven record as one who can spark new ideas to live up shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

## HELP WANTED

**Largest Radio-TV** operation in the midwest needs a skilled continuity-re-write man who can adapt plots to established mystery shows for both radio and TV. Address Box 123L, BROADCASTING.



**For Sale  
Stations**

**WE WILL SACRIFICE**

good 250 watt fulltime station in growing east coast city of 15,000. Excellent potential. Fine building, five acres, right in city. Principal owners have other interests demanding immediate attention. Box 1251, BROADCASTING.

**Wanted to Buy  
Equipment, Etc.**

**WANTED**

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

**Wanted  
250 w AM TRANSMITTER**  
WDRC • HARTFORD 4,  
CONN.

**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.

**Pietro Frosini**

PIETRO FROSINI, accordionist in the Gamblers Musical Ensemble on John B. Gambling's *Musical Clock* morning program on WOR New York, died Sept. 29 at his home in New York. Widely known to audiences as "Fros," he had been a member of the John B. Gambling group for 21 years. Mr. Frosini was also noted as a concert accordionist, composer and teacher. He made the first accordion recording for victor in 1908 and in 1911 gave a command performance for King George V in London.

**Schools**

**SRT-TV SRT-TV SRT-TV**

**SRT-Radio**  
AMERICA'S OLDEST BROADCASTING SCHOOL  
Intensive full or part time

**COURSES**

ANNOUNCING • ACTING  
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of  
Network Professionals  
Co-Educational • Day or Evening  
Small Classes  
Approved for Veterans

Write for Prospectus

**School of Radio Technique**  
RKO Bldg., Radio City, New York 20, N. Y.  
228 South Wabash Ave., Chicago 4, Illinois

**SRT-TV SRT-TV SRT-TV**

**New Business**

(Continued from page 12)

Wed. and Fri. of *The Frances Langford-Don Ameche Show*, beginning today (Monday) for 52 weeks over ABC-TV.

SWIFT & CO., Chicago, renewing its sponsorship of 9:15-9:45 a.m., Mon.-Fri. segment of *Don McNeill's Breakfast Club*, over ABC, effective Oct. 22 for 52 weeks. Agency: J. Walker Thompson, Chicago.

ADAMS BRANDS SALES LTD., Canadian Division, AMERICAN CHICLE Co., names Dancer-Fitzgerald-Sample, N. Y., to conduct introductory spot radio campaign for new chewing gum in Ontario and Quebec, starting Oct. 15.

**Agency Appointments . . .**

KELLY-WILLIAMS MOTOR Co., Kansas City, Mo., and Kansas City, Kan., appoints Merritt Owens Adv., Kansas City, Kan., to handle advertising. Radio and TV will be used.

WASHINGTON STOVE WORKS, Everett, Wash., appoints Honig-Cooper Co., Seattle, to handle advertising.

C. F. MUELLER Co., N. Y. (macaroni, spaghetti and egg noodle product), formerly with Duane Jones Co., N. Y., appoints Scheideler, Beck & Werner, N. Y., to handle advertising.

AMERICAN BUSLINES, Chicago, names Hanson & Hanson, same city, to handle advertising. Radio and TV will be used.

SERVEL INC., Evansville, Ind., names Ruthrauff & Ryan, Chicago, to handle advertising for its air conditioners, refrigerators and water heaters. Radio will be used.

MARK FARMER MFG. Co., El Cerrito, Calif. (makers of Jennie June China dolls and ceramics), appoints Raymond I. Lang Advertising, S. F., to handle advertising.

SAN FRANCISCO REAL ESTATE Co., appoints H. Jack Wyman Adv., S. F., to handle advertising.

ASSEMBLE-EZE, S. F., (unfinished furniture), appoints Richard N. Meltzer Advertising, S. F., to handle advertising.

GURLEY-LORD TIRE Co., S. F., appoints Theodore H. Segall Adv., S. F. to handle advertising.

SAN FRANCISCO HOTEL Assn., appoints Richard N. Meltzer Adv., S. F., to handle its advertising.

COMMONWEALTH INVESTMENT Co., S. F., appoints Albert Frank-Guenther Law Inc., S. F., to handle advertising.

HORSETRADER ED, S. F., (used car dealer), appoints Theodore H. Segall Adv., S. F., to handle advertising. Radio and TV will be used.

**Adpeople . . .**

AL GOODMAN, sales staff, Benrus Watch Co., appointed to the newly created position of assistant sales manager.

**NEED AN ANNOUNCER?**



- looking for a job
- equipment for sale
- need an engineer
- 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.

**CONTROLLING INTEREST**

**Midwest  
\$50,000.00**

Only station in a substantial midwest city of more than 20,000 with retail sales in excess of \$25,000,000. Minority local owners want to retain investment under capable new management.

**Southwest  
\$75,000.00**

Located in one of the outstanding growth markets of the southwest of more than 100,000 population. This station is operating profitably, business is increasing and running at least 25% ahead of last year.

**Appraisals • Negotiations • Financing  
BLACKBURN-HAMILTON COMPANY**

RADIO STATION AND NEWSPAPER BROKERS

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

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

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



## NEPH AWARD

### Cites Radio, TV Efforts

AN AWARD for coordinating four years of national network radio-TV coverage in observance of the President's Committee on National Employ the Physically Handicapped was presented to Carl R. Gray Jr., Veterans Administrator, last Tuesday in the VA's Washington office.

Presentation of the Distinguished Service Certificate, made by Vice Admiral Ross T. McIntire (USN retired), chairman of NEPH Week, drew recognition that radio and television station managers had given nearly \$500,000 in free time and talent during the 1950 campaign. It also cited an annual fact sheet and spot announcements prepared by the VA in cooperation with the Advertising Council and NARTB.

The 1951 drive is underway this week, Oct. 7-13. The award to Mr. Gray was "for year around program of public education and information to provide greater employment opportunities and economic security for qualified physically handicapped men and women workers." It covered four years of VA efforts in this field.

## NBC Buys Survey

TRENDEX Inc. has announced that NBC has subscribed to its new "TV Report" which will be based on telephone coincidental interviewing conducted from the 1st through the 7th of each month and issued on the 15th. Designed to eliminate network size from program ratings, it covers only primary markets where the majority of network shows can be seen with equal facility: Atlanta, Baltimore, Cincinnati, Cleveland, Columbus, Detroit, New York, Los Angeles, Philadelphia, San Francisco and Washington.

LOS ANGELES television programs approved by Los Angeles 10th District Parent Teachers Assn. executive board include KTTV *The Living Book*; KTLA *Frosty Frolic*, and KLAC-TV *Young Musical America*.

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

## 3R's=1st

The 3 R's... Ratings, Rates, Results... made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer



PRESENT at ceremony are (l to r): A. W. Woolford, director of VA information service; Vice Admiral McIntire; Mr. Gray, and Earl H. Gammons, CBS Washington vice president and NEPH vice chairman. Present but not shown were William R. McAndrew, general manager of WRC-AM-FM and WNBW (TV) Washington and public information chairman of President's committee; Bernard Posner, VA radio-TV director, and Hernando Silva, former VA radio-TV chief.

## In the Public Interest

### WMT Scholarships

WILLIAM B. QUARTON, general manager of WMT Cedar Rapids, has given his personal best wishes for school success to two winners of WMT scholarships. Ted Hutchcroft, Mediapolis, Iowa, won the fifth annual WMT farm scholarship. For him, this will mean \$1,000, plus summer employment at the station and additional work during his senior year at Iowa State College, Ames, as WMT's correspondent there. Marge Lala, Marion, Iowa, won the title of Miss Eastern Iowa over 34 other candidates and was awarded one of the four full-tuition scholarships in music and drama which WMT maintains at Coe College in Cedar Rapids.

### Disaster Service

WOKZ Alton, Ill., performed valuable public service when an oil plant explosion Sept. 17 killed 13 workers and seriously injured 17 others. The station recruited nurses, blood donors, baby sitters and transportation for blood donors. WOKZ recorded on-the-spot broadcasts the night of the disaster and enabled the mayor of nearby Wood River, where the explosion occurred, to make official announcements. Ironically, the Red Cross was to begin its regular appeal the next day over WOKZ. Announcers, salesmen and the entire staff gave all their time to aid victims.

### Play Helps Chest

SEATTLE radiomen, in addition to their usual support, are aiding the local Community Chest campaign through acting in a playlet entitled, *The Lightest Hand*. Details of the comedy have been sought by national Chest officials. Cast includes George Dean, KOMO public relations representative; Sam Pearce, KOMO newscaster; Paul West, director, *Housewives*

*Protective League*, KIRO; Frederick Lloyd, KOMO announcer. Skit was the idea of the president of the Seattle Gas Co. The company's ad agency, Honig-Cooper Co., liked the idea and Al Amundsen, account executive in charge of radio and TV, wrote and produced the play.

### Farm Program Lauded

PUBLIC service tribute was paid *Tri-State Farm & Home Hour* by Agriculture Secretary Charles F. Brannan on its 15th anniversary Sept. 23 over WWVA Wheeling, W. Va. Program is station's farm service feature in tri-state area of West Virginia, Ohio and Pennsylvania. WWVA General Manager William E. Rine congratulated farm services for their support. Also on program: J. O. Knapp, director, Agricultural Extension Service, U. of W. Va.; George B. Crane, assistant director, of AES, Ohio State U.; County Agent W. C. Gist; and Home Demonstration Agent Kathleen Stephenson, who started with program 15 years ago.

## VIDEO'S MORALS

### Topic of Walker Address

PEEK into the contents of correspondence on radio and TV programs received by the FCC was given by Comr. Paul A. Walker, speaking to the board of directors of the National Council of Churches of Christ in the United States of America in New York last Tuesday.

Excerpts cited by Mr. Walker, who is vice chairman of the FCC, mainly were concerned with "advertising of alcoholic beverages, indecent or profane programs, false or misleading advertising, crime and horror stories and other types of inferior programs."

One example was the following received from a "distressed woman," said the Oklahoma Commissioner:

My little five-year-old granddaughter sits in utter absorption oblivious to everything else around her, listening to all the gruesome murder stories, people shooting and being shot, beating each other up, screaming and dying, etc. These things cannot help but have a bad effect upon the kids.

Although some citizens advocate government censorship to improve programs, Mr. Walker disavowed that school of thought. "I do not believe that a few officials in Washington should have the power to tell 150 million people what they may hear and see on radio and television," he said.

Comr. Walker urged the Council to plan and experiment with TV programs. Referring to the opening of the transcontinental TV link, he said, "It is difficult to imagine fully the impact of this development upon the thinking and the behavior of our people and the possibilities of its use for religious education and the moral improvement and spiritual awakening of our nation."

## Ziv Show

WGAR Cleveland starts Frederic Ziv Co.'s radio show package, *Bright Star*, featuring Irene Dunne and Fred MacMurray, for 52-weeks under sponsorship of Cleveland-Sandusky Brewing Co., bottlers of Gold Bond Beer. Show is placed on 5:30-6 p.m. segment, John B. Garfield, WGAR sales manager, has announced. Howard L. Grider Adv. is the agency.

# KGW

carries the weight  
in the Oregon Market  
DAY or NIGHT

TOTAL BMB FAMILIES From 1949 BMB Survey	
<b>DAYTIME</b>	
KGW	350,630
Station B	287,310
Station C	295,470
Station D	192,630
<b>NIGHTTIME</b>	
KGW	307,310
Station B	350,820
Station C	307,970
Station D	205,448

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



## PEARSON SUIT

### Depositions Taken

ATTORNEYS, taking pre-trial depositions last week in Radio Commentator Drew Pearson's \$5,100,000 omnibus assault-libel-conspiracy suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants, argued freedom of the press and speech.

Among those named are Columnist Westbrook Pegler; Radio Commentator Fulton Lewis Jr.; Edward K. Nellor, a writer for Mr. Lewis; George Waters, publicity man; Don Surine, employed in Sen. McCarthy's office; Morris A. Bealle, author; J. B. Matthews, a writer, and two unidentified persons listed as "John Doe" and "Richard Roe."

Another defendant is the *Washington Times-Herald*, whose attorneys were unsuccessful in having depositions "sealed," closing them to the radio and to the press.

In entering motions for dismissal, defendants claimed violation of freedom of the press and freedom of speech. Mr. Pearson's attorneys argued that the contrary was true, that Mr. Pearson allegedly was being attacked for what he says and writes.

### Alleged Argument

Involved among other things in the suit is the argument between Sen. McCarthy and Mr. Pearson in the fashionable Sulgrave Club in Washington, an alleged libel by the Senator against the plaintiff in a speech last year; alleged conspiracy by all defendants to attack and ridicule Mr. Pearson, including the issuing of false statements and urging a boycott of his radio sponsor's products.

Mr. Pearson said derogatory "attacks" by Sen. McCarthy and others cost him \$150,000 a year via radio alone. He said incidents including senate speeches and unfavorable publicity caused loss of sponsor, Adam Hats, two prospective TV sponsors and a prospective radio show. He said his news show now is only partly sponsored and income is \$100,000 compared with \$250,000 received before.



**TAKING part in WCCC Hartford's shortwave trans-Atlantic broadcast in connection with the Cigar Valley Harvest Festival are:** Mrs. Daniel Francis Sullivan, mother of "Festival Queen" Shirley Ann Sullivan, who was on the other end of the microphone line in Paris; Paul Martin, station manager, who moderated; Mr. Sullivan, father of the "Queen"; John Rameika, chief engineer; Bob Peas, chief announcer; Basil Barwell, vice president, Connecticut Cigar Valley Tobacco Assoc.; Bill Savitt, show's sponsor; William Alfred Johnson, father of Nancy Johnson, the tobacco "Queen's" companion. Miss Sullivan's trip to Paris was the festival award.

## May Battle Bowles

SENATE Republicans last week formed battle lines over nomination by President Truman of Chester Bowles to become Ambassador to India. Decision to fight confirmation came after the full Senate Foreign Relations Committee approved the nomination. Mr. Bowles, former Governor of Connecticut and co-founder of Benton & Bowles, advertising agency, squeezed past a subcommittee in a close vote a fortnight ago [BROADCASTING • TELECASTING, Oct. 1]. In announcing GOP strategy, Sen. Robert A. Taft (R-Ohio) said opposition was based on Mr. Bowles' qualifications.

CHARLES COLE, chairman of Pacific Council AAAA, announces registrations for this month's convention at Coronado, Calif., 100% ahead of attendance at 1950's convention.

## HEAVY SCHEDULE

### KDAL Signs Westinghouse

KDAL Duluth, Minn., has made what it describes as the largest package sale in Duluth-Superior, Wis., radio history.

Westinghouse Electric Supply Co. and six local Westinghouse dealers are co-sponsoring a saturation campaign of 17 quarter hours and two half-hours per week for 17 weeks.

\* \* \*



**Checking heavy radio schedule are (l to r) Rod Quick, KDAL sales manager; Fred Johnston, Westinghouse Duluth manager, and Odin Ramsland, KDAL commercial manager.**

## New CAB List

NEW list of advertising agencies enfranchised by Canadian Assn. of Broadcasters, Ottawa, gives 70 Canadian, American and British agencies. Included were 13 American agencies with branch offices at Toronto or Montreal.

# milestones

► KDKA Pittsburgh marked the 30th anniversary of football broadcasting Sept. 29 when it aired the Pitt-Duke game from Pitt Stadium. On Oct. 8, 1921, KDKA broadcast the Pitt-West Virginia game. That was reportedly the first time a play-by-play gridiron tilt was broadcast. The announcer was Harold W. Arin, reportedly the first fulltime announcer.

► WDRS Hartford is observing three anniversaries this month. I. A. Martino, chief engineer, has been with the station 28 years. With WDRS President Franklin M. Doolittle, Mr. Martino took part in founding the station. Carlton Brown, transmitter supervisor at WDRS-FM, has now been at the station 12 years. Robert Coe, transmitter operator, is chalking up his sixth year.

► Sereno Smith, member of the staff of WGAR Cleveland almost since the day the station took the air, is celebrating his 20th anniversary as a studio engineer this month.

► KTTV (TV) Los Angeles' *Calo Pet Exchange* starts its third year. During its two years on the air the program has found over 100 homes for pets. Under continuous sponsorship of Calo Pet Food Co., show is station's oldest sponsored show. Frank Wright is the m.c.

► WIBG Philadelphia's *Newsreel of the Air*, nightly hour-long newscast, celebrated its eighth anniversary late last month. Both the station and the newscast sponsor, The Margo Wine Co., made the anniversary celebration an all-out drive for the Crusade for Freedom. Harold Stassen, U. of Pennsylvania president, was among Crusade leaders heard.

► Open house celebration was held last Wednesday by WEXL (AM)-WOMC (FM) Royal Oak, Mich., on occasion of Royal Oak Broadcasting Co.'s 26th anniversary and dedication of its new studios and enlarged facilities. Open house was held 2-10 p.m. Invitation was mailed to trade by Gordon A. Sparks, Royal Oak secretary-treasurer and WEXL program director.

## WBAL Names Wilkes

APPOINTMENT of Arnold Wilkes as public service director for WBAL-AM-TV Baltimore was announced last week. Mr. Wilkes formerly served on the faculty of Middlebury College in Vermont and is now with Johns Hopkins U. in Baltimore teaching television. He has been previously associated with WGY-WRGB Schenectady and WSYR Syracuse. Until his new appointment, Mr. Wilkes had been acting as WBAL-TV program manager, a post now taken over by Jerre Wyatt, a Baltimore TV veteran. The station announced that an ambitious program of educational broadcasting is planned.

Immediate  
Delivery

**IN STOCK AT ALLIED!**

**RCA-833A.** Air-Cooled Power Triode—in stock for immediate delivery. **RCA-833A, \$49.50**  
**RCA-4E27A.** In stock for immediate delivery. **RCA-4E27A, \$35.75**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

**ALLIED RADIO**

Broadcast Division

833 West Jackson Blvd., Chicago 7  
Call: HAYmarket 1-7019





## FCC Actions

(Continued from page 97)

### APPLICATION DISMISSED

WSIC Statesville, N. C.—DISMISSED application for CP to change frequency, increase power, etc.

## October 4 Decisions . . .

### BY THE COMMISSION EN BANC

WKAT-FM Miami Beach, Fla.—Granted CP to replace expired CP which authorized new class B station on Ch. 226 (95.1 mc); 285 kw; 430 ft. ant.

WLAB Lebanon, Pa.—Granted CP to replace expired CP which authorized new class B station on Ch. 261 (104.1 mc); 4.7 kw; 580 ft. ant.

WGCH Greenwich, Conn.—Granted authority to remain silent to Oct. 22 pending financial reorganization.

WWJ Detroit, Mich.—Granted CP to make changes in DA pattern, etc., cond. ant.

KWTO Springfield, Mo.—Granted mod. CP to make changes in DA system; cond.

Eastland County Bstg. Co., Eastland, Tex., and Lyman Brown Enterprises, Brownwood, Tex.—Designated for consolidated hearing in Washington on Nov. 5 application of Eastland for new station on 1250 kc 1 kw D, and that of Brown Enterprises for new station on 1240 kc 1 kw unl.; made KFJZ Ft. Worth and KJZZ Sweetwater, Tex. parties to proceeding.

Frank D. Tefft, Jr. Big Rapids, Mich. and WSAM Saginaw Bstg. Co., Saginaw, Mich.—Upon petition of WSAM, designated for hearing in Washington on Nov. 9 application of Tefft for new station on 1400 kc 100 w unl. time; made WSAM Saginaw and WGRD Grand Rapids parties to proceeding.

### BY THE SECRETARY

WSB-TV (Formerly WCOT-TV) Atlanta, Ga.—Granted STA to operate on commercial basis with current CP, except vis out of 5 kw and aural, of 2.5 kw; with nominal carrier frequency of vis and aural trans. 100 kc's below the normal carrier frequencies, for period beginning Sept. 30 and ending on 1400 kc 100 w unl. time; final action taken by commission in the television proceedings.

## October 4 Applications . . .

### ACCEPTED FOR FILING

WOKE Oak Ridge, Tenn.—License for CP, as mod., new AM station.  
KCHR (FM) Charleston, Mo.—License

## 1884 Karl Stefan 1951

REP. KARL STEFAN, 67, often called the "Radio Congressman" because of his background as a radio news commentator, died last Monday at George Washington U. Hospital in Washington, D. C., ending 17 years' service in the House.

Rep. Stefan, whose early hobby was telegraphy, read news on WJAG Norfolk, Neb., conducting the noon news period on the station for some 12 years before being elected to Congress as a Nebraska Republican in 1934.

A friend to radio, a medium with which he was closely acquainted, one of Rep. Stefan's last acts before his death was a blast fired at the *New York Times* for what he called a lack of objectivity in its reporting of WOW Omaha's farm-study tour visit to New York City.

The report was carried in the Sept. 22 issue of the *Times*. Calling the reporter's impressions "doubtful superior sneers," Rep. Stefan said "it is necessary to point the finger of shame at the reporter of a 100-year-old newspaper."

The New York visit by the farm

for CP, as mod., new FM station.  
KFPM (FM) Portland, Ore.—License for CP authorizing changes in FM station.

### FM Change

WTSV-FM Claremont, N. H.—CP to make changes in ERP, antenna height, etc.

### TV—Ch. 8

Pape Bstg. Co., Mobile, Ala.—Requested frequency change from Ch. 3 to Ch. 8; ERP from 17.4 kw aural, 8.7 kw vis., to 54 kw aural, 16.5 kw vis.; other changes.

## FCC Roundup

New Grants, Transfers, Changes, Applications



## Box Score

### SUMMARY THROUGH OCTOBER 4

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,301	2,280	122		278	117
FM Stations	653	563	99	1	9	2
TV Stations	198	88	20		518	171

### \* On the air.

CALL ASSIGNMENTS: KVCN Winslow, Ariz. (Gila Bstg. Co., 1010 kc, 1 kw local sunset, 500 w-nigh); KCLV Clovis, N. M. (New Tex. Bstg., 1240 kc, 100 w, fulltime); KGAE Salem, Ore. (W. Gordon Allen, John B. Truhlan, Justine H. Clark, 1430 kc, 1 kw, day); WJAT-FM Swainsboro, Ga. (Jack A. Thompson and Nancy M. Thompson, Ch. 269 (101.7 mc), 970 w, antenna 110 feet); WLTV (TV) Atlanta, Ga. (Broadcasting Inc., Changed from WSB-TV); WSB-TV Atlanta, Ga. (Atlanta Newspapers Inc., Changed from WCOT-TV); WUST Bethesda, Md. (Broadcast Management Inc., Changed from WBCC); WUST-FM Bethesda, Md. (Changed from WBCC-FM); WKFM (FM) Roanoke Rapids, N. C. (WCET Inc., Changed from WCET-FM); KNXT (TV) Los Angeles, Calif. (CBS Inc., Changed from KTSL (TV) effective Oct. 28).

\* \* \*

## Non-Docket Actions . . .

### FM GRANTS

WTOC-FM Savannah, Ga.—Granted increase in ERP from 43 kw to 5 kw and antenna from 510 to 260 feet.

WEHS (FM) Chicago, Ill.—Granted decrease in ERP from 24.5 kw to 21 kw and antenna from 240 to 200 feet; conditions.

WCBS-FM New York—Granted decrease in ERP from 2.8 kw to 1.5 kw and increase antenna from 870 to 1270 feet; conditions.

## New Applications . . .

### AM APPLICATIONS

Crossville, Tenn.—Arthur Wilkerson t/r as Arthur Wilkerson Lumber Co.,

### TV APPLICATIONS

Phoenix, Ariz.—Maricopa Bstg. Inc., Ch. 10 (192-198 mc), 200 kw visual, 100 kw aural. Estimated cost \$359,207.86; operating cost \$110,000; first year revenue \$150,000. Applicant is licensee of KOOL Phoenix, Ariz. Filed Oct. 3.  
Idaho Falls, Idaho—Eastern Idaho Bstg. & Television Co., Ch. 3 (60-66 mc), 3.06 kw visual, 1.374 kw aural, antenna 238 feet; estimated cost \$82,461.75; first year operating cost \$80,000; revenue \$100,000. Applicant is licensee of KIFI Idaho Falls and has application pending for TV station in Pocatello, Idaho. Filed Oct. 1.

### TRANSFER REQUESTS

KEYY Pocatello, Idaho—Transfer of control Radio & Television Bstg. Co. of Idaho Inc., licensee, from Clayton S., Clara Q., Arden D. and Rachel D. Hale to The Scripps Newspapers Inc. (24%), Burl C. Hagadone (24%), Robert S. Howard (24%) and Harry Henke Jr. (8%) through sale of 80% interest for \$1 plus lease-option agreement involving \$7,500 advance against \$300 monthly payments for five years with option to purchase for \$8,770 at end of five years. Scripps Newspapers own part of KVIN Couer d'Alene, Ida. and KNEW Spokane, Wash. Mr. Hagadone owns 40% of KVIN and 50% of KNEW. Mr. Howard is 33.7% owner of The Dalles Chronicle, The Dalles, Ore. and own part of several other newspapers. Mr. Henke is an attorney and part-owner of KVIN and KNEW. Filed Oct. 1.  
WLDS-AM-FM Jacksonville, Ill.—

Assignment of license from Milton Edge and Edgar J. Kormeyer to Jacksonville Radio & Television Bstg. Corp., for \$100,000. Transferee is owned 90% by Jacksonville Journal-Courier Co. and 10% by Vice President and General Manager R. Karl Baker, executive secretary and manager of Jacksonville, Ill. Chamber of Commerce. W. A. Poole is president of transferee and 50.2% owner of the Journal-Courier Co. Filed Oct. 2.

WWNY-AM-FM Watertown, N. Y. and WMSA-AM-FM Massena, N. Y.—Involuntary assignment of license from Mrs. Jessie R. Johnson and John B. Johnson, co-executors of estate of Harold B. Johnson, deceased, to John B. Johnson, executor of estates of Harold B. Johnson and Jessie R. Johnson, deceased. Filed Oct. 2.

KALI Pasadena, Calif.—Assignment of license from John H. Poole to Consolidated Bstg. Co. for \$37,700 plus 85% of accounts receivable on date of transfer. Principals in transferee are President Henry Fritzen (51%), owner of Fritzen Advertising Agency, Los Angeles; Vice President Jack Reeder (20%), employee of KXLA Pasadena, Calif.; Secretary-Treasurer Charles T. Hughes (20%), advertising salesman of Fritzen agency. Filed Oct. 3.

WNBB Saranac Lake, N. Y.—Transfer of control Upstate Bstg. Corp. to Jacques DeMatos, Thomas J. Day and Jeanne M. DeMatos through purchase of 100% from Thomas Durkan and Eugene Fitzpatrick, executors of estate of John F. Grimes, deceased, for \$50,000. Jacques DeMatos (45%) is sales manager for WNEB. Mr. Day (10%) is owner and manager of Northwood Sanatorium. Jeanne DeMatos (45%) is wife of Jacques DeMatos. Filed Oct. 3.

KVER Albuquerque, N. M.—Assignment of license from Westernair Inc. to KVER Bstg. Co. for \$80,000. Principals in transferee are President and Treasurer Helen A. Price (90.9%), housewife in Atlantic City; Vice President and Secretary Bertis A. Arnold Jr. (8.1%), former operator of placement bureau; and WFLA Tampa, Fla.; Assistant Secretary Harold A. Kertz, special partner in law firm of Roberts & McInnis, Washington. Filed Oct. 4.

KDDD Dumas, Tex.—Acquisition of control North Plains Bstg. Corp. by J. M. Crabb, present stockholder, through transfer of 35 shares from Elmo Duke for \$3,500. Mr. Crabb and his wife will own 57.14% after transfer. Filed Oct. 4.

WIAM Williamston, N. C.—Assignment of license to new partnership without Henry A. Johnson who sells his 25% interest to remaining partners James H. Gray and Charles R. Gray for \$7,500. Filed Oct. 4.

WGWR-AM-FM Asheboro, N. C.—Relinquishment of negative control Asheboro Bstg. Co., licensee, by W. C. Lucas through transfer of 100 shares to J. R. Marlowe, station manager. The shares are pledged at First National Bank, Asheboro, as security for \$10,000 note due the bank by Mr. Marlowe. Filed Oct. 4.

group was one stop among many in the farmers' study of agricultural methods, conditions and operations in southeastern Canada, New England, Washington, D. C., Dept. of Agriculture's experiment station in Beltsville, Md., and farms and orchards in Pennsylvania, Ohio and Illinois.

The article in the *Times* related the stop-over by the group in New York and contained interviews and descriptions of members of the WOW party.

Rep. Stefan was born in Bohemia and brought to the U. S. when two years old. The Congressman was noted for his traveling and had an unusually keen interest in European affairs. He was third-ranking member of the House Appropriations Committee, a strong supporter of bi-partisan foreign policy and the oldest member of the Nebraska Congressional delegation at his death.

Mrs. Ida Stefan, his wife, and Mrs. Robert Askren, his daughter, were at his bedside when he died. A son, Dr. Karl F. Stefan, of Washougal, Wash., also survives.

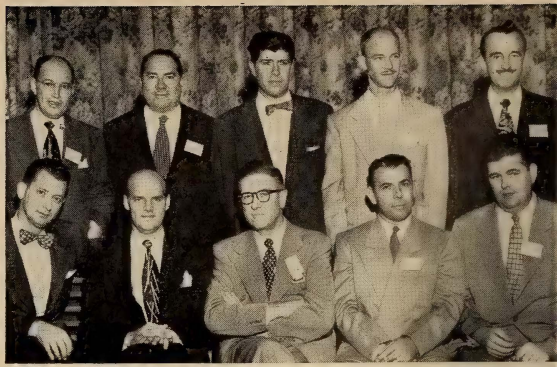
WML means MILWAUKEE

REPRESENTED BY FORJOE





WICHITA WAS focal point for NARTB District 12 members. In above group (seated, l to r): J. I. Myerson, KOMA Tulsa; John Esau, KTUL Tulsa; Jack Todd, KAKE Wichita, district director; Dr. Forrest Whan, U. of Wichita; Frank V. Webb, KFVH Wichita. Standing, Richard P. Doherty, NARTB; Robert B. Jones Jr., KRMG Tulsa; Grover C. Cobb, KVGB Great Bend; Fred L. Conger, WREN Topeka; Robert L. Pratt, KGGF Coffeyville.



TEN-MAN DELEGATION at NARTB District 12 meeting includes (seated, l to r): Richard Holloway and Paul Lago, Lago & Whitehead, Wichita agency; Hale Bondurant, KFBH Wichita; William Hoover, KADA Ada, Okla.; Francis McDonough, Dow, Lohnes & Albertson, Washington. Standing, Ken Parker, SESAC; Frank J. Lynch, KBYE Oklahoma City; Joe Bernard, KOMA Oklahoma City; Pat Murphy, KSML Seminole, Okla.; Walter Turner, KWBW Hutchinson, Kan. Dist. met Sept. 28-29 [BROADCASTING • TELECASTING, Oct. 1].

## Radio: Prodigal Son

(Continued from page 95)

ing a network line—and unless radio undertakes to do more, it will soon have a new generation of “broadcast idiots” capable of nothing but playing records and giving station breaks. It’s an alarming fact that radio has almost ceased to be a school and proving ground for producers and writers.

Back, boost, and build your community. Don’t let the newspapers take the lead in every civic campaign. If necessary, institute these community projects yourself.

Put some new zest into news. Use the telephone “beep” recording device, the tape recorder, and develop a daily news beat. Lead off with local news, build it, and watch listeners’ interest surge.

Construct simple, honest, informative shows around “fundamentals” such as home building, gardening, health, baby care, fishing, business—and farm them out to non-radio people who are experts in each of these and many other fields.

**S**TACKED up against almost anything else available in programming, features of intensely local or regional interest, handled by local personalities through whom the sponsor can promote and merchandise, are your most quickly salable and longest-term accounts—and they’re exclusive.

Base your programming on some research. Written requests for musical numbers are not an accurate guide to overall listener tastes. A telephone survey or questionnaire may reveal valuable new insights to your community’s radio appetite.

Fortify your salesmen with something concrete. Get a program man who can wrap up his ideas on paper, who’ll work hand in glove with your account executives. There are men like that around and they’re well worth the extra wages they should command. Some of these men aren’t even in radio because you haven’t made it worth their while—but they’re working somewhere in your area.

Radio’s a big boy now—better able to do a man-sized job than he realizes. He’s out of the errand boy stage, and if he’ll just stop the frenzied quest for the fast buck and buckle down to the adult business of doing a grown-up job, he’ll gain a new stature in the world.

Lying before radio are dozens of unexplored hours per week that no other medium can devour. Limited only by the thinking of its program department that produces the commodity AM-FM salesmen sell, radio can still be the strong man.

But radio must stop looking for the Prince Charming to come riding up on a white charger and solve all its fretful problems.

When the weekly newspaper thought it had found the perfect formula in “boiler plate” and began to buy its inside pages already printed up—letting the “national advertising” get by free-of-cost—its fiber soon weakened and it

crumbled fast.

Men who claim to offer the panacea are on the radio scene today, but the real answer for most will not be found in hooking up to a cross-country telephone line or buying a big inventory of transcriptions, because unless a radio station is a mirror of the area it serves, a chronicle of the life and times of its own people, it will not be greatly missed when it passes.

There is a very simple truth that has become apparent about radio: The station that dies is never missed—the station that *would* be missed never dies.

Live in your town—but be as different from your competitor as *Life* is from the *Saturday Evening Post*, and both of you will get along as prosperously in a competitive market as those two magazines do.

\* \* \*

**T**HERE is no set formula. No monthly subscription fee will buy it. No handbook will ever provide it. No network can give it to you. A good program department that thinks and feels and lives the way your territory does is the only answer.

It’s not simple. The industry’s condition is serious—and the recovery cannot be fast. If radio is to regain its stature, it will be a slow process of again schooling and developing personnel in creative programming and production.

We can be thankful that within the industry there seems to be an awakening to the urgent need for a whole new concept of programming, on a localized or regionalized basis, initiated by individual stations.

The showdown looms near. It takes courage to start the tortuous road to creative, colorful, completely fresh home-town programming—to embark on the steep trail that leads to the loftiest peak. But, some are doing it now—and others will.

Americans love a “come-back.” There is no nation in the world so

ready to embrace again a prodigal son—so willing to support the underdog and lionize the ex-champ returned. They make only one stipulation: Guts!

## WEATHER HOBBY

WFBR’s Wizard Forecaster

**H**OBBY of predicting the weather according to his aches and pains practiced by Rufus Banks, WFBR Baltimore janitor, now has become a regular feature of Jim and Phil Christ’s *Morning in Maryland* show.

Mr. Banks first was heard on the program when he got into an open mike conversation with Jim Christ. He was asked what the weather looked like outside since the disc jockey was concerned about his convertible that had its top down. Mr. Banks said the weather looked very good. He was right.

The mail the following day demanded that Mr. Banks predict the weather every morning and invariably he has been correct. As Bill Roche, station’s promotion director, emphasizes: “He’s a man you can bet your umbrella on.”

\* \* \*



Sometimes when the aches and pains fail, the crystal ball helps Mr. Banks (r), who gazes for Jim Christ.

## TRANSMITTERS WANTED

used, in good operating condition and appearance

- TV TRANSMITTERS  
Studio equipment, cameras
- AM BROADCAST TRANSMITTERS  
and studio equipment
- SHORT WAVE TRANSMITTERS

For immediate or future delivery. Substantial cash binder available. Negotiations strictly confidential.

Write Box 170  
Cromwell Advertising Agency, Inc.  
175 Fifth Ave., New York 10



# WJZ'S 30 EVENTFUL YEARS

Recounted in Station's History

"NEW YORK'S First Station," the identification phrase used by WJZ, could be interpreted literally since the station—which quietly noted its 30th anniversary Oct. 1—has been on the air since 1921. Only WJZ mention of the event came on local shows during the day and in station break announcements throughout the week.

Unruffled deference to Oct. 1, 1921, date of its first broadcast, was one indication of how much WJZ has changed since its institution—the station's start was a hurried one. The operating license was granted June 1, 1921, to the Westinghouse Electric & Mfg. Co., and just four months later the first program was on the air, using a small shack built on the Westinghouse factory floor in Newark to house the 500 w transmitter.

WJZ was not a commercial station in the current meaning of the term. With only 29 other stations licensed in the country, it operated only to fill the airwaves and thus create a use, if not a demand, for the radio sets which Westinghouse was beginning to produce.

## Staff of Five

The staff consisted of four people in addition to the late Charles B. Popenoe, who headed the group. Thomas J. Cowan, senior announcer for New York's municipal station WNYC today, was engineer as well as announcer, m.c., program supervisor, general utility man and in charge of contacting artists.

One contact, a singer he inveigled to go to Newark to appear on radio free since the station paid no fees, was Milton Cross, who became the outlet's second announcer. The others who joined the payroll for \$45 per week was a man with a resonant voice, Norman Brokenshire, and an erstwhile dancer, furniture salesman, and Florida real estate promoter named Ted Husing.

Listeners in those days were essentially hobbyists who, with ear phones clamped tightly over their heads, searched the airwaves to pick up the WJZ signal. "WJZ has come a long way in the past 30 years," General Manager Ted Oberfelder recalls, "and we are proud of its record of service to the community. I would like to predict that during the next 30 years, WJZ will continue to be 'New York's First Station' in terms of service and entertainment as well as historical act."

When radio caught on, Westinghouse sold its outlet to RCA, which moved the facilities across the river

to New York in 1923, with quarters on the sixth floor of the old Aeolian Hall on 42d St. The station then had such ambitious programming features as a live broadcast of the New York Philharmonic orchestra and a stage program from the Capitol Theatre.

In 1923, WJZ joined one of the first networks—four stations were affiliated—and the first broadcast from an airplane was carried the next year when station engineers picked up, by means of special portable transmitting equipment, the voice of an aviator flying over Central Park. In 1925, a concert broadcast from London was received and rebroadcast by WJZ. That was also the time of the Coolidge inauguration, the broadcast of which was capped, after four hours of ad-lib description by Mr. Brokenshire, by Mr. Coolidge's terse, "I do."

In 1925 the WJZ transmitter moved from the roof of the Aeolian Hall to Bound Brook, N. J., and the radio world was impressed to learn that a transmitter could be separated from a station. Simultaneously, station power was increased to 50 kw to make WJZ the first regular "super-power" station.

The station became a member of the then new NBC network the following year, and in 1927, studios were moved to 711 Fifth Ave. where the AT&T station WEAF shared space.

WJZ headquarters now are at 30 Rockefeller Plaza.

When the Blue Network of NBC became a separate and independent organization in January 1942, WJZ became its lead station, a position it retained when the Blue Network became the American Broadcasting Co. after Edward J. Noble purchased it in 1943.

## MULL TAX BILL

Adjournment Seen Oct. 20

SENATE and House conferees huddled on the revenue bill last week. The legislation, as passed by the Senate 10 days ago, contains provisions affording the radio-TV industry excess profits tax relief [BROADCASTING • TELECASTING, Oct. 1].

The bill (HR 4473), as passed by the House, did not provide for excess profits tax relief. If the House accepts the Senate version in conference, and the measure is approved by both chambers, the relief provisions would go into effect after the President signs the bill.

Action on tax legislation came as Senate Majority Leader Ernest McFarland (D-Ariz.) predicted Congress would adjourn not later than Oct. 20, perhaps earlier.



MALCOLM McCORMACK (l), farm director of WBZ Boston and WBZA Springfield, Mass., welcomes Mr. and Mrs. Jack Reynolds at the Westinghouse Radio Stations Inc. booth at the Eastern States Exposition in Springfield. Mr. Reynolds, manager of the Wisconsin State Fair, takes over as manager of the eastern exposition next January. The Westinghouse stations broadcast a series of programs from the fair grounds, where WBZ and WBZA started their radio history 30 years ago.

## GORRIE NAMED

For NSRB Chairmanship

JACK GORRIE, former Washington State newspaperman and close associate of Mon C. Wallgren, Federal Power Commissioner and stockholder in KIRO Seattle, Wash., has been nominated for the chairmanship of the National Security Resources Board.

Mr. Gorrie's nomination was sent to the Senate by President Truman last Wednesday. He has been serving as acting chairman of NSRB since last April when W. Stuart Symington resigned to head the Reconstruction Finance Corp.

The appointment of Mr. Gorrie is unique since his associate, Mr. Wallgren, was rejected for the NSRB chairmanship in 1949 when the Senate Armed Services Committee refused to approve his nomination. Mr. Gorrie served as assistant to Mr. Wallgren when the latter was governor of the State of Washington.

## STATION SALES

WLDS, KEYY, WNBZ File

SALE of WLDS-AM-FM Jacksonville, Ill., to Jacksonville Journal and Courier interests for \$100,000 was revealed in an application for approval filed with the FCC last week. KEYY Pocatello, Ida., and WNBZ Saranac Lake, N. Y., also filed transfer applications.

WLDS asked assignment of license from Milton Edge and Edgar J. Korsmeyer to Jacksonville Radio & Television Broadcasting Corp., owned 90% by the Jacksonville Journal-Courier Co. W. A. Fay is president of the broadcasting company and owns 50.2% of the publishing firm. Other 10% of the broadcasting company is owned by R. Karl Baker, vice president and general manager of the transferee and executive secretary of the Jacksonville Chamber of Commerce.

The same interests which control KVN1 Couer d'Alene, Ida., and KNEW Spokane, Wash., were parties in an application to buy control of KEYY Pocatello. Scripps Newspapers Inc., Burl C. Hagadone and Robert S. Howard want to buy 24% each and Harry Henke Jr. wants 8%. Total purchase price for the 80% to be transferred is \$1 plus a lease-option agreement involving a \$7,500 advance against \$300 monthly payments for five years, with option to purchase for \$8,770 at that time.

Scripps Newspapers publish the Tacoma Times, Provo Herald, Logan (Utah) Herald-Journal, and Couer d'Alene Herald. Scripps Newspapers and Mr. Hagadone control KVN1 and KNEW. Mr. Howard owns 33.7% of The Dalles (Ore.) Chronicle and has interests in several other papers. Mr. Henke is an attorney and holds an interest in KVN1 and KNEW.

Jacques DeMattos, sales manager of WNBZ Saranac Lake, N. Y., his wife, and Thomas J. Day have filed to purchase WNBZ for \$50,000 from Thomas Durkan and Eugene Fitzpatrick. Mr. Day is owner-manager of the Northwood Sanatorium. He would own 10% while Mr. and Mrs. DeMattos would own 90%.

## AN INVITATION TO SUCCESSFUL ADVERTISING

→ See Centerspread This Issue ←  
ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS  
OF  
SELLING POWER



## GENERAL MANAGER

having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market.

Box 163L, BROADCASTING





# at deadline

## PLUMMER, COTTONE TERM RICHARDS' ANSWER EVASIVE

ANSWER of Mrs. G. A. Richards to FCC's request for clarification of Goodwill stations' program policies [BROADCASTING • TELECASTING, Sept. 24, 10] was termed evasive last week by FCC Broadcast Bureau Chief Curtis Plummer and General Counsel Benedict Cottone.

In "Comments" on Mrs. Richards' answers, Messrs. Plummer and Cottone again urged FCC to instruct examiner to issue regular decision on news-slanting charges against KMPC Los Angeles, WJR Detroit and WGAR Cleveland. Examiner had recommended dismissal of charges after death of G. A. Richards.

Mrs. Richards told the Commission that stations were and would in future abide by statement of principles, also had detailed specifics regarding bias, news-slanting, etc. FCC had asked her to clarify her response to a question regarding program plans in her application for involuntary transfer. She had answered that there would be no change in such policies.

## CANADA DRY STARTS BIG PROMOTION DRIVE

CONTEST offering 255 pedigreed puppies as prizes—said to be biggest advertising campaign company has ever placed behind single promotion—will be launched by Canada Dry Ginger Ale, New York, through J. M. Mathes Inc., that city, to run through October and November with closing date Nov. 20.

In addition to live "dog" commercials to be seen on *Super Circus* (alternating Sundays, ABC-TV, 5-6 p.m.) starting Oct. 7, company will launch nationwide dealer co-op campaign on both radio and TV in every major and minor market, according to agency spokesman.

## FANCHON & MARCO DENIED

FANCHON & MARCO request for permission to intervene in ABC-United Paramount case [BROADCASTING • TELECASTING, Aug. 13, 6] was denied Friday by FCC Comr. Sterling on ground theatre chain had no standing as party in case. However, that does not mean that Fanchon & Marco cannot or will not testify—it can do so upon request by FCC or on its own.

## Howell Urges Comparative Media Data

ASSERTING broadcasters have forged weapons "to cut each other's throats through support of measurement and rating services," Rex Howell, president-general manager of KFXJ Grand Junction, Colo., served notice Friday at the NARTB District 14 meeting in Salt Lake City he would offer resolution Saturday designed to place radio on competitive footing with other media, notably newspapers.

His resolution read as follows:

Whereas, the broadcasting industry has long felt the need of an adequate technique of measurement that would properly reflect radio's circulation in comparison with the printed media, and

Whereas, existing methods of audience measurement while providing useful information such as program ratings and share of audience do not give radio a fair basis of consideration in comparison to the gross circulation information generally deemed acceptable by advertisers in the evaluation of printed media, and

Whereas, the use of the highly definitive studies such as the ratings services are demanded by

## RADIO FREE EUROPE FUND

PROPOSAL that broadcasters, under NARTB aegis, contribute their highest half-hour rate for Radio Free Europe to yield sufficient funds to build powerful transmitter was made to NARTB District 14 meeting at Salt Lake City Friday by George Cory, KUCB Montrose, Colo.

Action was in form of resolution to be submitted at District's Saturday workshop session. Mr. Cory said this gesture would embody very personification of what free radio has achieved in United States in three decades. He declared it would provide "very sharp sword to cut through the Benton Bill and other overt thrusts at all radio's freedom."

## TV STUDIO PROJECTS TURNED DOWN BY NPA

REQUESTS of Allen B. DuMont Labs and CBS New York for authority to start work on TV studio projects rejected by National Production Authority for fourth quarter. Sums were \$1,150,000 for WABD (TV) and \$230,000 for CBS. In list of construction denials for period ending Sept. 29, NPA also rejected project bids of following:

Neely Broadcasting Co. (WJAM Marion, Ala.), which received FCC CP June 27, "radio broadcasting," \$12,000; Fort Industry Co. (WJBK-TV Detroit, Mich.), "TV studio," \$169,200; Sioux Falls Broadcasting Assoc. (KSOO Sioux Falls, S. D.), which has CP for 5 kw n, 10 kw d, \$19,500; Radio Station KABR (KABR Aberdeen, S. D.), "radio station," \$4,564; Vine Street Realty Corp., Los Angeles, "TV studio," \$5,330,000.

## WGN MEDIATION SESSION

AFTER three-month delay, first arbitration between AFRA and WGN Chicago scheduled Oct. 23 with three mediators present. AFRA wants its members to handle video sound effects, claiming this is in accordance with existing contract. AFRA and IBEW expected to meet with management of WCFL Chicago again this week for continuing talks on salary increases. Station has offered each group \$5 weekly raise and another \$2.50 next January, which unions reject.

advertisers in the absence of any other method of measurement, resulting in a generally confused evaluation of radio against other media, and

Whereas, broadcasters have unwittingly contributed to intramural conflicts by reliance solely upon a system which merely compares one broadcaster's service against another's rather than giving useful information on advertising coverage as a whole, therefore

Be It Resolved that the 14th District members of NARTB in convention assembled do recommend the establishment of a new nationwide form of audience study incorporating the useful aspects of the comparable circulation surveys made in Louisville by Dr. Raymond A. Kemper as reported on page 25 of the Oct. 1 issue of BROADCASTING • TELECASTING, titled "Impact," and

Be It Further Resolved that the District 14 broadcasters hereby go on record as opposing the further use of rating services except on such basis as will properly provide comparisons such as cost-per-thousand when compared to costs achieved by the application of readership to the printed media.

# PEOPLE...

## CARINO, BARON

LOUIS J. CARINO, WMGM New York program supervisor, has resigned to manage newly formed Cue Personnel Agency, New York specialists in clerical help for radio and TV stations. Mr. Carino has more than decade service with WMGM. Paul Baron, WMGM night management staff and formerly with KFMB San Diego, WHUC Hudson, N. Y., and WOKO Albany, succeeds Mr. Carino as program supervisor. Ray Lapolla, of WMGM news editing staff and former news editor of WGNR New Rochelle and WLNA Peekskill, N. Y., replaces Mr. Baron.

## JOHN W. PACEY

JOHN W. PACEY has been named director of Public Affairs Department of ABC, Pres. Robert E. Kintner revealed Friday. Mr. Pacey was appointed acting director of the department in mid-August when Robert Saudke resigned to join Ford Foundation [BROADCASTING • TELECASTING, Aug. 20]. Prior to that, Mr. Pacey had served since May, 1950, as assistant to Mr. Saudke, vice president in charge of public affairs. The new director joined ABC as trade news editor in 1945.

## FRANK B. ROGERS JR.

APPOINTMENT of Frank B. Rogers Jr. as vice president in charge of sales for Reeves Soundcraft Corp., Long Island City, N. Y., was announced Friday. Former vice president and assistant general sales manager for Ampro Corp., Chicago, he receives his post as part of company's current expansion program.

## ROBERT MCKEE

ROBERT MCKEE, formerly sales manager for Network Radio Sales in ABC's central division, has joined NBC Radio Network Sales in Chicago as account executive. Mr. McKee, for the first 15 years of his advertising career, was vice president, treasurer and part owner of the Homer McKee Co. Inc., which had headquarters in Indianapolis and offices in New York and Chicago. He joined NBC's blue network in 1940 as account executive, remaining in network sales when ABC was established shortly thereafter.

## ROBERT E. WILLIAMS

ROBERT E. WILLIAMS, treasurer and director of Doremus & Co., New York, since 1920, elected vice president.

## WARREN COX

WARREN COX promoted to director of public relations and publicity for J. M. Mathes Agency, New York, to succeed Arthur F. Monroe, who becomes executive for Capehart-Farnsworth Corp. account. Mr. Monroe, who was appointed vice president last year, will retain overall supervision of public relations and publicity.

## BRITISH ELECTION COVERAGE

GENERAL election in Great Britain will receive special coverage by ABC Radio beginning with British elections program Tuesday, Oct. 23 (8-8:30 p.m. EST) and continuing through election day, Thursday, Oct. 25. On-the-spot reports of climactic portions will be included in schedule under direct supervision of Frederick B. Oppen, manager of ABC's London news bureau.



*"In The Heart of America..."*



*It's the*

**KMBC  
KFRM**

*Team...and It's*

*Wholehearted"*



*The*

**KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

### *Wholehearted*

### On The Air — or In Person!

Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

*To put it simply, to sell  
the Whole Heart of  
America, Wholeheart-  
edly, use . . .*







## TEAM-MATES for 25 years

Since the formation of the NBC network 25 years ago, WWJ has been Detroit's receiving end for the sales pitches made by NBC advertisers. WWJ has done a league-leading job of batting-in billions of dollars worth of business for these advertisers, in an era which has seen Detroit's radio audience soar from 100,000 to over two million!

FIRST IN DETROIT      Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



AM — 950 KILOCYCLES — 5000 WATTS  
FM — CHANNEL 246 — 97.1 MEGACYCLES