

# TELECASTING

## LATEST\*

### ARB Survey Shows:

IN THIS ISSUE:

Educational TV's Ups  
and Downs in D. C.  
Page 63

Aftermath of Code  
Approval  
Page 64

Latest Set Count  
By Markets  
Page 74

"THE CISCO KID" is  
Washington's most  
popular Saturday  
evening local  
program with a  
rating of

15.7

\* October, 1951

American Research Bureau



"THE CISCO KID" is available for sponsorship from 6:30-7 p.m. Saturday on WNBW.

Adjacent programs are "Safety Circus" (6-6:30 p.m.), a highly successful WNBW-developed show, and "American Youth Forum" (7-7:30 p.m.), an outstanding NBC feature.

Let this TOP-RATED, TOP-ENTERTAINMENT show SELL for you. Contact your nearest NBC Spot Sales office or the WNBW Sales Department at REpublic 4000 TODAY!!

# WNBW

Channel Four

NBC-TV IN WASHINGTON

# they sell on film

Western bad man ...  
private eye ...  
lady in distress ...

No matter where you look, you can't find a better group of salesmen. That's right—salesmen. On television's feature films, these are the personalities who have demonstrated their superior selling ability on station after station, in market after market. Feature films just naturally attract wide, ready-to-buy audiences. For example: take a look at the strong showing they make in these three major selling areas:

	RATING	COST—PER- 1000 VIEWERS
In Philadelphia— <b>WPTZ's Frontier Playhouse</b> (6:00—7:00 pm Monday through Saturday)	20.7*	45¢
In Washington— <b>WNBW's Sunday Matinee</b> (1:15—2:30 pm Sunday)	12.7*	86¢
In Boston— <b>WBZ-TV's Feature Film Playhouse</b> (11:30 pm—12:30 am Tues—Wed—Fri)	13.7*	74¢ before midnight 56¢ after midnight

Want to get in on this high-rating gold mine?  
Simple as can be. A commercial slotted into a feature film  
promises an advertiser complete audience attention ...  
hard-hitting sales impact ... an unsurpassed, economical buy.

The sales successes of feature films are impressive.

If you would like to capitalize on the many advantages of feature film advertising, call your nearest NBC Spot Salesman today. He knows the film shows that can produce for your clients—on these 8 major market stations:



WNBT New York  
WNBQ Chicago  
KNBH Hollywood  
WPTZ Philadelphia  
WBZ-TV Boston  
WNBK Cleveland  
WNBW Washington  
WRGB Schenectady-  
Albany-Troy

represented by

## NBC Spot Sales

New York Chicago Cleveland Hollywood San Francisco

\* Latest American Research Bureau Rating





# EDUCATORS' OUTLOOK

By DAVE BERLYN

EDUCATIONAL TV station enthusiasts had their ups and downs in Washington during the past 10 days.

● Sen. William Benton (D-Conn.), upon the Senate's adjournment Oct. 20, pleaded again for a National Citizens Advisory Board on Radio and Television, and its co-habiter, the educational TV issue.

● Also in Washington, delegates last Tuesday at a national taxpayers' conference displayed distaste for federal or state financing of educational TV station operation.

In his speech, Sen. Benton said he hoped one of the first items on the agenda of the Congress next January would be consideration of his bill (S 1579) and his resolution (S J Res 76), now pending before the Senate Interstate & Foreign Commerce Committee.

He said Senate Majority Leader Ernest W. McFarland (D-Ariz.), who has chaired Senate Commerce subcommittee hearings on the measures, had "assured" him that further hearings will be held when Congress returns.

Noting that proponents of the legislation had been heard by the subcommittee, Sen. Benton said:

Among the opponents will be representatives of the National Assn. of Radio and Television Broadcasters. The staff of the association professes to see in the proposed Citizens Advisory Board a threat of "indirect censorship." I have repeatedly explained how such a Board cannot constitute such a threat. If it is imaginable that any President would appoint 11 men and women to try to censor radio and TV programs, is it conceivable that the Senate would approve such a group?

Leaving out mention in his speech of a majority on the FCC which held the Benton plan to involve dangers of censorship [B•T, Oct. 15], the Senator said:

However, the sensitivity of the industry to any possible criticism, even by an advisory board, is so great that I have no doubt that the association will continue to circularize its members, and that the members of the Senate will be hearing from some of their constituents that the First Amendment is endangered.

Sen. Benton also introduced a statement from the American Civil Liberties Union, which, he asserted, "wholly refutes the fears and charges of the National Assn. of Broadcasters."

ACLU said it supported the Benton bill "because it places emphasis on the question of reserving television channels for educational stations. The Radio Committee of the Union, which is composed of

lawyers, educators and specialists in various field of radio and television, has declared itself in favor of the principle of reserving TV for educational stations, in accordance with our general policy of promoting diversity in the ownership of media of mass communications."

## Would Improve Record

The civil liberties group said that while the radio-TV industry has done much to "disseminate information and to promote discussion through its facilities," the establishment of an advisory board would be a means to improve "that record." The FCC's Blue Book of 1946 pointed up a necessity for study of the allocation of time by radio stations, ACLU said.

Meanwhile, another companion bill to Sen. Benton's proposal was introduced in the House by Rep. Angier L. Goodwin (R-Mass.) Oct. 19. The measure (HR 5829) was referred to the House Interstate &

Foreign Commerce Committee.

At the National Conference of State Taxpayers Assns., attended by delegates from 37 state taxpayer associations, delegates voiced displeasure with the Benton plan.

Meeting at the Wardman Park Hotel in Washington, D. C., the delegates were briefed last Monday on the educational TV picture as affected both by Sen. Benton's proposed legislation and by FCC's proposed TV allocations.

The next afternoon, discussion was thrown open by the chairman of the conference, Steve Stahl, executive vice president of the Oklahoma Expenditures Council.

Delegates were unanimous in opposing any moves by federal and state governments to get into educational television. They also voiced fear that such a move by government, on either state or federal level, would entrench it further in a field of private enterprise and would pose a threat in the control of educational media.

Also questioned was the cost of operating educational TV stations. It was pointed out that federal-state expenditures already are a problem and if the Benton plan succeeded, the government tax bill would balloon.

Another problem discussed by the delegates was possible effect of the international situation on any national or state plan to operate stations.

## Reads Porter Letter

During his Senate speech, Sen. Benton read from a letter from Paul Porter, former FCC chairman and now a practicing attorney, and a letter from Raymond Rubicam, formerly of Young & Rubicam, advertising agency, now retired.

Mr. Porter's letter was sent to Harold E. Fellows, president of NARTB, and took exception to remarks in NARTB's *Confidential Management Newsletter*, which, Sen. Benton said, "Mr. Porter in-

(Continued on page 97)

# ROGERS SUIT

IN AN attempt to bring the controversial case before the Federal Appellate Court as soon as possible, Republic Pictures Corp. is expected to file within the next fortnight, an appeal against the U. S. District Court decision in Los Angeles, favoring Roy Rogers, film, radio and TV singing cowboy star [B•T, Oct. 22].

In a precedent-setting decision which may affect future use of old movies on video, Federal Judge Peirson M. Hall Oct. 18 granted the cowboy star a permanent injunction restraining Republic from selling or leasing to TV, on either a commercial or sustaining basis, any of the 81 Westerns he made for that studio while under contract.

Judge Hall, in his ruling, said Mr. Rogers had the right to control association of his name with any commercial product or advertising, except the motion picture as such. The movies couldn't be shown on a sustaining basis either, the jurist said, because, in effect, they would be advertising the TV station itself.

Frederic H. Study of Gibson, Dunn & Crutcher, attorneys for the cowboy star, was expected to file his findings of fact and conclusions of law this week, with Judge Hall then entering his for-

mal decision. There also is possibility that Screen Actors Guild and other guilds and unions may enter *amicus curiae* briefs.

With signing of formal judgment, Republic Pictures can then file its appeal with U. S. Court of Appeals, according to Herman F. Selvin, of Loeb & Loeb, attorneys for the studio. That must come within 30 days after the jurists' formal signing, it was explained. Lined up on side of Republic will be other film producers who have millions of dollars invested in their backlogs of old theatrical releases, it is believed.

## Also Asked Damages

Besides a permanent restraining order, Mr. Rogers also had sought \$100,000 damages on the ground that because Republic planned to release the old westerns to TV, Quaker Oats cancelled his weekly radio program and lost interest in a proposed video show.

Judge Hall, in his findings, declared it was difficult to ascertain

whether cancellation was due solely to Republic's move. He therefore denied damages.

In interpreting clauses of the cowboy star's 1937 contract which was amended by various letters and an agreement of 1948, Judge Hall said there were three properties embodied.

He listed them as (1) the right to photograph and exhibit; (2) the right to use the services for advertising the pictures and the artists and (3) the right to use his name, voice and likeness in connection with advertising and exploiting the pictures.

Judge Hall pointed out that two of these rights were granted perpetually to Republic. He named them as (1) the right to photograph and exhibit and (2) the right to use his name, voice and likeness for exploitation of the pictures or of the artist himself. The other right was limited to the term and, "as the evidence has so amply shown, Republic did not exercise that right only to a very limited way," he said.

As for rights concerning advertising, commercial tieups or pub-

(Continued on page 97)

## Republic May Appeal





**TABOO?** The new code says that "costuming . . . shall be within the bounds of propriety." It's up to you to decide whether a line of chorus girls like these would "embarrass or offend home viewers."

SOME SIGNS that strict limitations on commercial time in the NARTB television code may cause concern among advertisers as well as some TV stations became apparent last week as telecast and sponsor groups studied the document approved at Chicago Oct. 19 by the NARTB video membership [B\*T, Oct. 22].

Only available text of the corrected code is that published in the Oct. 22 BROADCASTING • TELECASTING. When NARTB receives the original transcript of the Oct. 19 proceedings its TV organization will insert necessary paragraph designations and iron out minor problems of phraseology. A small number of working copies will be printed by NARTB for use by board members.

The crucial TV document endorsed by NARTB's TV members drew a surprisingly small amount of comment last week. Some members of the Assn. of National Advertisers indicated they were individually worried about the schedule of commercial limitations.

TV networks were studying the document. NBC and ABC explained that each had its own code. CBS is in the process of drafting a code, with some provisions already in effect. DuMont was understood to feel the program provisions were excellent but commented that the commercial aspects deserve careful study.

On Capitol Hill the document was hailed by Chairman Ed Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, as "great news" and recognition by the industry of its responsibility. Senate Majority Leader

Ernest W. McFarland (D-Ariz.) endorsed the self-policing action and predicted the public would respond to enforcement of a code by placing new confidence in the industry. Sen. William Benton (D-Conn.) had not read the code but it was believed he endorsed the action generally, provided it is enforced.

NARTB headquarters will take up problems of preparing proposed code seals of approval for submission to the board in December. Final promulgation of the code is up to the board. Text of subscription forms will be prepared.

The board will set up a scale of fees for code subscribers, with NARTB members stations to have these fees credited against their regular association dues. Films and slides for use by stations will be prepared.

#### Work on Code

Work of whipping the code into final shape for the board is being handled by Thad Brown, NARTB's TV director and counsel. Mr. Brown coordinated work of the code-writing committee headed by Robert D. Swezey, WDSU-TV New Orleans, and the four subcommittees.

The membership of the National Assn. of Radio and Television Station Representatives has not considered the code officially, but spokesmen thought the commercial section in particular was apt to be brought up for formal appraisal later.

A number of individual advertisers were understood to be apprehensive about enforcement of

# THE CODE

THE NEW handbook of etiquette that about half the nation's telecasters have approved in principle is getting a second reading from those who okayed it during a one-day session in Chicago a fortnight ago and a first curious look from those who didn't attend. They're beginning to realize that despite its 28 pages of explanation, the new code will create plenty of practical problems in interpretation. Propriety, decorum, decency and responsibility are words that are not easy to define.

the code, particularly its commercial limitations, and to take the position that if the commercial limits are applied to one sponsor they must for competitive reasons be applied in similar fashion to all.

The All-Industry Affiliates Committee, concerned first and foremost with maintaining radio rate structures and demonstrating radio's sales punch, has not considered the code officially.

Its Chairman, Paul W. Morency of WTIC Hartford, however, voiced his personal view that it is of utmost importance to clear up, as soon as possible, the problems which gave rise to the code. Adopting standards, he pointed out, was acknowledgement that problems exist.

TV broadcasters also should acknowledge that these problems must be tackled and code-compliance achieved now, before increased competition develops and makes departures from code provisions even more tempting, he declared.

From Capitol Hill, came a reserved approval.

Sen. Johnson said:

"The recent announcement that the nation's telecasters have approved the adoption of a code of conduct to govern their programs is great news.

"A general reading of the proposed television code reveals recognition on the part of the telecaster of his responsibility to develop the full use of his facility for educational, cultural and political programs suitable for family entertainment and instruction.

"It is my sincere belief that the proposed code is a sound, forthright and constructive step forward. Modifications may be made in the future as experience discovers new needs, but this first step indicates the intent, which is very gratifying. I am sure the code will prove to be effective and worth while."

Sen. McFarland, chairman of the Senate Interstate & Foreign Com-

merce communications subcommittee, said:

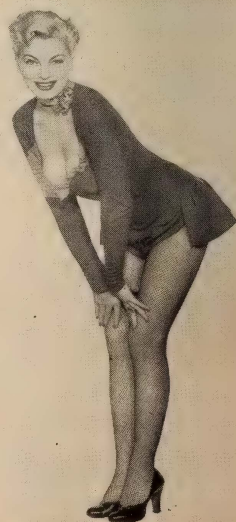
"My attention has been directed to the new proposed television code . . . I heartily endorse the idea of self-policing within and by the industry.

"I always have opposed government interference with, or attempts to control or suggest programming in the radio field. But it is axiomatic that any industry, licensed and regulated by the government and invested with the degree of public interest that surrounds the

(Continued on page 96)

\* \* \*

**INDECENT?** The camera angle here seems to "emphasize anatomical details"—which the code prohibits. And the neckline suggests that the costuming may be slightly out of bounds.

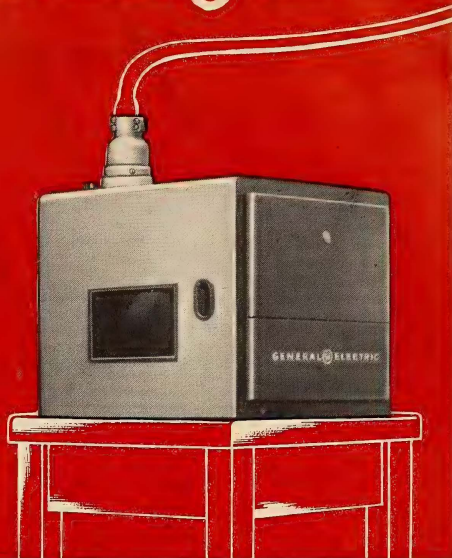






# TELEVISION FILM CAMERA CHANNEL

*puts quality where the money is!*



**M**ONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you're using the best camera equipment available?

**Note these features** of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare... automatic set-up control to maintain proper background without continual readjustment by operator... special built-in sweep failure protection to reduce the possibility of expensive cam-

era tube replacement. The high-quality 16mm Synchronite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

**Your G-E broadcast man** at our office near you is prepared to discuss this in detail. Why not call him today?



## GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: **General Electric Company, Section 2101-29, Electronics Park, Syracuse, New York.**

**GENERAL**  **ELECTRIC**



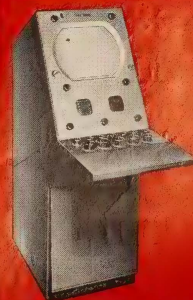
### FITS ANY TV SYSTEM OR PROJECTOR.

Completely new design of this film camera delivers resolution and picture quality unsurpassed in the industry today.



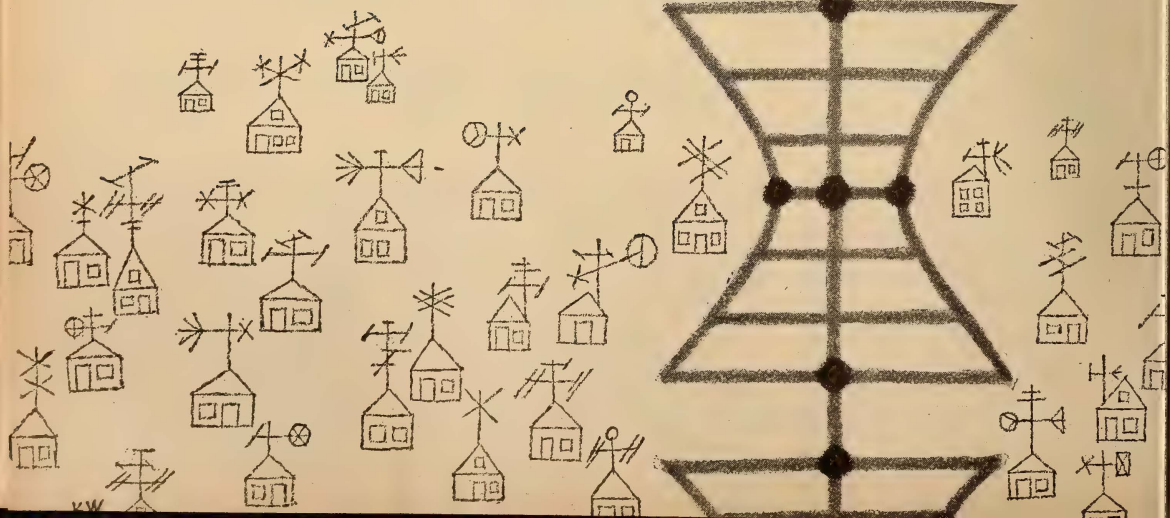
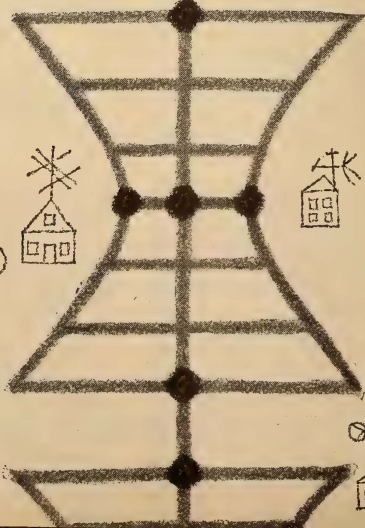
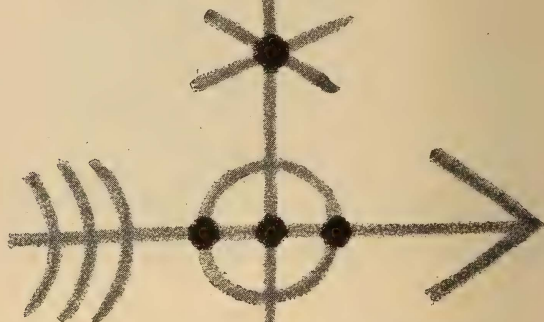
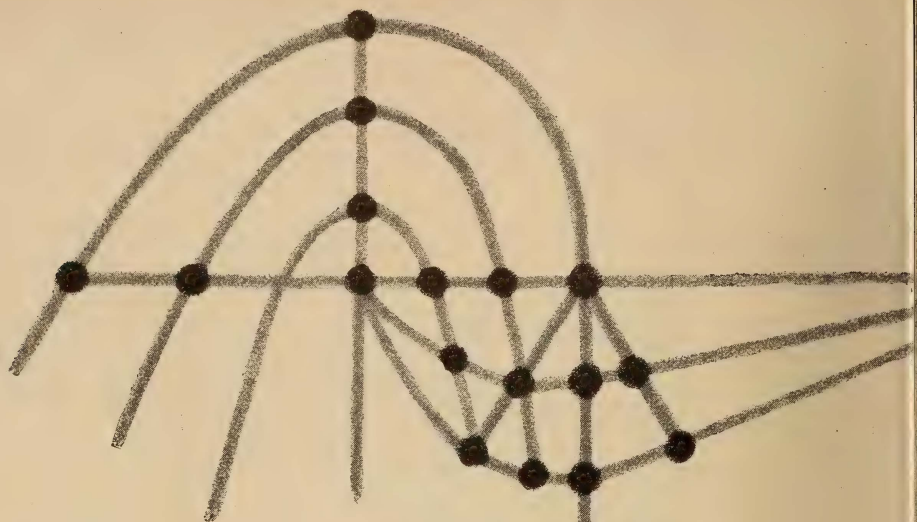
### EASY INSTALLATION—NO EXTRA WIRING.

All plug and cable connections are factory-cut and mounted to your specific required lengths before delivery.

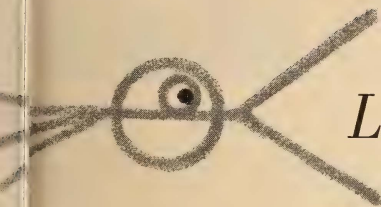


### 12 1/2" MONITOR CONSOLE

houses the famous G-E aluminized tube... gives you dual waveform presentation and unusual circuit stability.







## *Look what's up in L.A.!*

*KNXT is on Mount Wilson!* And, for advertisers, that's *way* up. Because the same switch that this week boosted the former KTLN's power 10 times—from a transmitter that's almost a full mile above Los Angeles—gives advertisers an out-of-this-world audience!

*Viewing's up—and zooming!* KNXT's high-flying new signal carries your message to Los Angeles' 1,000,000-plus television homes more brightly and clearly than ever before...and into an area almost four times larger. All the prospects you want to see can now see you!

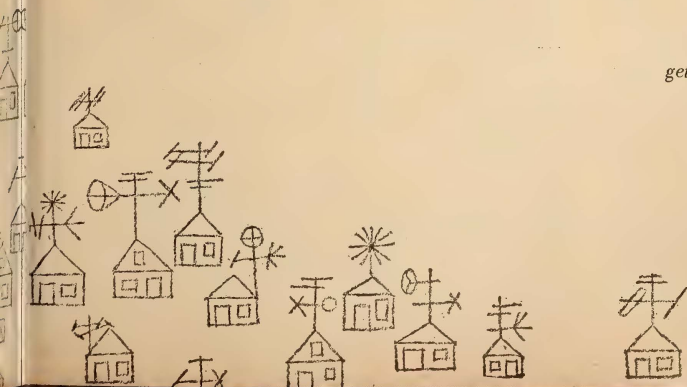
*Our new name is up!* We're painting the town this week. *Literally.* It's up with KNXT—the *new* Channel 2...CBS Television's key station on the Coast—wherever we can find space. And it's up with KNXT's stars, *already* well on their way to being Los Angeles' highest!

*Hitch your product to KNXT!* And you'll have the best team in town. KNXT's new signal will get you into Los Angeles' living rooms, and KNXT's fast-rising stars and shows will *keep* you there. To sit on top of the world in the nation's second largest television market...

get on **KNXT** today!  
The new Channel **2**

Los Angeles • CBS Owned

Represented by CBS Television Spot Sales



# MURPHY TALK

## Tells CBS Color Status

ONLY official CBS comment on the color TV set production "freeze" by Defense Mobilization Director Wilson two weeks ago [B•T, Oct. 22] came from Adrian Murphy, president of CBS Labs. Division, in a speech last Wednesday to the Chicago Television Council.

Color television may not be on as high a shelf as it seemed to be last week, he said.

"Even if commercial broadcast color is temporarily in limbo," he said he hopes other aspects of color TV "can go forward."

CBS, he added, will resume colorcasting and set manufacture on a major scale after the "hiatus" brought about by the National Production Authority.

Confident "we will have color, regardless of the method," Mr. Murphy said he did not believe this in 1947 after the turndown by the FCC. "Now I am assured there will be color in my lifetime."

Optimistic also about development of non-broadcast uses of color until the emergency ends and production and colorcasting can be resumed, he listed "interesting doors to be opened."

Among these are direct military application, medical and surgical work, general industrial uses and

large-screen motion picture color television.

Mr. Murphy, in describing the potential use of color video in these fields, could not give specifics about possible military usage because of security, but suggested TV would be used "generally before long" in the defense effort.

There is a need for "efficiency, ruggedness, dependability and ease of operation in TV for the military," he said, and the CBS field sequential system is "ideal" for all these purposes.

The military "can't provide several MIT graduates standing over every piece of equipment," he said. "Everything technically is available in the system, and it is just a matter of design now."

Referring to the use of color TV for doctors and surgeons, the CBS Labs. President pointed out that more than 100,000 doctors have seen instructional color TV demonstrations. TV installations have been contracted for at the U. of Chicago and U. of Kansas, he reported, saying he knows of no new, major hos-

pital "being built or designed" without provision for television in the future.

Color video in industry "could conceivably free a lot of manpower," and "if all-out war comes this would be an important factor," he asserted.

Mr. Murphy also referred to development of color TV on large screens in movie theatres.

Charging there have been "many misleading misconceptions" passed around about the CBS field sequential system, Mr. Murphy attempted a refutation. The entire controversy about color is "a complex," he said, terming it an admixture of politics, techniques and social influences.

The main factor that is "lost sight of" is that the field sequential system "gives a perfectly beautiful, sharp and clear picture. That's its main attribute."

"Contrary to opinion, the FCC had no choice other than to select the CBS system, because it was the only one which worked. The Commission agreed all other systems were not adoptable at the time," he explained.

He termed development of the Lawrence tube as "extremely interesting and hopeful. CBS is cooperating with it."

The CBS color picture size "is really not limited," the speaker said, adding that a 17-inch picture has been produced without magnification.

## NAEB MEETING

### Video to Be Emphasized

EMPHASIS will be on television at the National Assn. of Educational Broadcasters' annual convention Nov. 2-5 at the Buena Vista Hotel in Biloxi, Miss.

Official welcome is to be extended Nov. 2 (Friday) by the mayors of Biloxi and New Orleans and by presidents of the co-hosts, U. of Alabama and Louisiana State U. Convention chairman is Graydon Ausmus, manager of WUOA, of Alabama and NAEB vice president.

Among those scheduled to speak are Telford A. Taylor, former general counsel to the Joint Committee on Educational Television and newly confirmed Administrator of the Small Defense Plants Administration; Prof. Charles A. Siepmann, New York U., of FCC Blue Book fame, and Morris Novik, radio consultant.

Election of officers will take place Nov. 4. Registration for the convention already includes representatives from the British Broadcasting Corp., Canadian Broadcasting Corp., the Voice of Israel and the French Broadcasting System.

President of NAEB is Seymour N. Siegel, general manager, WNYC New York, municipal station.



LT. COMDR. H. A. Bisset, USN, (l), in charge of Navy recruiting station in Baltimore, presents E. K. Jett, vice president of WMAR (TV) Baltimore, a certificate of award for "outstanding service" rendered the Navy recruiting program by WMAR.

## KTTV UPS PURCELL

### Other Changes Made

IN REALIGNMENT of responsibility, Robert M. Purcell, program director of KTTV (TV) Los Angeles, has been appointed to the new post of director of operations, and John S. (Dude) Martin, producer-star of *The Dude Martin Show*, has been made head of the program department with title of executive producer.

Richard A. Moore, general manager, in revealing the realignment last week simultaneously announced appointment of Robert W. Breckner as director of production, with Alberta Hackett, manager of program operations. In addition to directing programs, Mr. Breckner has been executive director of sports and special events. Miss Hackett was manager of daytime programming.

With KTTV since its inception on Jan. 1, 1949, Mr. Purcell in his new capacity has supervision over administrative and business operations of the station. Mr. Martin joined KTTV last September, changing from San Francisco where his program was on both radio and TV. Sears, Roebuck & Co. currently sponsors *The Dude Martin Show* in which he will continue to star as well as produce.

## WABD (TV) ANTENNA

### Plans Empire State Start

WABD (TV), key station of the DuMont Television Network, started transmitting from its new antenna atop the Empire State Bldg. Friday morning, Oct. 26.

Effective radiated power—the same for all stations using the tower—is 16.7 kw for video and 8.4 kw for audio signals. WNBT (TV), WJZ-TV, and WPXI (TV) are also transmitting from the building top, with WCBST-TV scheduled to join them in November. A petition by WATV (TV) for use of the site is before the FCC.

## SET COUNT

### New WJBK-TV Technique

A NEW technique of estimating television set circulation, conducted for WJBK-TV Detroit, has come up with circulation figures exceeding previous estimates by more than 78,000 sets.

George B. Storer, president of Fort Industry Co., owner of WJBK-TV, said the new survey showed 705,323 sets in home use within a 60-mile radius of the station transmitter.

Here's the method used. A sample of homes (more than 1% of the total number of homes) in the 60-mile radius was selected, geographically distributed in proportion to the general distribution of homes.

Field workers then inspected each home in the sample and noted whether or not it had an outdoor TV antenna. Of the 43 incremental areas set up within the total area, 10 were counted by other means than outdoor antennas—by door to door or telephone surveys.

The door to door and telephone surveys established the incidence of indoor antennas (which varied with the distance from the transmitter and general reception conditions). A weighted percentage of incidence of indoor antennas was applied to the area and this, plus the figures obtained by the count of outdoor antennas, produced the total estimate.

Mr. Storer said the survey was conservative since it did not include TV receivers in use elsewhere than in homes and did not count more than one set in homes having multiple receivers.



Some TV commercials need attention. Attention perhaps in concept — attention in technique or research.

Cine-Video gives attention to all these details. Cine-Video is a complete television service for all your advertising needs.

Equipped with the latest and finest technical equipment, an experienced staff, and complete research facilities, Cine-Video is geared to produce:

1. ANIMATION ADVERTISING FILMS AND SOUND FOR TV.
2. TV FILM PRESENTATIONS FOR COMMERCIAL USES.
3. OPEN END FILM SHORTS.
4. EDUCATIONAL, INDUSTRIAL, TRAINING AND DOCUMENTARY FILMS FOR TV OR PRIVATE SHOWING.
5. KINESCOPIES.

Cine-Video is a factor in creative television. Write for further information.







Early Morning Television???

Philadelphia LOVES it!!!

**WE'**RE sort of flattered to see the networks and other stations getting excited about early morning television.

WPTZ, Philadelphia, you know, was a pioneer in this field. Our Monday through Friday, 7:00 to 9:00 a.m. "3 To Get Ready" program with Ernie Kovacs showed the industry that viewers and sponsors alike would go for early morning television.

Today, Ernie Kovacs, NBC's rising young comedy star, and his "3 To Get Ready" show on WPTZ are as much a part of the Philadelphia breakfast menu as scrapple. Ernie has a large and loyal following who enjoy his antics, recorded music, news, time and weather reports. And his following buys when he advertises a product.

RCA-Victor, Libby, Chiffon Flakes, Kellogg, Nestea, Stroehmann Baking and Bond Donuts are but a few of the "top level" advertisers who, at this writing, are sponsoring one or more of the 50 participations handled by Ernie Kovacs on "3 To Get Ready" each week.

There are still a few participations available on WPTZ's "3 To Get Ready" program. It's high powered advertising at low budget cost. For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales Representative.

Philadelphia's early morning television story will surprise you.

**PHILCO TELEVISION BROADCASTING CORPORATION**  
1600 Architects Bldg. • Phila. 3, Pa.  
Telephone LOcust 4-2244

**WPTZ**

FIRST IN TELEVISION IN PHILADELPHIA





## ...LOOKING IN

These are but a few of the many hundreds of Central New York youngsters who stood in line for hours to see **BOB EHLE**, the **WHEN "Singing Story Teller"** at a recent public appearance.

It's a safe bet that thousands and thousands of youngsters are **INSIDE . . . LOOKING ON** every day from 5:00 to 6:15 for **BOB EHLE'S "BUNK HOUSE"**.

The **"BUNK HOUSE"** is Central New York's most popular gathering place.

**Say WHEN**  
TELEVISION

TO YOUR NEAREST  
KATZ AGENCY MAN  
AND PUT BOB EHLE  
TO WORK FOR YOU!

**WHEN**  
TELEVISION  
**SYRACUSE**

**CBS • ABC • DUMONT**

OWNED BY THE  
**MEREDITH PUBLISHING CO.**

VIDEO developments designed to improve pictures, reduce local interference and improve all-electronic color television by adding brilliance and cutting down interference were outlined at the seventh annual National Electronics Conference and Exhibition in Chicago last week.

Engineers, electronics experts and educators from all parts of the country met at the Edgewater Beach Hotel Oct. 22-24 to hear papers on all phases of electronics.

Two sessions were devoted to work in television, most of which was presented in the reading of formal papers. Several developments reported on also affect radio.

B. D. Loughlin of Hazeltine Corp. presented a paper on a better system of all electronic color TV, claiming that a constant luminance system will improve the adjustment of picture brilliance. He also described the possibility of a simultaneous color picture from the so-called dot sequential system. A new method for controlling the sequence in which the electron beam scans the color picture tube will eliminate "much of the interference and unwanted effects," Mr. Loughlin said. Varying the scanning sequence will cancel out many of the "undesirable" effects before they can affect the color picture, he said.

W. K. Squires, of Sylvania Electric Products, talked of a new detector which is slated to improve television picture quality. "The detector most commonly used in contemporary television sets suffers from several limitations. While it is simple and has a moderately high efficiency, it interacts with portions of the receiver in such a way as to detract from their performance. A detector which avoids this has been developed," he said.

### Improves Performance

"When this detector is used in a receiver designed to take full advantage of it, the receiver performance is definitely superior to that of a receiver using a conventional detector," Mr. Squires describes the device as a constant input impedance second detector.

Local interference can be reduced with use of a new television circuit known as the Fringelock, according to Meyer Marks of Zenith Radio Corp.'s research department. A major weakness of present TV sets, he says, is poor synchronization of the picture, especially in fringe reception areas. This makes the picture "roll over, squirm and bounce" in response to household appliances or motor traffic nearby, he reported.

The Fringelock circuit, developed in Zenith laboratories, is designed to cure these difficulties, Mr. Marks said. "It requires a radical change in circuit design, but involves the addition of surprisingly few small parts and no additional tubes. This new device is so connected that dangerous interference kills itself,

permitting normal synchronization."

The Fringelock is designed to replace the sync-separator circuit, which separates the picture synchronizing pulse from the rest of the television signal picked up by the antenna. "This job becomes exceedingly difficult when the antenna picks up local interference, which may be many times stronger than the signals of a distant television transmitter," Mr. Marks said.

A. L. Witten, of the Sperry Gyroscope Co., described a "radically" different type of instrument for testing performance of parts carrying very high radio frequencies in television links, as well as radar sets. He said "it accomplishes in one minute measurements which previously took a trained technician hours and sometimes days to perform."

"Trapping electronics" to operate radio and television receivers at high frequencies was described by Ernest G. Linder and Edward G. Apgar, of RCA Labs., and John H. Coleman, of Radiation Research Corp. The "trap" is a new and better type of rectifier suitable for generating up to 15,000 DC volts, they said.

Snow on television and noise in radios, caused by static, are expected to be reduced by technical studies conducted by Allen H. Schooley, electronic scientist at the Naval Research Lab. He is checking on unwanted electronic disturbances in research investigations at the laboratory. The data is needed mainly to improve radar performance for military uses, he

## ARGENTINE TV

New Station on Air

TELEVISION arrived in Argentina on Oct. 17 when station LR3-TV, operating on a test basis since Sept. 10, went on the air officially with coverage of Loyalty Day celebration in Buenos Aires [B•T, Oct. 15].

Described as having the largest effective radiated power of any TV station in the western hemisphere, the station is owned and operated by Radio Belgrana y Primera Cadene Argentina de Broadcastings. Completely equipped by Federal Telecommunications Labs, Nutley, N. J., the station has a 5 kw transmitter and a unique loop antenna, which gives the station an effective radiated power of 45 kw.

Transmitter is located in the 22-story Ministry of Public Works Bldg, with the studio—including a 600-seat theatre—about two miles distant. Equipment includes a mobile telecruiser, equipped with microwave link system for outdoor TV pickup and a mobile unit on a special truck for independent demonstrations and tests.

said, but will also be helpful in improving civilian radio and TV sets.

G. T. Ford, of the electronics apparatus development department of the Bell Telephone System's laboratories, reported development of a series of new radio tubes which will be used in the company's coast-to-coast TV network.

Although the tubes "look exactly like an ordinary radio tube," their interiors contain numerous small turns of wire, no larger than one-tenth the size of a human hair, Mr. Ford said. This design, he reported, enables television signals to be sent across the continent with "little loss" in picture quality. The tubes, despite their fragility, are built to last "much longer" than the normal radio tube because failure of "any one of the thousands of tubes in the television networks might throw off the air one of the popular television network shows," Mr. Ford explained.

### Back to the Horn

Engineer P. B. Williams advocated a return to use of the horn loudspeaker as in the early days of radio. Cone loudspeakers, as used today, are economical but limited in fidelity, in his opinion. Horn-loaded speakers, with an enclosure which converts a cone speaker, "achieves high efficiency, lower distortion and smoother response."

Increased production through the use of industrial electronics is a U. S. ace-in-the-hole during the cold war period.

Industrial electronics can, according to Dr. W. R. G. Baker, General Electric Co. electronics vice president, "increase the range and the impact of what has been called our greatest weapon—greater than the atomic bomb or hydrogen bomb—our ability to out-produce our potential or actual enemies."

In his speech to conferees, Dr. Baker, who is chairman of the RTMA TV committee and of the National Television System Committee, also told of the increasing complexities of military electronics and the vital part they play in enabling military men to control today's highly intricate weapons.

He called for progress in "ruggedization, miniaturization, standardization and unitization" in military electronics equipment.

Also addressing the conference was Adrian Murphy, president of CBS Labs. Division, who repeated the talk before the Chicago Television Council (see story, page 68).

## TELEFILM, INC.

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



# KTSL NOW KNXT

Moves to Mt. Wilson

BACKED by a full promotion campaign and marking a milestone in the history of Southern California television, KTSL (TV) Hollywood took the air yesterday (Sunday) with new call letters of KNXT from a new transmitter site atop Mt. Wilson, overlooking Pasadena.

Promoted as the "nation's first television system" and operating on Channel 2, KTSL changed call letters to more closely identify it with sister AM station KNX Hollywood. Both are owned by CBS.

Inaugural program for the Sunday switchover started at noon and continued until midnight. There was cut-in from New York with Frank Stanton, CBS president. Jack L. Van Volkenburg, president of the CBS Television Network, in Hollywood for the occasion, also participated.

Shift from Mt. Lee in Hollywood to the new transmitter site on Mt. Wilson has increased the KNXT effective radiated power almost ten-fold to 25 kw, according to Wilbur S. Edwards, general manager. Aural power has increased commensurately, he said.

Height of the KNXT antenna above the average terrain has been increased from 980 to 2,837 ft. Transmitter is 5,831 ft. above sea level.

In operation since Dec. 23, 1931, the station was acquired late last December by CBS from First National Bank of Akron [B\*], Jan. 1] for \$333,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for total rental of \$3-115,000.

Station's sale to CBS came after the bank, as trustees for the retirement plan for salaried employees of General Tire & Rubber Co. and other certain subsidiaries, acquired the various radio-television properties of Don Lee Broadcasting System from the estate of Thomas S. Lee for a total of \$12,320,000.

CBS assumed ownership and operation on Jan. 1 last, and applied to FCC soon after for permission to change call letters and move transmitter from Mt. Lee to Mt.



WHEN KTSL (TV), CBS-TV Los Angeles station changed its call letters to KNXT and moved from Mt. Lee to Mt. Wilson effective Sunday (Oct. 28), the station released an intensive promotion campaign to let its changes be known. Looking at one of the point-of-merchandising cards patterned after the billboards used to announce the change are (l to r): Tony Moe (seated), promotion director of station; Burt Cochran, vice president and general manager, Los Angeles office, McCann-Erickson Inc.; Wilbur S. Edwards, KNXT general manager; Kenneth Striker, McCann-Erickson copy chief; Frank L. McKibben, account executive for agency.

## TV MICROSCOPE

*Demonstrated to Students*

DEMONSTRATION of a television microscope was given last week for 54 top-ranking science students from New York public high schools by the man who supervised its development, Dr. V. K. Zworykin, RCA vice president and technical consultant.

The invention—which will be on display at the RCA Exhibition Hall in Radio City for an indefinite time—consists of a compact TV camera, about the size of a home

Wilson. Permission was granted on last Aug. 24 and work plans were begun the next day to effect the switch.

Credited with many "firsts" in its history, the station was first identified as W6XAO and operated on an experimental basis for many years. It started full commercial operation May 6, 1948. Call letters were changed to KTSL Sept. 27, 1950.

movie unit, mounted over the microscope eyepiece.

Image is picked up by the "eye" of the camera, a five-inch tube, and transmitted to a small receiver unit, where it appears on the screen.

Dr. Zworykin explained the microscope was developed on the premise that television is an extension of human vision.

TV "is much more than solely a medium of entertainment," he said. "Through television we can go places and see things. . ."

The microscope will be presented at the Fourth Annual Conference of the American Institute of Electrical Engineers on Electronic Instrumentation & Nucleonics in Medicine Jan. 7-8 at the Hotel Commodore, New York.

Mr. Zworykin and Leslie Flory, of the RCA David Sarnoff Research Center, Princeton, N. J., will deliver a demonstration lecture on "Television in Medicine and Biology."

## Station Shifts

*(Continued from page 25)*

of the West Coast office of the Meeker organization, it was pointed out that Mr. Pontius has some 22 years experience in radio and television buying and selling, with five years out for Army and Coast Guard service. He formerly was with Weed & Co., Hill Blackett Agency, WGN Chicago and Mutual.

Mr. Jewett was commercial manager of WKAN Kankakee, Ill., before entering the station representation field. He served as an Army officer for five years during World War II, after engaging in various phases of banking brokerage and gold mining following graduation from the U. of Buffalo in 1935.

**WSAZ-TV**  
Channel 5

**EXCLUSIVE**

*Coverage*

OF THE

**HUNTINGTON**

**CHARLESTON**

**TV MARKET**

ABC—CBS—NBC—DTN

Represented by  
**THE KATZ AGENCY**

**WSAZ**

HUNTINGTON, WEST VIRGINIA

One of the Nation's Oldest Stations



**MORE LISTENERS**

THAN  
ALL STATIONS  
COMBINED\*

\*by C. E. HOOPER . . . . 1951

**5000 WATTS—930 KC**  
**ABC PROGRAMS**

Represented by  
**THE BRANHAM COMPANY**

T

# TELEVISION EQUIPMENT CO.

FILM EDITING  
LAB and STUDIO EQUIPMENT

Dealers for NEUMADE, DeVRY, AMPRO, KIEGL, and MOVIOLA

1318 S. Wabash Ave. HARRISON 7-1447 Chicago 5, Ill.

**WRITE FOR CATALOG**



# FCC POSTS

## No Changes Seen For the Present

IT LOOKS like "status quo" on the FCC now that the Senate has recessed without acting on the nomination of Comr. Frieda B. Hennock to a Federal District Judgeship in New York.

Whereas only weeks ago it appeared likely that a number of changes were imminent on the Commission, it now is thought that the seven Commissioner alignment will remain intact for the foreseeable future. Miss Hennock, whose term runs until June 30, 1955, will remain on the FCC. She has informed the Senate Judiciary Committee [B•T, Oct. 22] that she will not seek a recess appointment.

### Have No Plans

A few weeks ago reports were widely current that in addition to the then expected Hennock vacancy, Chairman Wayne Coy, Comr. Robert P. Jones and Vice Chairman Paul A. Walker might not remain far beyond the end of the year. There is nothing now to indicate that either Chairman Coy or Comr. Jones plans to leave any time soon.

Vice Chairman Walker, who passed the statutory retirement age of 70 last January, is serving at the insistence of President Truman until the end of his term in 1953.

It was generally understood that Miss Hennock's post, if she had been confirmed by the Senate, would have been filled by Robert T. Bartley, administrative assistant

to his uncle, Speaker Sam Rayburn. If Vice Chairman Walker should elect to retire at the end of the year, it is presumed that Mr. Bartley will receive that appointment, or any other vacancy that might occur during the Truman administration.

The FCC now is made up of three Democrats (Coy, Walker, Hennock); three Republicans (Comrs. Jones, Rosel H. Hyde and George E. Sterling) and one independent (E. M. Webster). Under the Communications Act, not more than four members of the FCC may belong to the same political party. Hence, Mr. Bartley could qualify for any vacancy.

President Truman has announced he does not intend to withdraw Miss Hennock's judgeship nomination. Under Senate rules, nominations do not automatically continue beyond 30 days when Congress is in recess. This differs from the status of pending legislation which remains on the Congressional dockets until the Congress itself adjourns *sine die*.

Whether the President would be disposed to renominate Miss Hen-

nock for the judgeship when Congress reconvenes in January was conjectural last week. Miss Hennock, who has been ill for the past fortnight, returned to her FCC duties last Wednesday.

## WHUM REPLY

### Answers WEEU Charge

GENERAL DENIAL that a grant of an experimental TV station means a "foot in the door" for commercial TV, circumventing the three-year-old TV freeze, was entered by WHUM Reading, Pa., last week, in answer to objections from WEEU of the same city [B•T, Oct. 15, Sept. 24, Aug. 20].

WHUM applied for an experimental TV grant in Reading last August, proposing to spend \$500,000 to build a 200 kw UHF station with a 1,000 ft. tower atop a 1,650 ft. mountain. WEEU objected, asked that the application be denied or set for hearing, primarily on the ground that if granted it would give WHUM a "foot in the door" for commercial operation. WEEU also questioned the financial ability of the station ownership.

### No Rights Conferred

After explaining it was fully aware that an experimental grant conferred no rights in the facilities granted, WHUM cited the following to indicate its financial ability:

Current assets include \$150,000 bank loan, \$15,285.64 government bonds, \$20,000 cash, \$61,849.29 paid to General Electric Co. on account of transmitter, antenna and associated equipment, \$86,200 old stock subscriptions, \$157,000 new stock subscriptions. This makes a total of \$409,334.94—ample to meet the \$178,150.71 required to start operation.

Latter figure covers \$40,000 for transmitter building, \$63,150.71 due GE in March 1952 when equipment is delivered, \$75,000 due GE three months later.

The remainder of the \$340,000 total equipment cost, WHUM said, is payable over a five-year period.

Station also revealed that its 1950 operating profit was \$71,017.18, which figure will be maintained in 1951.

Steel and other controlled materials for the construction of the tower was authorized for delivery by National Production Authority last August, WHUM revealed.

Great interest in the program of experimentation, particularly its 200 kw and great antenna height operation, has been evinced by leading electronics engineers, WHUM declared.

Cited in the petition is correspondence with GE's G. F. Metcalf, Philco's David B. Smith, CBS's William B. Lodge and DuMont's Thomas T. Goldsmith Jr.

All express their conviction that important contributions can be made to the industry's knowledge of UHF propagation by the proposed operation.

## CHANNEL USE

### Splitting Would Aid VHF

PRESSURE to move TV from VHF frequencies to the UHF in order to open up spectrum space for safety and special services may be on the downswing.

That is one inference that may be drawn from the speech by FCC Comr. E. M. Webster before the Professional Group for Vehicular Communications of the Institute of Radio Engineers in Chicago last week.

More space for vehicular communications can come from channel splitting and the utilization of frequencies higher in the spectrum, the former communications chief of the Coast Guard said.

Channel splitting is a method by which the same amount of intelligence is transmitted on narrow bands. Present bandwidths for vehicular communications are 40 kc in the 30-mc band, 60 kc in the 152 and 450-mc band. Comr. Webster referred to the acceptance by the Joint Technical Advisory Committee of a study that may lead to channels as narrow as 20 kc.

At the same time, more selective receivers will permit use of the same channels in the same geographic area, he pointed out.

All of this means more space for safety and special service communications, he said.

Comr. Webster also revealed that the FCC received 107,209 applications for such services during the fiscal year ending June 30, 1951. Between July 1 and Oct. 1 of this year, 36,993 applications were filed, he said. If it continues at the same rate, this means a total of 147,972 for the whole fiscal year, an increase of 40,765 applications for this fiscal year, he declared.

TV has been on the receiving end of pressures for more space for safety and special radio services right from the start. First action took place in 1947 when the Commission deleted TV's Channel 1 (48-54 mc) and turned it over to safety and special services. But TV channel sharing on higher bands was dropped. Latest was Chairman Wayne Coy's remarks at RCA's Bridgeport UHF demonstration, in which he expressed his personal belief that all TV should be in the UHF [B•T, Sept. 17].

CANADIAN Broadcasting Corp. Nov. 2 marks 15 years of operation. CBC was formed by Canadian government Nov. 2, 1936, succeeding the Canadian Radio Broadcasting Commission, and has since that time built a chain of 50 kw stations across Canada as well as expanding other CRBC facilities it inherited. CBS now operates three domestic network plus shortwave.

## TELESCRIPTIONS

ANIMATED AND LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG. WASH., D. C.  
Sterling 4630

"This is it!" says CHARLES F. HOLDEN, Asst. National Director of Program Production, American Broadcasting Company  
the first completely definitive book on

## TELEVISION

Writing, Direction and Production  
by EDWARD STASHEFF and RUDY BRETZ

JUST PUBLISHED! Lavishly illustrated with photos, diagrams, production charts and original directors' scripts of outstanding TV programs...

### Special Added Feature

Original marked director's script and complete production plans of a "Garroway-at-Large" show including floor plans, set elevations, technical directions, control parts and musical lead sheets. With more than 150 blow-ups of key frames from the kinescope recording of the show, mounted along margin of each page of script.

A complete TV education and reference library in one big encyclopedic book

"I recommend this book to persons seeking inside information and advice concerning the field of television."—ERNEST WALLING,  
Program Manager, NBC-TV

"Just what's needed for the radio writer who wants to move over into TV."—CECIL SUFFERN,  
Script Supervisor, WYNY

Examine it for a week without obligation!

A. A. WYN, Inc., Publishers,  
Dept. B, 23 West 47th Street, New York 19

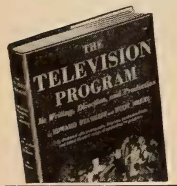
Send me for a week's examination "THE TELEVISION PROGRAM." I will pay postman \$4.95, plus postage and C.O.D. charges. If I am not completely satisfied, I will return the book for prompt refund of my \$4.95. (Add sales tax where required by law)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ Save Postal Charges! Check here if enclosing \$4.95 with this coupon. Then WE'LL prepay postal charges.



356 pages, 6 x 9"  
Over 250 illust.

Fully indexed

PARTIAL CONTENTS

The Medium

TV Control Rooms  
Production Personnel  
Types of Formats  
Fundamental Units

Writing The Program

Opening and Closing  
Preview Plugs  
News Copy—Commercials  
Demonstration Format  
Interviews

Guest Panel—Contents  
Audience Participation  
Variety Format  
Terms to Use

Adaptation Procedures  
Types of Exposition  
Transitional Devices  
Fade and Dissolve  
The Defocus

Blocking Out Lens  
Live Action Montage  
Marketing the Script

Producing & Directing

Use of Cameras  
"Off-the-Cuff" Shows  
Cuing Up Film  
Script Clearance

Casting  
Production Services  
Art Work

Special Effects  
Lighting—Costumes  
Props—Music  
Studio Facilities

Recording or Filming  
Methods of Rehearsal  
Control of Time

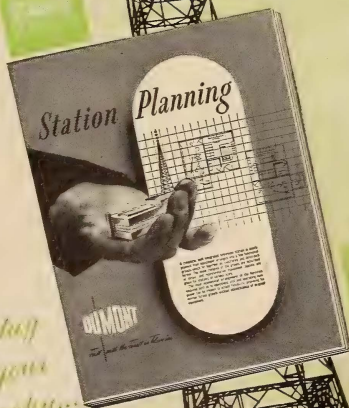
Production Pointers  
Glossary



# Guessing?

## ... OR FACTUAL PLANNING

The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.



*Write today  
for your  
free copy...*

# DU MONT

TELEVISION TRANSMITTER DIVISION  
ALLEN B. DU MONT LABORATORIES, INC.  
Clifton, New Jersey  
Dept. BT

**YESTERDAY  
and**

**TODAY**

**in  
Central Indiana  
at**

**WFBM-TV**

*"First in Indiana"*

**Yesterday . . .**

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

**Today . . .  
there are**

**175,000**

**Sets in use  
in WFBM-TV's  
coverage area**

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

**Represented nationally by  
The Katz Agency Inc.**

**WFBM-TV**

**Channel**

**6**



*"First in Indiana"*

# telestatus



## Fordham Surveys TV Value in Training

(Report 187)

INSTRUCTION by means of television is so effective that TV channels should be reserved for armed forces use, according to a report, *Training by Television* published by the department of psychology of Fordham U.'s graduate school.

Pamphlet gives results of a study conducted among army field force reservists who followed a series of eight, weekly telecasts as part of their assignment. Some 3,000 reservists—assembled in 160 viewing groups—saw the hour-long programs as they were telecast by ten CBS affiliates.

Reservists not only learned from television, it was found, but they remembered what they learned, retaining much of it when they were retested four to six weeks after the television instruction. The survey also indicated that they liked learning via the medium; More than half the reservists preferred television to conventional classroom instruction, and more than half considered the television training programs more instructive than the average training film.

Survey results showed that the method of teaching employed on the same medium can make for big differences in test scores, however. Drama, by itself, was not very effective, and only 11.5% of the trainees improved their knowledge by such instruction. Narrative combined with drama brought about a

28.5% gain in correct answers, while narration plus film that explained and amplified what the narrator was talking about resulted in 34.2% improvement.

Recommendations resulting from the survey were that more study of the subject is needed, with future research on such topics as production costs, distribution methods (from military bases, commercial studios, or mobile units), as well as more detailed work with teaching methods. It was also recommended that channels be reserved for the armed forces, both for standard and secret television transmitting.

Study was made of reserve groups in Boston, New York, Philadelphia, Baltimore, Washington, Syracuse, Cleveland, Columbus, Cincinnati, and Detroit. Training groups were responsible for providing their own receivers—which ranged from 7-inch sets to theatre-type screens—and were tested before each weekly TV lesson. After the program's conclusion, they were retested to ascertain any gain in knowledge and were examined again some weeks later to measure their retention.

Lessons formed a single story called "Command Post" and told the story of how a typical infantry division helped repel a hypothetical invasion, with each lesson showing a different phase of the division's

operations.

Nine out of ten students rated the series good or excellent, although over one-fourth of the officers and nearly half the enlisted men thought the lessons were presented too rapidly.

\* \* \*

## KTTV Issues Rate Card No. 4

KTTV (TV) Los Angeles has issued its rate card No. 4, effective immediately. Under new rate schedule, an hour of Class A time (6:30 p.m.-10:30 p.m., Mon. through Fri.; 1 p.m.-10:30 p.m., Sat., Sun., legal holidays), is \$1000; Class B time (5:30 p.m.-6:30 p.m., Mon.-Fri.; 10:30 p.m.-11:30 p.m. daily), is \$600; Class C time (all other operating times) is \$400.

A one-minute sound film spot announcement for Class A time is \$210; Class B, \$120; C, \$80. Live, on-camera spots are \$25 extra per announcement.

\* \* \*

## Truman, Football Lead Early Sept. TelePulse

PRESIDENT Truman's speech headed list of top 10 TV program types for September, according to a multi-market TelePulse issued by Pulse Inc., New York, for week of

(Continued on page 81)

## Weekly Television Summary—October 29, 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	109,835
Ames	WOL-TV	68,025	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000	Brownsville, Tex.	XELD-TV	10,500
Baltimore	WMCA, WBAL-TV, WMAR-TV	324,993	Memphis	WMCT	98,769
Birmingham	WNBH-TV	43,115	Miami	WTVI	86,300
Birmingham	WAFB-TV, WBRC-TV	62,500	Milwaukee	WTM-TV	266,965
Bloomington	WTVT	18,400	Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Boston	WBZ-TV, WNAC-TV	786,790	Nashville	MSM-TV	40,700
Buffalo	WBBN-TV	221,972	New Haven	WNHC-TV	188,000
Charlotte	WBTV	93,334	New Orleans	WDSI-TV	62,150
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	969,423	New York	WABD, WCBN-TV, WJZ-TV, WNB	2,550,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000	Newark	WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WKEL	510,222	Norfolk	WTAR-TV	81,556
Columbus	WBNS-TV, WLWC, WTVN	299,000	Oklahoma City	WKY-TV	99,955
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	135,656	Oklahoma	KMTV, WOW-TV	95,293
Fl. Worth	WTOG-TV	67,805	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	903,000
Davenport	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	215,000	Phoenix	KPHO-TV	40,100
Dayton	WHIO-TV, WLWD	121,972	Pittsburgh	WDTV	342,300
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	706,323	Providence	WJAR-TV	165,000
Erie	WCU	74,375	Richmond	WTVR	95,071
Fl. Worth	WBAP-TV, KRLD-TV, WFAA-TV	135,656	Rochester	WHAM-TV	91,010
Dallas			Rock Island	WHBF-TV	67,805
Grand Rapids	WOOD-TV	146,181	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Kalamazoo	WFOY-TV	78,463	Salt Lake City	KDYL-TV, KSL-TV	55,300
Greensboro	KPRC-TV	92,882	San Antonio	KEY, WOAI-TV	54,070
Houston			San Diego	KFMB-TV	111,985
Huntington			San Francisco	KGO-TV, KPX, KRON-TV	233,025
Charleston	WSAZ-TV	61,161	Schenectady		
Indianapolis	WFBM-TV	175,000	Albany-Troy	WRGB	172,800
Jacksonville	WMSR-TV	40,000	Seattle	KING-TV	99,000
Johnstown	KJAC-TV	112,500	St. Louis	KSD-TV	317,000
Kalamazoo			Syracuse	WHEN, WSYR-TV	138,620
Grand Rapids	WKZO-TV	144,181	Toledo	WSPD-TV	127,000
Kansas City	WDAF-TV	143,558	Tulsa	KOTV	89,263
Lancaster	WGAL-TV	113,243	Utica-Rome	WKTV	53,000
Lansing	WJIM-TV	65,000	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	288,650
Los Angeles	KECA-TV, KFI-TV, KLCAT-TV, KNBH		Wilmington	WDEL-TV	80,877
	KNAT, KTLA, KTTV	1,033,899			

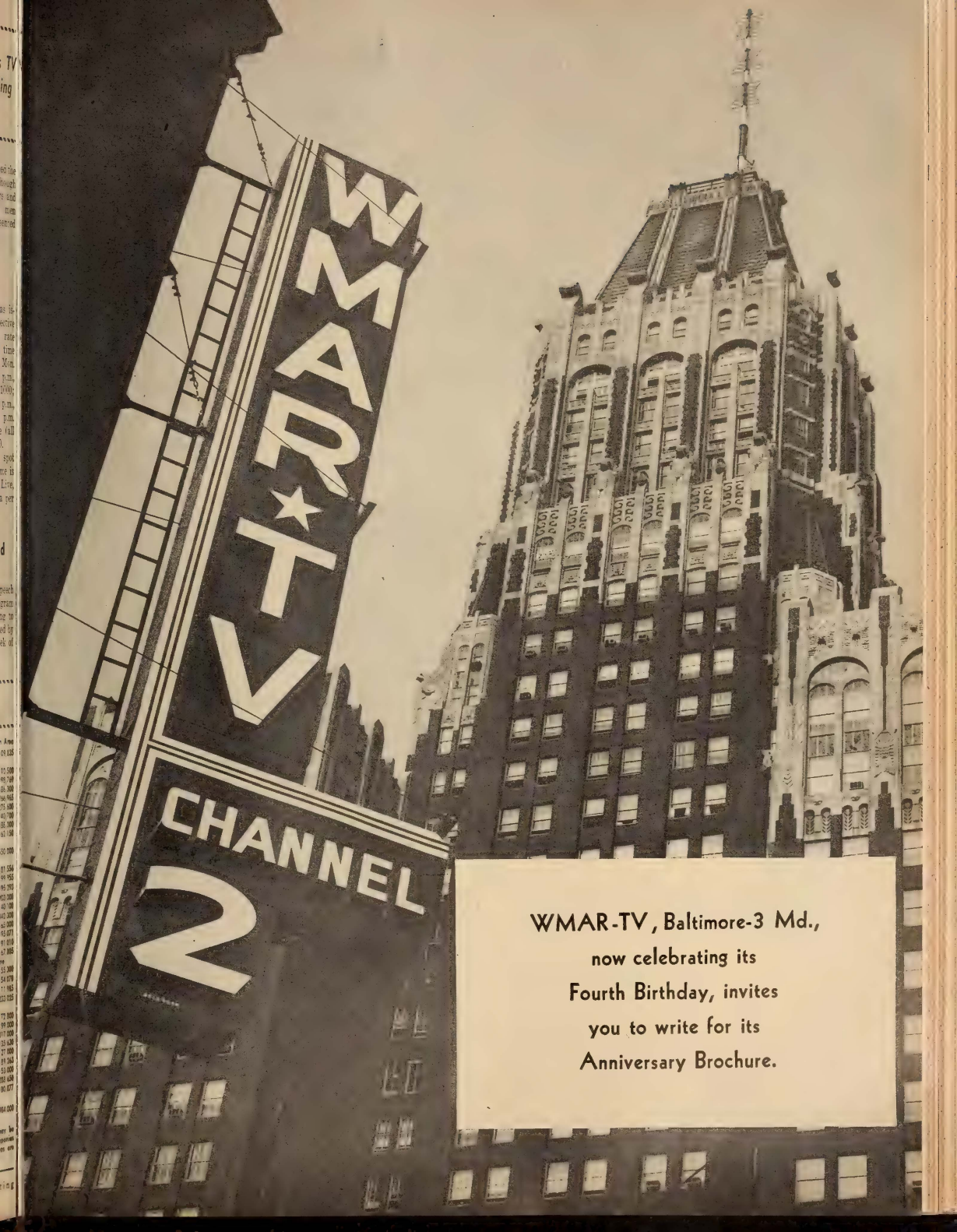
Total Markets on Air 64\*  
\* Includes XELD-TV Matamoros, Mexico.

Total Stations on Air 109\*

Estimated Sets in Use 13,984,000

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.





WMAR-TV, Baltimore-3 Md.,  
now celebrating its  
Fourth Birthday, invites  
you to write for its  
Anniversary Brochure.



Films

from

Britain

for Television

if  
your  
station wants  
the best  
in  
documentariesif  
your  
sponsor wants  
something newif  
your  
agency wants  
film program  
packagesif  
you  
use films  
for televisionyou  
need  
our catalog  
of films from  
britainwrite  
tolector  
schoenfeld  
distribution  
managerBRITISH INFORMATION SERVICES  
30 Rockefeller Plaza, N.Y. 20, N.Y.

# ALLOCATIONS

**TURNDOWN** by the FCC of Cornell U.'s request for oral hearing in the allocation proceeding, last week was the first such move by the Commission.

It should not be taken as a guidepost to other such actions, since each case is being studied individually, it was noted.

FCC has three other requests for oral hearing on file—from the State of New Jersey, KROW Oakland, Calif., and Daily News Television Corp. (WIBG and Philadelphia Daily News).

Both the Oakland and Philadelphia requests raise legal questions concerning rights of the petitioners in channels which FCC proposes to delete. Both went through hearings before the TV freeze was imposed.

Cornell, which owns WHCU Ithaca, did not make an adequate showing, the FCC opinion and order stated. The Commission said it "cannot satisfactorily consider and dispose of the issues presented . . . on the basis of written documents."

Among the 165 further filings in the ninth week of the FCC's "paper" TV allocations proceedings, was one from the National Council of Churches of Christ.

Executive Director Ronald Bridges, in backing FCC's proposed reservation of channels for educational TV, asserted, "Television must be saved from the tragic fate of commercially-dominated AM radio."

## Filings Now 1,220

Filings, which reached a total of 1,220 last week, covered the affirmative pleadings of the states of Tennessee, Louisiana, Arkansas, Alabama, Mississippi, Florida, Georgia, South Carolina and North Carolina.

Rebuttals were received from parties in Montana, Colorado, Wyoming, Nebraska, Utah, Idaho, Nevada, Washington and Oregon.

Legal pleadings, the last step in the procedure, covered parties from Indiana, Michigan, Ohio and Illinois.

A substantial number of last week's filings were from educational institutions.

Meanwhile, in an announcement by the State Dept. last week on an agreement with Mexico, Tucson gains an additional VHF channel but San Diego loses one in the new U.S.-Mexican border TV allocations.

Following are the changes made in the FCC's proposed plan which was issued last March [B•T, March 26].

Arizona—Flagstaff, Channels 9 and 13 in lieu of 9 and 11; Phoenix, 3, 5, 8, 10 in lieu of 4, 5, 8, 10; Tucson, 4, 6, 9, 13 in lieu of 2, 6, 7.

California—San Diego, Channels 8 and 10 in lieu of 3, 8, 10.

Texas—El Paso, Channels 4, 7, 9, 13 in lieu of 2, 4, 5, 7; Laredo, 8 and 13 in lieu of 3 and 8.

Mexico—Mexicali, Channel 3 in lieu of 7 and 9; Nogales, 2, 7, 11

## Cornell U. Plea Is Denied

## ATS SESSION

Hears O'Brien, Raibourn

TELEVISION is compatible with the theatre and need not be considered a box office threat, Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, told the American Television Society at its first meeting of the year Thursday.

Although comedy and drama programs are yet to be experimented with by theatre-TV, those shows will have to compare with feature films produced by Hollywood before they can offer serious competition. Thus, non-entertainment use for social, business and educational programs, promise widest use of theatre-TV, he said.

Speaking of sports programming, Mr. O'Brien said that relatively few events—as compared with total sports hours—have sufficient box office appeal to make them suitable for theatre-TV. But sports promoters, by receiving occasional relief through the increased receipts provided from theatre telecasts, should relax their control over TV at the scene of other sporting events, he explained.

Paul Raibourn, vice president of Paramount Pictures Corp. and chairman of the board for international Telemeter Corp., explained the background of pay-as-you-see television at the same meeting. Reiterating that the average American family does not buy its TV set because it is "a marvelous electro-mechanical gadget," he explained, "they buy it because they expect that interesting and dramatic scenes will appear on its milky-moon-face, and soul-stirring sound will issue from its Buck Rogers innards."

Citing the need for more good programs, he explained that TV sponsors can afford to pay from \$100 to \$1,000 per minute for programs which are compared by the public to Hollywood products which cost \$20,000 a minute.

## NEW TV BIDS

Four File With FCC

FOUR TV applications were filed at the FCC last week for Fairmont, W. Va.; Milwaukee; Stockton, Calif. and Austin, Tex. Three are for UHF channels. Also filed was a request for an experimental TV station in Charleston, W. Va.

WVVW Fairmont asked for UHF Channel 35, with 17.4 kw radiated power, and construction estimated at \$100,580, first year's operating expense \$40,000.

WOKY Milwaukee filed for UHF Channel 19, with 17.28 kw power, and construction estimated at \$198,508, operating costs \$150,000.

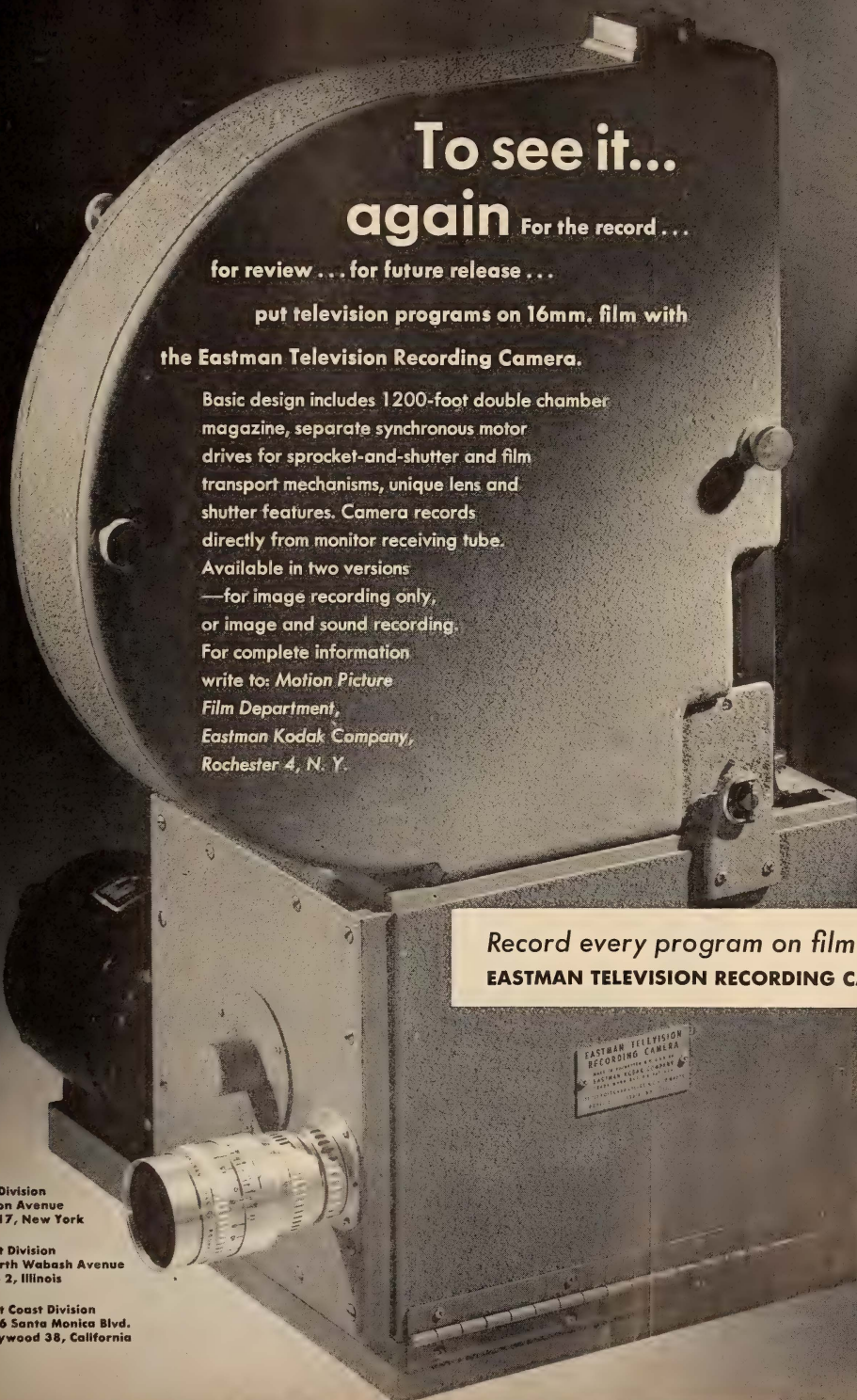
KXOB Stockton seeks Channel 13, with 14.4 kw output. It plans to spend \$208,657 on construction, \$127,368 first year of operation.

For Austin, Charles Henry Coffield under the name of Capital City Television Co. seeks UHF Channel 18 with 200 kw, plans to spend \$357,500 on construction, \$140,000 first year's operation. Mr. Coffield is the son of H. H. Coffield, Texas oilman, who was one of the three stockholders in what is now KPHO-TV Phoenix and KEYL (TV) San Antonio, both of which were sold [B•T, Oct. 15, Aug. 26]. The senior Mr. Coffield and his associates are still TV applicants for New Orleans and Corpus Christi.



CONSUMPTION of \$1,382,086 sale of WLAV-TV Grand Rapids to Harry M. Bitner interests took place Oct. 19 in office of Leonard A. Versluis, who retains WLAV. Call letters of Grand Rapids' only TV station have been changed to WOOD-TV as companion to Bitner-owned AM station, WOOD there. The Bitners also own WFBM-AM-TV Indianapolis, WFDF Flint, WEOA Evansville. Present at signing are (l to r): Mrs. Kay Mullen, WLAV secretary; Willard Schroeder, WOOD general manager; Norman Lilly, WOOD attorney; Melvin C. Green, WOOD treasurer; Harry M. Bitner Jr.; Mr. Versluis; Harold Sawyer, WLAV attorney; William Koplovitz, WOOD Washington attorney.



A large, industrial-grade Eastman Television Recording Camera is shown from a three-quarter front view. It has a large, rounded, light-colored top section and a darker, rectangular base. A large, silver, knurled lens or viewfinder is prominent on the front left of the base. A black motor is visible on the left side of the base. The camera is mounted on a sturdy metal frame. The background is dark and out of focus.

# To see it... again

For the record ...

for review ... for future release ...

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

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

Available in two versions  
—for image recording only,  
or image and sound recording.

For complete information  
write to: Motion Picture  
Film Department,  
Eastman Kodak Company,  
Rochester 4, N. Y.

Record every program on film  
**EASTMAN TELEVISION RECORDING CAMERA**

East Coast Division  
342 Madison Avenue  
New York 17, New York

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

West Coast Division  
6706 Santa Monica Blvd.  
Hollywood 38, California



## BETWEEN COMMERCIALS

BY KAY MULVIHILL



"Tunes At Ten"—KSFO's new hour long, Monday thru Friday music program—is fast becoming Northern California housewives' radio delight."

For the homemakers are now getting an opportunity to tell KSFO and their listeners what they would do if they were emceeing a radio program.



WALLY KING

Conducted by Bay Area radio favorite — Wally King — "Tunes at Ten" is currently inviting the housewives to write in, and give their ideas as to how they would handle a disc jockey show.

From the hundreds of letters now pouring into KSFO's mail department, a daily winner is selected, and invited to guest as emcee. The housewife penning the best letter of the week, not only takes over as platter spinner, but takes home a handsome portable radio as well.

### WHAT'S YOUR OPINION?

Acclaimed throughout the Bay Area as an outstanding public service program, is KPIX's new weekly television series — "What's Your Opinion?"

Produced under the auspices of KPIX, the San Francisco Junior Chamber of Commerce and a Citizen's Advisory Board — the teleforum is designed to stimulate interest in topics of community concern and provide an opportunity for open and lively discussion on subjects of immediate interest to all.

Subjects already discussed by prominent guest panelists, include: "Are the Brakes on Inflation Holding?", "Are We Losing the Battle for Asia?", and "The Mayoralty Candidates Speak for Themselves".

**KPIX** CHANNEL 5  
Represented by The Kitz Agency, Inc.

560 KC **KSFO**  
Represented by Wm. G. Rombesque Co.  
**SAN FRANCISCO**

## film report . . .

A NEW television film news panel program series, *Washington Spotlight*, will be produced by Snader Telecriptions Corp. Signed as moderator of the current events series was Marquis Childs, Washington columnist. Series will comprise 52 quarter-hour programs, to be filmed under the supervision of Louis D. Snader by Milton Hammer and Robert Maurer in Washington, D. C.

Partaking in the weekly panels will be leading figures in government, industry, politics and public life. Programs, to be available for sale Dec. 1, will be shot weekly and made available to stations five days after filming.

United World Films has concluded plans for extensive production, distribution and sale of television pictures. The physical facilities of Universal-International Studio in Universal City, Calif., will be utilized for most of the production, but no Universal contract players will appear in any of the films. The plans include the production of color pictures in addition to those in black and white.

The entire program is designed for the requirements of television. United World's television pictures would not compete with the full length motion pictures which Universal-International produces for exhibition in motion picture theatres. To accelerate the production plans, George Bole, assistant studio manager of Universal-International, would serve as liaison executive for the Studio and United World.

United World Films, since its inception some five years ago, has engaged limitedly in the sale of films for use on television, but essentially the company specialized in the production and distribution of motion pictures for non-theatrical and home consumption.

Bing Crosby Enterprises, L. A., has been signed by Erle Stanley Gardner to produce his contemplated series of television films based on his *Perry Mason* detective char-

acter. Associated with Gardner in production of the series is Cornell Jackson [B•T, Oct. 22]. Programs expected to be half-hour each.

Dick Lewis, vice president and Midwest representative of Telepic Corp. and president of the Chicago art studios bearing his name, is now offering a television consultant service to commercial TV film buyers. Mr. Lewis said this is given without charge to advertising agencies.

Movie Supply Co., Chicago, has opened a video concern, *Television Equipment Co.*, which handles supplies for TV operations. It also offers film-editing and laboratory facilities, according to owner William Behrend. Headquarters are located at 1318 S. Wabash Ave.

Snader Telecriptions Sales moves national sales headquarters to 328 S. Beverly Drive, Beverly (Continued on page 93)

### 'CRUSADE' DEBUT

Via Theatre, WJZ-TV

WHAT was said to be initial simultaneous showing of a commercial television program in a theatre and on TV—*Crusade in the Pacific*, 26-chapter March of Time production—slated to take place tomorrow (Tuesday) in the Embassy Guild Newsreel Theatre, N. Y., concurrently with its opening telecast over WJZ-TV New York, 10-10:30 p.m. EST. Series will be seen at the same time on the station on subsequent Tuesdays under sponsorship of Welch's Wine through Doherty, Clifford & Shenfield, N. Y.

Explaining why the Guild Theatre broke precedent by presenting a commercial telecast, Norman Elson, president of Guild Enterprises Inc., stated: "The March of Time movie productions were always a bulwark of strength to our newsreel theaters. Now that they have moved into TV, we are happy to present a special pickup . . ."

## BALABAN, HOWELL

Named by Paramount

BURT BALABAN has been named director of programming and production and John Howell as director of sales and merchandising for Paramount Television Productions Inc., Paul Raibourn, president, announced Wednesday.

Mr. Balaban has been with Paramount since 1946, most recently as manager of the film department. He served for three years with the Marine Corps and attended the U. of Virginia.

Mr. Howell has been in Para-



Mr. Howell



Mr. Balaban

mount merchandising for a year and previously was with Stephen Schlesinger Inc. (Telecomics) for four years. He served as a major in the Marine Corps for five years following his graduation from the U. of Wisconsin.

New appointees will concentrate on obtaining rights to and producing film properties, each of which will be completely merchandised and exploited as a client service.

### WWJ-TV BOUQUET

U. of Mich. Sends Thanks

REGENTS of the U. of Michigan passed a formal resolution expressing "to all members of the staff of WWJ-TV [Detroit] their sincere thanks for the assistance and advice so freely given in making these [university] programs an outstanding educational success."

The regents alluded to an educational program carried by WWJ-TV during the 1950-1951 school year. They pointed out that cost of this venture were borne "in large measure" by WWJ-TV and that the station's staff had been "most cooperative and helpful in the direction of the program."

### TV Show on VOA

STATE DEPT. has started broadcasting by transcription via Voice of America the NBC-TV *American Youth Forum*, seen Saturday, 7:30 p.m. First program Oct. 2 featured Harold E. Stassen, U. of Penn. president.

Selling: COSMETICS?

WILBUR STRECH PRODUCTIONS

TV FILM COMMERCIALS

1697 BROADWAY N. HUDSON 2-3816

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

**PROGRAMS  
and  
COMMERCIALS**

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



## TVA MERGER

### With AFRA Proposed

RECOMMENDATION that Television Authority merge with the American Federation of Radio Artists will be given to West Coast TVA delegates to the upcoming national TVA convention. The recommendation was passed by a large majority at a TVA meeting in Los Angeles.

Among reasons given for a merger with AFRA are (1) guild has locals in major cities around the country and thus has the necessary machinery for union negotiations; (2) AFRA has had long experience working with the same employers with whom TVA works—networks, advertising agencies and TV stations; (3) confidence that AFRA is a well-run and highly democratic union.

The national TVA convention will be held in New York Dec. 7-9. Petitions are being circulated in Los Angeles for the nomination of the 16 West Coast delegates to the conclave. Nominations close Nov. 1, after which the elections will be held by mail ballot.

## FILMS FOR TROOPS

### All in Industry Aid

TV NETWORKS, unions, composer-publisher groups and advertisers are cooperating with the Dept. of Defense to make available top-rate television programs to the armed forces overseas.

Film recordings are supplied to the Army, Navy and Air Force motion picture services for distribution to servicemen on ships and at distant points in the Korea zone of fighting [B • T, Sept. 17].

The recordings are made possible through collaboration of the four video networks (ABC-TV, CBS-TV, NBC-TV and DuMont), Television Authority and the American Federation of Musicians, ASCAP and BMI, sponsors of the network programs.

Thus far, prints have been distributed of *Man Hunt*, *Hit Parade* (American Tobacco for Lucky Strike), *Man Against Crime* (R. J. Reynolds for Camels), *Faye Emerson's Wonderful Town* (Pepsi-Cola) and *Suspense* (Auto-lite).

Sponsor identification and product mention are limited to an acknowledgment at the start and end of the program. Picture of the product or trademark is given on the card. In line with Defense Dept. policy, programs integrating commercial copy with entertainment fare are prohibited where elimination of that portion is impossible.

Supply of available prints now is limited and distribution is confined to the Korea area. Plans are to provide TV film recordings in additional overseas areas. Exhibition is made where no admission charge is levied.



AS SENDOFF gift to a departing colleague, account executives of CBS Television Spot Sales rustled up a 1920 vintage crystal set and presented it to Roy W. Hall (second from left). Mr. Hall was transferred by network to its owned-WCCO Minneapolis where he assumed new duties as sales manager. L to r: John Altemus, Mr. Hall, Tom Judge and Lue Stearns, all account executives with CBS TV Spot Sales; George R. Dunham Jr., eastern sales manager for department; and Frank Shakespeare, account executive.

## REELA FILMS

### Form New Miami Firm

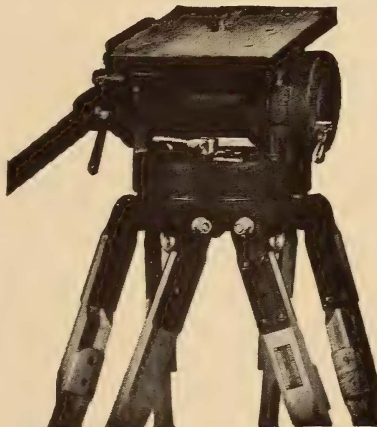
INCORPORATION of Reela Films, Miami, into a new organization, to serve 16mm production film needs of TV stations was announced by General Manager Labe Mell last Monday. Firm has been operating in that city the past year, and now is equipped to handle both commercial and newsreel output.

The new company is supplying newsreels for WTVJ(TV) Miami. Over 50 of its commercials also are being carried on that station, according to Mr. Mell.

On newsreels, the firm plans to distribute silent or sound film coverage throughout Florida, maintaining a processing machine that provides release of newsreels within 30 minutes. Commercial output comprises idea integration, script presentations, silent film commercials with live announcer narration and/or post recording music on film.

## Floating Action! for all TV Cameras

### "BALANCED" TV TRIPOD

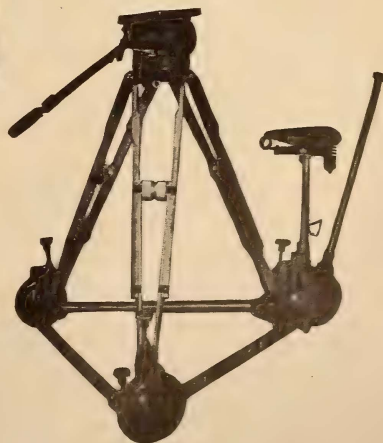


This tripod was engineered and designed expressly to meet all video camera requirements.

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

#### Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars





# 'TRIBUNE' FORUM WIDELY AIRED

Sept. 22-25 Sessions on Networks, VOA

RADIO again carried outstanding sessions of the 20th annual New York *Herald Tribune* Forum, which considered "Balancing Moral Responsibility and Scientific Progress" at its three-day meeting in New York last week.

NBC carried two roundtable discussions, one on "How to Deal With Communists on the Campus" and the other on "A Unique Experiment in Farming Community Exchange." Former, broadcast from 11:30 p.m. to midnight Tuesday, had Dean E. O. Melby of New York U.'s School of Education moderating discussion by students from Columbia, Radcliffe and NYU. The second program, carried at the same time Wednesday, featured discussion by a young Hindu farmer from India, a Georgia farmer, a Point Four program supervisor in India, an *Atlanta Constitution* editor and a director of a religious group.

CBS Radio broadcast Bertrand Russell's talk, "The Impact of Science on Society," from 11:15-11:30 p.m. EST Monday, and, at the same time Tuesday, Sen. James A. Duff's (R-Pa.) speech on "The Dangers of Extremism." The farming exchange program was carried by CBS Radio 11:30 p.m.-

midnight Wednesday.

ABC Radio broadcast a panel discussion on "Problems of Conscience in the Congress" between Sen. Blair Moody (D-Mich.) and Rep. Christian A. Herter (R-Mass.), from 9:30-10 p.m. Monday. Three speeches were carried from 8:30-9 p.m. Tuesday: Dr. Gainza Paz, editor of Buenos Aires' *La Prensa*, Kenneth L. Dixon, managing editor of the Lake Charles, La., *American Press*, who spoke on aspects of press freedom, and Jerry Goodman, Harvard senior, who reported on the Communist youth rally in Berlin this summer.

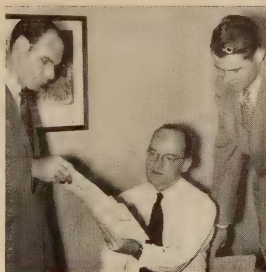
Mutual carried two speeches from 10:30-11 p.m. Monday: Stuart Symington's talk on "The Ethics of Organized Influence" and Charles E. Wilson's address on defense mobilization. Panel discussion among educators and college students, called "Military Service—Bridge or Gap?" was broadcast live 2:30-3 p.m. Tuesday.

WNYC New York carried the sessions from 8-10:30 p.m. Monday; 2:30-4:30 p.m. and 8-11 p.m. Tuesday; and 7:55-10:30 p.m. Wednesday, feeding all broadcasts to WGBH (FM) Boston, owned and operated by the Lowell Institute broadcasting council of six colleges. In addition, WNYC recorded all programs for nationwide distribution to the 74 member stations of the National Assn. of Educational Broadcasters.

New York independent stations WINS and WMCA also carried segments of the forum. All sessions were recorded by the special events unit of the Voice of America for broadcast throughout the world, and a special report on the discussions will be prepared by the State Dept. outlet in 45 foreign languages.

## New B.C. Repeaters

FIVE NEW low power repeater stations have been put into operation in northcentral British Columbia by the Canadian Broadcasting Corp.



JUSTLY proud of their outsized postcard caricatures of staffers are (l to r) Roy Ritzel, staff artist of WBT Charlotte, N. C., who did the caricatures; Bob Covington, WBT promotion manager, and Farrel Potts of Charlotte's *Herald Press*, which did lithography. Series of six postcards won for WBT and Mr. Covington a special award in the National Direct Mail Advertising Assn., contest [B • T, Oct. 22]

## JONES ANSWERS

Adds New Account

DUANE JONES, president of Duane Jones Co., this week picked up another new account and replied to the two suits instituted against him by former executive employees a fortnight ago [B • T, Oct. 22].

The new account is National Re-Clean, Brooklyn, a home dry cleaner. Advertising plans are being formed, but it is understood the agency will probably re-price and re-do the package for the product, Re-Clean.

The answer to the suit on pensions stated the plaintiffs were "not entitled to pensions because they were discharged for cause." In the stock suit, the reply was that "the stock did not have the value" that was claimed.

Meanwhile, a third suit for vacation pay was instigated against Mr. Jones last week by 11 secretaries, typists and research tabulators, all now working for the new agency, Scheideler, Beck & Werner.

Mr. Jones has not filed the \$1 million suit he said he will institute against certain former employees, but still is expected to do so.

## FARM INFLUENCE

Prelate Praises Radio-TV

THE Most Rev. Richard J. Cushing, archbishop of Boston, told delegates to the National Catholic Rural Life Conference in Boston that inventions such as radio and television have made farm life attractive to even the most sophisticated persons.

"By a curious and refreshing turn of the wheel of civilization," Bishop Cushing said, "people now go home to enjoy things they once left their homes to seek. Millions attend sports events, theatres, symphonies, opera and educational forums through television or the radio," the prelate added.

# LABOR AD VIEW

U.S. Chamber Objects

U. S. CHAMBER of Commerce has taken labor to task for a recent newspaper editorial which accuses businessmen of siphoning off money for advertising as an alternative to paying higher taxes.

The chamber's October newsletter points out that without advertising, there would be no mass selling and mass production and that Americans would not enjoy the highest standard of living in the world.

Advertising expenditures may reach \$6 billion during 1951, a new high, but national income is also up about 15% over last year, according to the Chamber's Committee on Advertising.

"To call advertising 'unpatriotic' is to overlook advertising's primary function — the creation of markets and demands for goods," it asserted. "... It's no secret that our productive capacities are now the biggest single deterrent to the outbreak of World War III."

Moreover, sources of information and entertainment would be "restricted, perhaps eliminated," without advertising, the committee said. "Outdoor advertising, and radio and television stations which are entirely supported by advertising would go out of existence." Newspapers and magazines also would lack revenue.

As a result, these forms of mass communications "either would become government subsidies (paid for by tax dollars), or would be able to continue only on a much weaker and more restricted level," the committee held, citing conditions in Italy and Germany during the Mussolini and Hitler regimes.

## CROSLY IN CANADA

Buys Ontario Firm

CONTRACT to purchase the physical assets of Brand & Millen Ltd., radio and television, at Long Branch, Ontario, was announced last week by the Crosley Div. of Avco Mfg. Corp. Operations with present personnel but under the new name of Crosley Radio & Television Ltd. are to begin in about 10 days, it was added.

At the same time, John W. Craig, Avco vice president and Crosley general manager, said that since 1946, Moffats Ltd. of Weston, Ontario, had been manufacturing and distributing Crosley refrigerators and white goods appliances in Canada under a license agreement and that the present purchase will have no effect on such arrangements.



RCA INSTITUTES, INC.

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

Address inquiries to  
Spencer Director  
RCA INSTITUTES, INC.  
A Service of Radio Corporation of America  
350 W. 4th St., New York 14, N. Y.

## TEXAS UNIT FORMS

New Radio Assn. Voted

FORMATION of the Texas Assn. of Broadcasters was voted by representatives of 33 stations at a meeting Oct. 19 in Fort Worth. J. B. McDonald, general manager of KCRS Midland, was elected president.

Other officers elected were Gillis G. Conoley, KTAZ Taylor, vice president, and Willard Deason, KVET Austin, secretary-treasurer. Directors are Boyd Kelly, KTRN Wichita Falls; Lloyd Hawkins, KLTJ Longview; Tom Krister, KGNC Amarillo; Mrs. Melba Dean Wells, KULP El Campo, and Garfield Keil, KWED Seguin. Next meeting was scheduled for March.

## PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

**LIBEL, SLANDER, INFRINGEMENT OF  
COPYRIGHT, INVASION OF PRIVACY**

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

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

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

For details, write to the Pioneer in this line.

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



## Telestatuts

(Continued from page 74)

Sept. 4-11. Ratings are listed as follows, including percent of total network TV time:

	Avg. Rating
President Truman (all networks)	47.6
Football	23.7
Comedy-Variety	18.4
San Francisco Peace Treaty (all networks)	17.3
Westerns	16.4
Boxing	15.9
Dramas & Mysteries	15.5
Talent	13.3
General MacArthur	12.8
Comedy Situation	12.2
Musical Variety	12.2

\* \* \*

## Pittsburgh TV Homes Also Hear Radio

RADIO is far from forgotten in Allegheny County (Pittsburgh) TV homes, according to a survey by Guide-Post Research, Pittsburgh. C. F. Ackenheil, survey director, said results disclosed that 52% of the homes in the Allegheny County area have TV sets.

In the TV homes, 86% of women saw television on the previous day and 72% listened to radio. In homes without video sets, 81% of the women listened to radio and 9% saw TV on the previous day, the survey showed.

\* \* \*

## USC's Plans For Television

BUILT at cost of more than \$100,000, a completely equipped television studio will be put into operation on the U. of Southern California campus at Los Angeles early next year. This has been revealed by Fred D. Fagg Jr., president, as he announced expansion of the University's educational program in television.

TV studio is the gift of Capt. Allan Hancock, USC board of trustees chairman who is also director of Hancock Foundation for Scientific Research. Studio will be able to relay live programs to Mt. Wilson for telecasting by any of the seven Los Angeles TV stations.

In line with expansion policy, USC has set up a new Dept. of Telecommunications in the College of Letters, Arts and Sciences. Starting with spring semester on Feb. 7, and for the first time at any university, an academic degree of Bachelor of Science in Television will be offered, according to USC.

A Certificate in Television will be given persons already employed in the industry and related fields who complete 60 units of professional courses through University College, the late afternoon and early evening division of USC.

William H. Sener, associate professor, who has been head of the radio-TV department for five years, will continue as head of the new Department of Telecommunications. USC also operates KUSC-FM on a seven hour daily schedule.

## O'MAHONEY DISCLAIMS ENMITY TO RADIO

In Letter to Cislser About Congress Ad Cuts

SEN. JOSEPH C. O'MAHONEY (D-Wyo.) places himself on record as no sworn enemy of radio but rather as a staunch advocate of economy in government.

This has been disclosed in a letter written by the Senator Oct. 12 to S. A. Cislser, vice president, WKYU Louisville.

Sen. O'Mahoney has been referred to generally as the man who led the fight to cut from the Defense Dept. its recruitment advertising expenditures [B\*T, Oct. 22, 15]. The ban was passed by Congress before adjournment.

However, in his letter to Mr. Cislser, the Senator pointed out that his "criticism was not directed to advertising by commercial radio alone, but to advertising of any kind. . . I want you to know that the evidence before the Committee [on military appropriations] indicated that radio has contributed very generously to defense programs.

"The Navy testified that 1,650 radio stations were contributing with it without any cost except for the payment of the union minimum wages of station personnel who were employed."

In addition, the Sen. O'Mahoney letter said testimony showed that "there is precious little volunteering nowadays; that the Selective Service System chooses the men for service, and that just prior to induction the Navy and the Air Force solicit their entry into those services. In other words, the testimony indicated that the advertising was useless and seemed, therefore, to be a waste of public funds."

Mr. Cislser had written a letter to the Senator that he thought "radio and TV advertising for all government agencies ought to be eliminated, but not if other media are to be left in."

He also noted that his station had had an order for two spots from one agency for an army order

"that required five rate cards, signed by an official, plus innumerable invoices. It would cost us more for the paper work than we could get out. . ."

Mr. Cislser said: "I think the broadcasting industry could focus attention in a dramatic fashion on the need for true government economy if we VOLUNTARILY recommend cutting off such appropriations, even when the money goes in our own pocket."

Another letter from a broadcaster—Dave Baylor, vice president and general manager, WJMO Cleveland, Ohio—sent to Bob Richards, Public Affairs Dept. director, NARTB, deplored anti-radio quotations attributed to Sen. O'Mahoney.

### Medium Not Defended

Mr. Baylor said "the fact which distresses me most is that not a single shot (for broadcasters) was fired in this battle about appropriations for military recruiting."

Noting that the amount of money was not important, he said, "you know of course that none of us get very wealthy. . . from Army recruiting. Particularly those of us who do not have network lines to draw from."

"But the fact that no defense was made for radio, in an issue where radio had a clearly stronger defense, not to say an offense, than any other medium or all media combined, I still cannot understand why Sen. O'Mahoney was never given any information concerning radio in this controversy. . ."

"Why do not people in Congress know the salient selling facts about radio?"

Mr. Baylor quoted from a news article in the Oct. 15 issue of BROADCASTING • TELECASTING, which said: "It was revealed, perhaps officially for the first time, that radio and radio advertisers have contributed over 50% of all free measurable advertising in the five major media over many of the last 11 years. Peak year was 1944 when radio time donations reached \$65 million."

## COMPANY PR POLICY

Should Include Radio, TV

USE of radio and television to improve public relations as well as to sell goods was stressed by J. Carlisle MacDonald, assistant to the chairman of U.S. Steel Corp., in an address last Thursday at the annual Business Management Institute of Bryant College, Providence, R. I.

Participating in a panel discussion of community relations, Mr. MacDonald said:

"Standards of news coverage in both television and radio are constantly being raised and today a great many Americans get the bulk of their news from these media. Time is well spent in working out the best possible relations for your company with radio and television newscasters."

## ATFP TALKS

Continue With IATSE

STILL in the preliminary stages, with no specific demands being made on either side, contract negotiations between the newly-formed Alliance of Television Film Producers and IATSE continue into their third week. Negotiations began Oct. 19 following exploratory fact-finding meetings with the guild.

A labor negotiating committee, representing the eight producers comprising the Alliance, is meeting with a similar IATSE committee to negotiate for ATFP members as a whole. The move, which will be followed in negotiations with other crafts and guilds, is in accord with an agreement made by the member producers that ATFP would be their "sole and exclusive bargaining agent for all crafts and guilds."

## INDUSTRIAL CAMERA CHAIN

DuMont Color Development

DEMONSTRATION of the DuMont industrial color camera chain in operation, its industrial achievements, and its potential uses in the automobile industry were features of a joint meeting of the Instrument Society of America and the IRE's Professional Group on Instrumentation at Detroit Oct. 17.

James B. Tharpe, sales manager for the television transmitter division of Allen B. DuMont Labs, Clifton, N. J., was guest speaker. His talk, "Industrial Color Television Applications," explained the growth of industrial TV and how it can provide instantaneous viewing of any plant operation, thus permitting management to maintain front-office inspection at all times.

NEW 1952 catalogue, listing over 75,000 items in 1,100 pages, has been issued by Milo Radio & Electronics Corp., N. Y., distributors of industrial electronics, radio, television, sound, and broadcast equipment. Catalogue, largest corporation has ever put out, lists major standard-brand products with technical specifications, physical dimensions, and prices.

## AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

**WIBW** The Voice of Kansas in TOPEKA



# CAPEHART FORMULA *Inaction Delays Ad Relief*

THE CONTROVERSIAL Capehart formula—which permits manufacturers to adjust their ceiling prices on the basis of advertising, selling, research and other “allowable costs”—still hung in abeyance last week pending proposed amendment as Congress went home.

There was no indication this explosive issue would be resolved until the Senate and House reconvene next January.

Manufacturers meanwhile apparently are caught in the vacuum created by the failure of both the Congress and the government's pricing agency to act.

Technically, manufacturers and processors still may individually petition the Office of Price Stabilization for price adjustments on the ground of advertising and other costs. This was provided under the provision authored by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act as amended this past summer.

But OPS has pigeonholed these requests in the face of the administration's move for Congressional revision of the formula. The new bill would allow price ceiling adjustments on an industrywide basis. This would be done by taking such costs in each industry and applying them to the highest price during the base period from July 1, 1949, to June 24, 1950.

The administration substitute (S 2170) was shelved by the House

Rules Committee a fortnight ago and no attempt was made to bring it up for action on the floor of the lower chamber.

As of now, manufacturers have recourse to two alternatives:

(1) They may apply individually for adjustments, with every evidence that OPS will not consider their requests for higher ceilings since the start of the Korean war unless they are, in fact, now losing money.

(2) They may choose to apply for relief under Ceiling Price Regulation 22, which makes no provision for advertising, selling, administration and research expenses.

A parting sally at advertising before Congress adjourned was delivered by Rep. Isadore Dollinger (D-N. Y.) in a report to his constituents. He suggested a consumers' advisory bureau which would test and evaluate goods in relation to costs, claiming the American public “overpays” for many commodities. He declared:

Millions of dollars are spent in advertising certain products, but the best-advertised product does not necessarily make it the best buy. Also,

the American consumer has no way of determining for himself how other makes or brands actually compare with the products advertised by press, radio, television and other mediums. He often pays a higher price than necessary, as the little-known product can in fact be of higher grade and cheaper.

Rep. Dollinger charged that opponents of the control bill “foisted upon the people . . . a measure which was saddled with exemptions for the special interest groups.”

Spokesmen at the Office of Price Stabilization expressed belief the agency may seek to clarify the situation within the next few weeks. Possibility was held out for regulations designed to supplement and clarify the existing Capehart blueprint, or to generally override it.

Whether these modified orders would be substantive was purely speculation. Consensus was OPS may take no definitive or regulative action before next January.

Actually, according to OPS, from 22 to 40 firms have requested upward adjustments of their ceilings on the basis of the Capehart plan. Agency had held that it would be deluged with such pleas, resulting in an administrative burden, if the provision were not repealed. Authorities also said that some producers are now selling below ceiling price in some industries.

The alternative to “that terrible Capehart amendment” was bottled up by a coalition of Southern Democrats and GOP members after it had cleared the Senate and the House Banking & Currency Committee [B • T, Oct. 15, 8].

The House group accepted the Senate version with one major change: Costs would be added to the highest level of prices prevailing during a base period of one year rather than six months.

## Reaction to Refusal

The House Rules Committee's refusal to act was viewed with concern in administration circles. President Truman told a news conference he still hoped the Capehart plan would be repealed. Price Stabilizer Michael DiSalle shared his sentiments. Sen. A. Willis Robertson (D-Va.), who helped draft the Senate version, said the delay would mean higher prices and lead to wage boost demands.

CPR 22 has been a source of consternation to OPS authorities ever since it bowed in last April 25. Designed as an “interim” pricing measure to cover increased costs for factory labor and manufacturing materials, it precipitated a storm of protests almost from the outset.

Critics were quick to point out it made no provision for advertising, selling, research and administration costs in computing ceiling prices on finished goods. James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp., termed it “profit control.”

In the face of these charges, OPS spokesmen reassured industry that “no regulations will be issued which



**WIND Chicago Commercial Manager John Carey (l) arranges dual signing of Bert Wilson (c), sportscaster, and Eddie Hubbard (r), disc jockey. Both men were signed to exclusive contracts.**

will in any way restrict the use of advertising.”

Criticism continued during hearings before Senate and House committees as the American Newspaper Publishers Assn. joined hands with committee members in attacking the administration substitute. Newspaper and other groups protested that the new bill would enable the President to determine advertising budgets for broadcast and printed media and thus, in effect, control press and radio.

Critics have charged that the Capehart provision would enable firms to pass on virtually all cost rises since the Korean war.

## TRANSISTORS

### Study Military Use

A NEW emphasis has been placed on the development and functional application of transistors for military use, the Dept. of Defense indicated last week [B•T, Oct. 22]. Its Research & Development Board announced the establishment of a transistors group to assist the department's Electronics Committee in this work.

Named to the new unit are Dr. E. W. Engstrom, vice president in charge of engineering, RCA Labs.; G. F. Metcalf, General Electric Co.; E. Finley Carter, Sylvania Electric Products; Dr. I. A. Getting, Raytheon Mfg. Co.; Dr. J. W. McRae, Bell Telephone Labs.; and Dr. A. G. Hill, Massachusetts Institute of Technology.

Other members participating are representatives of the Army Signal Office and Office of the Assistant Chief of Staff; Air Force Cambridge Research Center and the Wright Air Development Center, Dayton, Ohio. Initial meeting was held in New York Oct. 11.

North Dakota farm income, last year, averaged \$9,000 per farm family. KFYY, with the nation's largest area coverage, is the medium more and more advertisers are using to tap this wealthy rural market. Ask any John Blair man for KFYY facts and figures.

# KEYFR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

**BISMARCK, N. DAK.**

Why buy 2 or more...  
do 1 big sales job  
on "RADIO BALTIMORE"

Contact  
EDWARD  
RETRY CO.

**WBAL**



## MAKING BEDS

WBZ's Morris Pays Forfeit

NEVER question the judgment of the American housewife on things she knows best—like making beds—or you may wind up making your own bed on some crowded street corner and lying in it. That's the lesson learned the hard way by Colten (Chick) Morris, staff announcer at WBZ-AM-TV Boston.

It all started weeks ago when Carl deSuzo posed a question ("Should husbands help with the housework?") on his WBZ morning show. Mr. Morris upheld the masculine view, claiming it takes only one minute to make a bed. When hundreds of angry letters flooded the station, Mr. Morris and his colleagues set up a bed at the corner of Tremont and Boylston streets fortnight ago to prove it.

The result: It took the frustrated Mr. Morris two minutes and he had to pay the forfeit three days later by spending the night in it on the sidewalk at the same location.

Promptly at 8 o'clock, Oct. 8, Mr. Morris was escorted by four models to his bed while thousands of people gathered to witness the "good sleep." Mr. Morris got no sleep. He was serenaded alternately by a Harvard band unit, three barbershop groups, hillbilly singers and square dancers.

Mr. Morris also produced a permit allowing him to set up a bed on the sidewalk—good until 4 a.m. He went on the air an hour and a half later, opening the station's broadcast schedule.



*HOME Sweet Home was never like this—or so the fate of Mr. Morris would indicate after he lost a bet to thousands of housewives who listen to WBZ Boston. Between 3,000 and 4,000 Bostonians look on as the WBZ announcer pays off the forfeit, amid smiles of professional models who tucked him in.*

## FCDA MANUAL

To Be Ready Soon

THE TECHNICAL manual, U. S. Civil Defense, which describes communications as "the nerve system of civil defense," will be issued to state and community directors within the next fortnight. It will implement the booklet issued by the White House last year [B • T, Sept 25, 1950].

The manual is being circulated among department officials of the Federal Civil Defense Administration for their approval.

The project, in preparation for several months, has been delayed because of a number of factors, among them: (1) assignment by FCC of frequencies for amateur services, and (2) slow crystallization of the Commission's emergency alert plan for broadcast stations.

The manual will be issued by FCDA's Communications & Warning Division under Col. William Talbot (USAF). Operation of communications control centers has been explored in a previous book.

Meanwhile, Congress has given its consent to a mutual security interstate pact between New York and New Jersey for civil defense. The pact calls for mutual aid in protection of communications and other facilities "in an emergency."

## BOND AD BAN

House Withdraws Objection

DISAGREEMENT with a Senate rider calling for a flat prohibition against use of Treasury Dept. funds to promote bond sales through radio, TV and other media was withdrawn by the House prior to adjournment Oct. 20.

On a motion by Rep. Clarence Cannon (D-Mo.), the lower chamber agreed to recede from its earlier position and go along with the ban. The proposal was contained in a military appropriations bill (HR 5215) cleared for Presidential signature last week.

Additionally, funds are pared from \$1 million to \$500,000, under the rider offered by the Senate Appropriations Committee and approved by the Senate [B • T, Oct. 22, 15]. It provides that:

No part of this or any other appropriation shall be used to pay for time and space for advertising the savings bond program by press, radio or television.

In another move, the lower branch went along with the Senate on a 25% reduction of funds paid for certain informational specialists hired by the Dept. of Labor and Federal Security Agency. It inserted a proviso, however, which exempts personnel engaged in preparation of technical or research publications. Personnel who work on material intended for press, radio and television services are affected by the action.

Another last-minute amendment drawn by the House and concurred in by the Senate would preclude similar money decreases for employees of the Office of Defense Mobilization engaged in informing the public about the progress and purposes of the defense mobilization program. Defense Mobilizer Charles Wilson had protested threatened axing of expenditures for information specialists.

Legislation outlawing the use of Defense Dept. monies for paid recruiting campaigns in broadcast and printed media was signed by President Truman Oct. 18.

## EQUIPMENT STANDARDS

Defense Group Studies

PRECEPTS of "reliability" for electronic equipment will be collected and disseminated to industry by a new clearing house established within the Dept. of Defense. Unit will operate under the military's Research & Development Board, Walter Whitman, board chairman, announced Oct. 16.

Appointed members of the group were M. Barry Carlton, RDB secretariat, and Dr. Albert F. Murray, radio-TV consultant. Representatives of the various services will also participate. They will distribute information to electronic laboratories engaged in military production, with emphasis on improvement on reliability of equipment with a minimum of maintenance work.

## KWK RINGS THE CASH REGISTER

in the



Regardless of the media, advertising is bought to move merchandise off the retailer's shelves.

When a local advertiser buys advertising, he knows immediately whether or not his advertising is moving that merchandise.

The over-whelming advantage that KWK enjoys in the local advertising field certainly indicates that KWK advertising DOES SELL merchandise!

And, that's one reason so many National Advertisers use KWK year-after-year!

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY

## WDOK Expands

EXPANSION and decentralization of facilities has been announced by WDOK Cleveland, with work progressing on a new transmitter building on Rockside Road within the fringe area of the city. Additional space will house studios, offices and auxiliary power equipment. Decentralization was dictated for security and civil defense reasons. Station said that expansion also was necessary because of scarcity of adequate space and facilities at its downtown building, 1515 Euclid Ave.

# GATES

QUINCY,  
ILLINOIS

Your ONE SOURCE Supply for  
ALL Broadcasting Equipment NEEDS

THESE OFFICES  
TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200



## KVI LIBEL SUIT

### Jury Awards Plaintiff \$1

DAMAGES of \$1 have been awarded to a plaintiff who sued because of allegedly libelous statements made by Fulton Lewis jr. over MBS in May, 1950.

Listed as defendants in the suit were Mr. Lewis, KVI Seattle, which carried the program, and Ryan Cadillac Co., local sponsors.

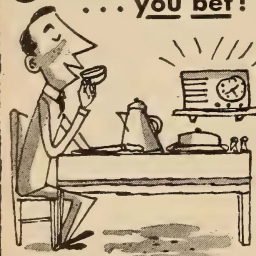
The plaintiff, Richard C. Atwood, area rent director, took issue with statements by Mr. Lewis concerning a survey of rental housing in nearby Marysville.

Mr. Lewis accused Mr. Atwood of misrepresentations. Mr. Atwood countered with a suit for \$35,000 damages. Although a co-defendant, Mr. Lewis never was served with a summons.

## MBS' Series Survey

MORE THAN 69 million persons in the U. S. heard one or more of the six World Series games, according to Richard Puff, MBS research director. Special survey, conducted by MBS researchers and Crossley Inc., was based on nationwide telephone calls, of which 29% were made to homes containing both TV sets and radio sets, a ratio which corresponds to the number of radio homes also equipped with television. Results, based on home-listening only, indicated that more people heard the 1951 Series than ever before.

**Good Morning**  
... you bet!



### HOOPER IN CHATTANOOGA

March, April, May 1951

Mon. thru Fri. Sta. Sta. WDEF Sta. Sta. B C D E

7:30 to 8:00 a.m.	3.2	2.0	11.9	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

### SHARE OF RADIO AUDIENCE

8:00 a.m.-12:00 noon B C WDEF D E

1370 KC • 5000 WATTS



Carter M. Parham, President  
Represented by BRANHAM

## LOCAL RESEARCH

A PLEA to stations to supplement the statistical nose-counting research of the national audience measuring organizations with "close, continuing, imaginative and analytical research on the local market level," to give the national advertiser what he needs to know for intelligent use of spot radio, was made Wednesday by Murray Grabhorn, managing director of the National Assn. of Radio & Television Station Representatives.

Speaking at the tenth annual luncheon of Pulse Inc. at New York's Biltmore Hotel, Mr. Grabhorn emphasized the individual characteristics of each market and their importance to the advertiser. That 27% of New Bedford's population is foreign-born while only 1.4% of the Tulsa residents were born outside this country, that Rhode Island's population is 92% urban and North Dakota's 80% rural, that about a fifth of adult residents of Washington, D. C., went to college against one-sixth of adult Clevelanders—such facts are "precisely the type of audience research information which national spot needs in continuously revised form," he said.

"Even the weather is important to the national spot advertiser," Mr. Grabhorn pointed out. "March," he said, "can mean blizzards in Minnesota, rain in California, nice spring weather in Richmond and the beginning of disastrous floods in Pennsylvania and Ohio. But, since he can pick specific markets for specific campaigns, it seems he has finally solved Mark Twain's old complaint that 'everybody talks about the weather but nobody does anything about it.'"

The great dislocation in population resulting from World War II, Mr. Grabhorn stated, presents a need for the kind of research which can answer such advertisingly important questions as:

"Does the former New Englander now working in a midwestern aircraft factory still try to buy brown shelled eggs, or does he conform to the midwestern preference for eggs with a deeper yolk that he's been accustomed to?"

"Does the ex-Philadelphian transferred to Omaha also switch easily from Phillies to White Owl cigars?"

"How many women workers in California plane plants have gone to junior college or college back east; and how have they affected local tastes in clothing, in hair styling, in purchasing habits?"

"Will an influx of southerners into a northern industrial city open a market for regional southern food products?"

Summing up, Mr. Grabhorn said: "I think that audience research can be of the greatest value to national spot through the provision of the specific rather than the general; information on a local rather than a national level; of the timely rather than the dated; of

## Is Most Needed, Says Grabhorn

the continuous effort to supply the highly specialized data he [the national spot advertiser] requires in this field."

## 'MR. SUNSHINE'

### WRUN M.C. Named in Will

CARL SWANSON, hillbilly disc jockey at WRUN Utica-Rome, N. Y., has endeared himself to a long-standing fan.

Mr. Swanson has been remembered in the will of the late Mrs. Alice Butterfield, widow of Donald Butterfield, Vermont state senator, bank president and attorney. The broadcaster was named to receive \$5,000 for family and self and may eventually gain between \$40,000 and \$100,000 as residuary legatee of a large estate.

The WRUN disc jockey, who is called "Mr. Sunshine," struck up a warm friendship with Mrs. Butterfield when he had a program on WTIC Hartford, Conn., 15 years ago. Partly it was for sentimental reasons—Mr. Swanson's birthday is the same as the widow's son who died at birth.

Her recent death gave the Swansons an outright bequest of \$2,000 for Mr. and Mrs. Swanson, \$2,000 for a daughter, Dawn, age 6, and another \$1,000 for Janice, 11.

## New KPAN Studios

KPAN Hereford, Tex., on Oct. 15 opened additional studios in Dimmitt, 20 miles south of its transmitter. Bob Blunt, commercial manager, said several programs daily will originate in the remote studios. Clint Formby, KPAN manager, is planning establishment of other remote studios within the station's primary area.

## B•T PREFERRED

### University Survey Shows

A SURVEY of 32 colleges and universities offering bachelor's degrees majoring in radio indicates that BROADCASTING • TELECASTING is the preferred source of supplementary reading in basic production courses.

The study was made by Peggy Thomas, graduate student at the U. of Alabama Dept. of Radio, under the supervision of Dr. Kenneth Harwood, acting department head.

Asked to list student reference material used in their basic radio productions courses, college professors named BROADCASTING • TELECASTING more often than any of 39 other sources.

Colleges in 22 states across the nation were represented in the study.

## AUDIO MEETING

### Set in N.Y. Nov. 1-3

AUDIO Engineering Society, representing the broadcast, television, and recording fields, will hold its third annual convention and audio fair at the Hotel New Yorker in New York Nov. 1-3.

Speakers scheduled to deliver technical papers covering all aspects of audio engineering include: John K. Hillard, Altec Lansing Corp.; Kenneth B. Boothe, Audio & Video Products Corp.; R. L. Wallace Jr., Bell Telephone Labs.; C. J. LeBel, Audio Instrument Co.; Bruce H. Denney, Paramount Pictures Corp.; James Y. Dunbar, Wm. J. Scully, Acoustic Corp.; R. C. DeBois, RCA.

Most major manufacturers of audio equipment have engaged exhibition space at the fair which is expected to attract more than 10,000 visitors, according to Harrie Richardson, society official. Convention and fair will occupy the fifth and sixth floors and the grand ballroom of the hotel.

NBC's *Double or Nothing* selected "favorite radio quiz show" by American Dairy Assn. in celebration of its nationwide Cheese Festival.

50,000 WATTS STRONG ...

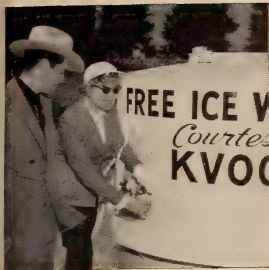
... SERVING 6 MILLION PEOPLE

# KYW

PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc.





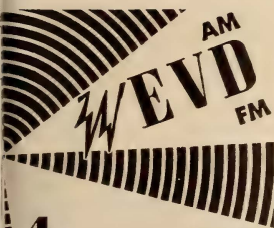
**SURE-FIRE** attraction during hot days of the annual Tulsa State Fair and Livestock Exposition was KVOC Tulsa's trio of free ice water tanks, placed throughout the fair grounds. Looking on as Movie Actress Greer Garson quenches her thirst is Sam Schneider (l), station's farm director. Miss Garson attended exposition to show off all-white Scottish Short-horns from her Forked Lightning Ranch near Pecos, N. M. KVOC received many letters of appreciation from grateful visitors.

## FLORIDA MEET

**FAB Set Nov. 2-3**

WILLIAM B. RYAN, BAB president, will be featured speaker at the Midwinter Meeting of the Florida Assn. of Broadcasters Nov. 2-3 at the Soreno Hotel in St. Petersburg. The meeting will get underway Friday evening with a banquet. A two-hour business session will open activities Saturday. A talk by Harold Fellows, NARTB president, has been scheduled.

NARTB's District 5 meets at the Soreno Hotel Nov. 1-2. Florida broadcasters can attend the NARTB meeting and remain through the FAB sessions. FAB registration will be opened Nov. 2. Fee will be \$10, with sessions open to all Florida broadcasters.



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

### Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

# LSAB MEETING

FIVE-POINT program to assure economic stability and continued growth of broadcasting was submitted Wednesday to the Louisiana State Assn. of Broadcasters, meeting in New Orleans, by Harold E. Fellows, NARTB president.

Average annual income of broadcast stations has risen from \$144,000 to \$160,000 since 1941 though the number of stations almost tripled in the period. Mr. Fellows said. "The demise of radio can hardly be read into such statistics as these," he suggested.

The Fellows program is based on these elements:

(1) Know your medium and have confidence in it.

(2) Program for your audience, and your audience alone. Originate rather than copy, unless an imitated format suits the need of your listeners.

(3) Develop methods of personally talking with your audience; get to know it better.

(4) Improve the quality of announcing and continuity since these factors come closest to the consciousness of your listeners.

(5) Cooperate in developing projects, such as increased tune-in, which will be mutually beneficial toward building a greater industry.

Radio's most pronounced weakness lies in announcing and continuity writing, according to Mr. Fellows. He suggested state associations hold clinics in which top air salesmen discuss the problem with agency writers.

### Personal Calls

Stations might well set aside two one-month periods annually in which every staff member would personally introduce himself by telephone to at least 10 listeners per week, learning listening habits and preferences, he proposed. All calls would be followed by a letter from the station manager voicing appreciation for aid received. Mr. Fellows felt such calls would bring station personnel closer to the audience, creating the desire to do a better job, and each call would have promotional value. A staff dinner at the close of the one-month campaign would pool results, he said.

Lauding the citywide radio cam-

## SALES INCREASE

### Advertiser Gets Results

ASHLAND Oil & Refining Co., Ashland, Ky., has reported to Ford Billings, general manager of Westvorn, regional network, that sales and distribution have shown a substantial increase since the beginning of the company's sponsorship of the West Virginia U. grid schedule Sept. 22.

Westvorn is made up of 21 stations. Local advertisers in 19 Westvorn cities share sponsorship of the football broadcasts with Ashland Oil. Play-by-play is handled by Jack Fleming, sportscaster for WAJR Morgantown, W. Va.

Some 25,000 autographed photographs of the team bearing the Valvoline symbol were snapped up during the first week of offer.

## Hears Five-Point Fellows Plan

paigns in several areas, Mr. Fellows proposed revival of the radio-in-every-room movement as a means of increasing future audiences.

## DONATES PROGRAM

### AFRS Gets RCA Gift

PROGRAM package titled *Playhouse of Favorites*—dramatizations of such famous stories as *Tale of Two Cities*, *David Copperfield*, *Moby Dick*, *Treasure Island* and *Rip Van Winkle*—has been given by RCA to the Armed Forces Radio Service, A. B. Sambrook, manager of RCA Recorded Program Services sales, announced last week.

Thanking RCA for donating the 52 half-hour package, Col. George R. Burgess of AFRS wrote: "In answer to your question as to why we wished to distribute *The Playhouse of Favorites* to armed forces overseas, we were looking for programs for our series called *Bookshelf of the World*. Your series seemed made to order to present great literature in an interesting, informative and entertaining manner."

## NEW AM GRANT

Made to Sheffield, Ala

NEW DAYTIME station in Sheffield, Ala., on 1380 kc with 1 kw was granted by the FCC last week to Daylight Broadcasting Co., headed by Richard B. Biddle, former manager of WLAY Muscle Shoals, Ala. Grant was made over the objections of Frank M. Farris Jr., WLAY owner.

In a memorandum opinion and order, FCC denied the WLAY petition to designate the Sheffield application for hearing on the grounds that allegations of misconduct on the part of Mr. Biddle while manager of WLAY were not proved, and "do no more than reveal a trivial and acrimonious dispute between two persons."

FCC also dismissed a petition by WJOI Florence, Ala., alleging interference in its 0.5 mv/m contour by the proposed Daylight Broadcasting outlet, on grounds that no engineering data was submitted to substantiate the allegation.

Sheffield, Muscle Shoals and Florence are neighboring communities.

QUARTER CENTURY Club sponsored by Canadian Assn. of Broadcasters, is now open not only to production and engineering staff of Canadian member stations, but also to sales representatives and other allied branches of the broadcasting industry.

# FIRST\*

In Listening in the ALTOONA AREA!

	Morning	Afternoon	Evening
<b>WVAM</b>	<b>25.0</b>	<b>20.4</b>	<b>22.9</b>
Station "A"	13.2	14.1	14.0
Station "B"	18.9	15.6	12.0
Station "C"	20.0	16.9	14.0

\* Figures taken from CONLAN Report of January, 1951—all stations in the area considered.

## MORE POWER—MORE PEOPLE

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P. S.—

That's why more and more national advertisers are selling central Pennsylvania through WVAM.



Represented by Weed and Company



# KDYL Hits the Bulls-eye For You



With this sensational coordinated "bulls-eye" merchandising plan.

AS ADVERTISED ON  
**KDYL**  
TAKES NBC STATION

Take some home today!

KDYL's three-man merchandising staff uses this eye-catching display piece with your product attached to build displays of KDYL-advertised products in retail outlets.

Write for details, or see your Blair man TODAY

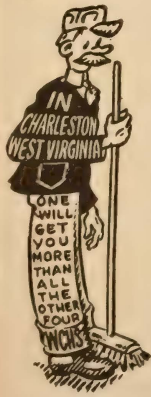


National Representative: John Blair & Co.

Mr. Harvey Pearman  
Beaumont & Hohman, Inc.  
Kansas City, Mo.

Dear Harvey:

Nacherly you fellows allus looks fer a good market. Hit don't do no good ter advertise in a bad an. Now thet's why folks like you orter keep Charleston, West Virginia, in mind. Jest take any ole index at all. Harvey, an you'll find th' home town us WCHS right up thar at th' top part! Bank clearances, postal receipts, retail volume, real estate values—jest take yer pick an you'll find Charleston as one o' th' best! An' nother thing, if e v e s, WCHS gives you more us th' e well-off listeners in th' Charleston area than all th' other four stations in town put tergether! Thet's worth keep-



in in mind!

Yrs,  
Allys

**WCHS**  
Charleston, W. Va.

## FREE RADIO

RADIO FREE EUROPE will give people behind the Iron Curtain a glimpse of what radio means under a free economy as a part of the program of the fourth annual meeting of the Michigan Assn. of Broadcasters. MAB convention will be Nov. 2-3 at the Ft. Shelby Hotel, Detroit.

Possibly every one of the 69 radio stations in Michigan will also carry the program which will be tape recorded at 9:30 p.m. Friday when members of the association will be guests at the WWJ Detroit auditorium.

Produced by WWJ Manager Don DeGroot with the help of member stations, the broadcast includes numbers by displaced persons who have made their new homes in Michigan. Each will be heard in his native language. Talent has been recruited from Grand Rapids, Flint, Travis City, Battle Creek, Sault Ste. Marie as well as a Latvian chorus and music from the Earl Stewart Orchestra, several vocalists and a dramatic cast. A talk by Gen. Lucius D. Clay, national chairman of the Crusade for Europe, will be featured. The all-state broadcast will be Saturday, 8-8:30 p.m., when ABC will donate its lines. Stations not ABC-affiliated will tie in with their nearest ABC neighbor. Radio Free Europe has promised widest distribution for the program overseas.

The association meeting opens Friday at 10 a.m. with Edward F. Baughn, WPAG Ann Arbor, presiding. Officers will report on MAB activities, the tax bill, libel bill and high school athletics. Jordan Jenkins, state legislative advisor, will speak. Murray Grabhorn, director of the National Association of Radio and Television Station Representatives, will be heard at the 12:30 luncheon.

At the afternoon session the NARBA treaty will be discussed, after which Hal Neal, chairman of the United Detroit Radio Committee, will speak on the "Wherever You Go, There's Radio" campaign. S. A. S. Tarzian, WTTV (TV) Bloomington, will talk on "Secondary Market TV Operation." Other topics will be "UHF TV channels" and business of the association. Officers will be elected, followed by a cocktail party at 5:30; dinner, 7:30 and the program to be recorded for the all-state broadcast, 9:30.

Saturday morning will be devoted to radio sales with a panel composed of Hy Steed, WLAV Grand Rapids; Les Biederman,

### Mich. AP Session

MEETING of the Michigan Associated Press Broadcaster's Assn. will be held at the Ft. Shelby Hotel in Detroit, Thursday, Nov. 1, at 8 p.m. in connection with the fourth annual meeting of the Michigan Assn. of Broadcasters. Lester W. Lindow, WFDF Flint, is president. Election of officers and discussion of improvement of state and local news service are on the agenda.

### Program Planned For MAB Meet

★ Paul Bunyan Network; W. A. Pomeroy, WILS Lansing; Robert Meskill, WCEN Mt. Pleasant; and D. E. Jayne, WELL Battle Creek, moderator. Oliver Gramling, assistant general manager for radio, AP, will speak on "Your News and Its Sales Potential."

Officers of MAB besides Mr. Baughn are Mr. Jayne, secretary-treasurer, and Lester Lindow, WFDF Flint, vice president.

### SPONSORS, CLIENTS Listed for Radio, TV

SOME 206 advertisers have sponsored TV network shows while 153 have backed radio network programs since Jan. 1, according to a special summary issued last week to subscribers of Executives Radio-TV Service, Larchmont, N. Y.

Consolidating material in the regular quarterly edition of *Factuary*, out last week, the summary indicates that adventure and mystery dramas head the TV networks with 22 programs. Straight variety shows are second with 19 programs and straight dramatic shows place third with 18 programs.

Radio network totals are led by serials with 34 programs, followed by news shows with 27 different network newscasts, and musical program, of which there are 24.

Leading sponsor groups for TV network programs are food and food products, 41 firms; home furnishings and appliances, 26 firms; and cosmetics, 17 firms. Radio network sponsors are led by food products, 28 firms; drugs, 16 firms, and cosmetics, 12 firms.

NEW 1951 line of Capehart-Farnsworth Corp. was announced in Fort Wayne, Ind., last week. Twenty-four TV sets were listed in new line.

### BETTY ROSS NAMED Heads AWRT in Ill.

BETTY ROSS, assistant director of public affairs and education at NBC Chicago, was elected president of the Illinois Chapter, American Women in Radio and Television, at the organization meeting Oct. 18. Kay Keltner Marin of Swift & Co. is secretary. Members enrolled at first meeting totaled 49.

The following committee members were named: Membership—Marian Loofe, Swift & Co.; Hilda Ballestro, Evaporated Milk Assn.; Fran Dixon, ABC. Finance—Nina Badenoch, National Society for Crippled Children and Adults; Catherine Brady, WLS. Program—Marie Jett, American Osteopathic Assn.; Gladys Blair, Young & Rubicam. Hospitality—Kay Middleton, WGN-TV. Special Projects—Ruby Anderson, WGN. Public Relations—Eleanor Hudgins, Toni Co.

### LBS Defense Series

NEW series of quarter-hour programs, *Defense Report*, will be initiated by the Dept. of Defense Nov. 11 (Armistice Day) over the full network of the Liberty Broadcasting System. Program will be recorded in the Pentagon, Washington, and aired Sunday 1:15-1:30 p.m. EST from LBS studios in Dallas. Heretofore, the department's Radio-TV Branch mailed scripts to over 450 stations and military installations. Series will include information on the armed forces and special recorded documentaries from points overseas. Decision by Liberty to carry the series stemmed from a conference between Glenn Douglas, network program director, and Lt. Frank Junell of the Defense Dept.'s Radio-TV Branch.

HIGHEST air raid siren in Hudson County, N. J.—just installed and tested for first time last week—is located on the WOR-TV New York tower in North Bergen. It is located at the equivalent of approximately 10 stories above ground, at a 120-foot height. The WOR-TV tower is reportedly the highest structure in the state.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

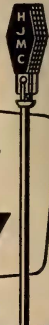
HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

experienced sales personnel will sell community programs throughout your coverage area





# programs promotion premiums



## TEEN-AGE SHOW

WWSW Pittsburgh, *Pallan's Caravan*, Sat. 10:30-11 p.m., started Oct. 20, featuring Art Pallan, program emcee, visiting different teenage dance weekly. Mr. Pallan interviews youngsters and spins latest record releases. Show is sponsored by RCA.

## CHICAGO THERMOMETER

WBBM Chicago sending trade and advertisers small promotion gimmick in envelope resembling thermometer. Piece headed "What's been hot in Chicago all summer?" As one pulls out inserted card, temperature shoots up. Insert reports "Chicago's top rated, most-sponsored station, where this year 88.3% of all local sponsors—and 85.3% of all sponsors, local and national—spot-stayed on the job all summer long!" On back is breakdown of figures on sponsors.

## MBS BLOTTERS

"MISTER PLUS," the ad symbol of MBS, who has the "strongest grip on Home-Town, U.S.A." is being circulated in blotters MBS is sending out. Sales message is in rhyme, but punch comes from Vice President Robert A. Schmid's accompanying note, also in rhyme. "Us Home Town folks," he says in brief, "Respect a lady's senses . . . Let's send two blotters—for the Chief And his amenuensis!" Last stanza suggests that since Mutual shared its blotters with the girl Friday, she might share her boss with its representatives when they call.

## SPANISH SHOW

KWKW Pasadena, Calif., *Hour of Enchantment*, new Spanish program with Olga Andre, Costa Rican actress as hostess, salutes a different Latin-American country each Tuesday, 7:45-8:15 p.m., and has its consul as honored guest.

## LAUNDRY PLUGS

WLS-AM-FM Roanoke, Va., is now using advertising space on 5,000 "shirt stuffers" and "shirt bags" used by two local laundries. Promotion, entitled "Shirt-Circuit News," publicizes NBC shows on station. Bags and stuffers also promotion NBC's 25th anniversary.

## CORN PICKING CONTEST

WIBC Indianapolis, Oct. 13, sponsored "Indiana's first" State Mechanical Corn Picking Contest at Rushville, Ind. Station presented two-hours of direct broadcasts from stage in contest field. Thirty-three farmers entered picking contest with two winners representing state in National Corn Picking Contest. Indiana's Harvest Queen was also selected at event. Implement companies, feed, seed and farm supply companies presented more than 40 exhibits at contest. State Police reported that 30,000 people from all over state attended the event. Many WIBC entertainers appeared at show.

## MUSIC MAKERS

WDAF-TV Kansas City, Thurs., Oct. 25, started showing—in an understandable and light vein—how symphonic music is made. Called *Philharmonic Fun*, show will include a panel of school children and Hans Schwieger, conductor of the Kansas City Philharmonic Orchestra, as master of ceremonies. Musical weekly will be sponsored by the local Junior League.

## DISTANT PRAISE

WJXN Jackson, Miss., received regional publicity last week when Bob Sublett devoted his radio column in the *New Orleans States* to praise of their hill-billy disc jockey, Hy Davis. WJXN is a 250 w station and New Orleans is 200 miles away.

## WINDOW DISPLAY

WSFC Somerset, Ky., using window display in local drug store promoting *Bryant Speaks*, Wed.-Fri., 6:45 p.m., featuring Bear Bryant, U. of Kentucky football coach. Large display has picture of coach and two star players. Around promotion there are several large and small footballs. Drug store where promotion appears sponsors show.

## CHANGE OF SPONSOR

TO LET the trade know that Leslie Salt Co. had taken over sponsorship of *Columbia Pacific Meet the Missus Varieties*, Harry Koplan, producer-emcee of program has sent letters notifying them of new sponsor and time program can be heard. Attached to the letter were three samples of Leslie salt. "We're happy to let you know," said the letter, "our *Meet the Missus Varieties* on KNX and Columbia Pacific Network every Sat. at 11:30 is now sponsored by Leslie Salt Co."

## MEASUREMENT OF SUCCESS

WMBG, WCOD(FM) and WTVR (TV) Richmond, Oct. 16, passed out 20,000 yard-sticks on Richmond streets during Tobacco Festival. One side of yard-stick read, "The Silver Jubilee on WMBG and NBC; 25 years of the best in radio." On the other side was: "The three pioneers of Virginia: WMBG, WCOD (FM), WTVR." Young ladies that handed out promotion were dressed in colonial costumes.

## 'TELECOURSES' RESUME

WTVJ(TV) Miami, Fla., Oct. 23 resumed telecasts of *Telecourses* for the second year in cooperation with U. of Miami. Carried each Tuesday and Thursday at 1:30 p.m. programs offer courses that viewers request. To register for course viewer must pay \$1 fee to Evening Div. of school.

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

# 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.

## . . . or did it?

Are you at the leisure of a route-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 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

# 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



## THESAURUS SHOWS

### Successes Reported

LESS than five months after RCA's Thesaurus release of *The Hour of Charm* featuring Phil Spitalny's all-girl orchestra, and *The Wayne King Serenade* subscriber statistics have reported sales of the two programs to the extent of more than \$880,000 in time charges and talent fees, according to A. B. Sambrook, manager of RCA Recorded Program Services sales.

One of most recent sales was made by George B. J. Adkisson of KSTP Minneapolis. Myndall Cain of Myndall Cain Cosmetics Co., Minneapolis, signed a 52-week contract for *The Hour of Charm* locally. Agency was Luther Weaver Adv., St. Paul.

Both programs are part of some 30 commercial musical packages offered through the Thesaurus library. Shows are built around big-name artists for whom local sponsors pay talent fees as well as time charges.

## Postal Increases

DAY before adjournment, Oct. 20, Congress passed a postal rate increase bill that would raise the rates on second class mail 10% each year for the next three years, a total of 30%. Category includes magazines and newspapers. Increases go into effect April 1, 1952.

FOR FINEST TAPE RECORDING

**KDKD**  
Clinton, 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 CONSOLETE**  
Operation available by combining units in rich Magnecorder cabinets.

For new catalog—write  
**Magnecord, INC.**  
360 N. Michigan Ave., Chicago 1, Ill.

## FCC actions

OCTOBER 19 THROUGH OCTOBER 25

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

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

### October 19 Applications . . .

#### ACCEPTED FOR FILING Modification of CP

**KLX** Oakland, Calif.—Mod. CP as mod. authorizing power increase etc. for extension of completion date.

**WPEN-FM** Philadelphia—Mod. CP authorizing changes in FM station for extension of completion date.

#### License for CP

**KRES** St. Joseph, Mo.—License for CP as mod. authorizing frequency change etc.

#### FM—100.5 mc

**WDXF** (FM) Spartanburg, S. C.—CP to make change ERP from 11 kw to 9.18 kw, ant. height, transmitter site, etc.

#### APPLICATION RETURNED

**WTND** Orangeburg, S. C.—RETURNED application new FM station; incomplete.

#### License Renewal

Following stations request renewal of license: **WBNS-TV** Columbus, Ohio; **WEEM-TV** Buffalo, N. Y.; **KBKO** Portland, Ore.

### October 22 Decisions . . .

#### BY THE SECRETARY

**WCOW** South St. Paul, Minn.—Granted license new AM station; 1500 kc 5 kw D.

**WPAZ** Pottstown, Pa.—Granted license new AM station; 1370 kc 1 kw D.

**KWSO** Waco, Calif.—Granted license covering increase in power, etc. 1050 kc 1 kw D.

**WTW** Wilmington, Del.—Granted license covering change in hours of operation and changes in DA; 1380 kc 1 kw DA-1 unl.; cond.

**KLON** Long Beach, Calif.—Granted license covering changes in noncommercial educational FM station; 88.1 mc (Ch. 201) 10 w.

**KCHR** Charleston, Mo.—Granted license new FM station; 101.7 mc (Ch. 269) 450 w. ant. 67 ft.

**WJBY-FM** Gadsden, Ala.—Granted mod. CP for extension of completion date to 11-1-51.

**WTV** Bloomington, Ind.—Granted mod. CP to change ERP from vis. 0.38 kw, aur. 3.31 kw to vis. 0.28 kw, aur. 0.14 kw; to move transmitter location, to install new ant. system etc.

**KSOO** Sioux Falls, S. D.—Granted mod. CP for extension of completion date to 4-14-52; cond.

#### ACTIONS ON MOTIONS

#### By Comr. George E. Sterling

**KOA** Denver, Colorado—Granted petition for extension of time to Oct. 31 to file exceptions to initial decision and reply to exceptions of **WXKW** in proceeding re petitions of **WHDH** Boston, Mass., **KOA** Denver, Colo. and in re application **WXKW** Albany, N. Y.

**WWHG** and **WLEA** Hornell, New York—Granted joint petition for continuance of hearing from Nov. 14 to Jan. 14, 1952, in Washington, in proceeding upon their application.

By Hearing Examiner Elizabeth C. Smith

**Desert Radio and Telecasting Co.**, Palm Springs, Calif.—Granted petition for further continuance of hearing in proceeding re application from Oct. 23 to Jan. 7, 1952, in Washington.

**Chief, Broadcast Bureau**—Granted petition for extension of time from Oct.

22 to Nov. 5 to file proposed findings of fact in proceeding re applications of **Easton Publishing Co.**, Easton, Pa. and that of **Allentown Bcstg. Corp.**, Allentown, Pa.

By Hearing Examiner **Fanny N. Litvin**, The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted petition to amend application to specify maximum expected operating values (MEOV) in null sectors which are not directed toward other pertinent cochannel stations.

By Hearing Examiner **Basil P. Cooper**, Frequency Bcstg. System, Inc., Shreveport, La.—Granted petition requesting hearing re application of **Southland Bcstg. Co.**, New Orleans, La., for license to cover CP for **KCIJ** Shreveport, and application for assignment of CP of that station to be continued from Oct. 24 to Oct. 29 and that place of hearing be changed from New Orleans, to Shreveport, La.

By Hearing Examiner **James D. Cunningham**

**KWEM** West Memphis, Ark., and **James S. and E. D. Rivers Cordele**, Valdosta, Ga.—Granted petition insofar as it requests continuance of hearing re applications for assignment of license **KWEM** transfer of control **WACL** and transfer of control **WMIE**, and petition in other respects may be denied. Hearing continued until further order.

#### By Comr. Sterling

**North Shore Bcstg. Co., Inc.**, Evanston, Ill.—Granted petition to take disposition in proceeding re its application and that of **George Basil Anderson**, Rockford, Ill.

### October 23 Applications . . .

#### ACCEPTED FOR FILING Modification of CP

**KMLW** Marlin, Tex.—Mod. CP as mod. new AM station for extension of completion date.

### October 24 Applications . . .

#### ACCEPTED FOR FILING

#### AM—610 kc

**WLSL** Roanoke, Va.—CP to make changes in daytime DA pattern.

#### License Renewal

Following stations request license renewal: **WKY-TV** Oklahoma City, Okla.; **WGAL-TV** Lancaster, Pa.

#### TENDERED FOR FILING

#### AM—730 kc

**WLIL** Lenoir City, Tenn.—Mod. license to increase power from 500 w to 1 kw.

(Continued on page 95)

## NEWSPRINT

### Relief Aid Asked

NEWSPRINT production should be ruled an "essential industry" and thus be granted tax writoff and other concessions looking toward plant expansion, Sen. Joseph O'Mahoney (D-Wyo.) declared last Monday, in order to meet paper shortages.

In a memorandum to Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, the Wyoming Democrat supplied findings of the Joint Economic Committee on the current newsprint situation. Procedures and plans drawn by the National Production Authority for meeting small publisher needs are outlined. Sen. O'Mahoney is JEC chairman.

"In a situation where all the newsprint which can be produced can be used," Sen. O'Mahoney explained, "it is obvious that the only permanent solution must come through additional supplies of raw material and an increase in capacity."

Six applications are pending before NPA for new mills but approval of these certificates will depend largely on whether newsprint is declared an essential industry, the Senator pointed out. The memorandum cites the need for supporting and extending tax certificate programs to that industry. Sen. Johnson's "reactions" were requested.

Conservation plan for saving newsprint supplies is to be adopted by newspapers in Boston, and other cities—New York, Washington, Philadelphia, Chicago, Detroit, Cleveland and Pittsburgh—expect to follow suit, it was explained. Indirectly, small publishers stand to gain through the savings.

The Justice Dept. sanctioned these agreements after the House Interstate & Foreign Commerce Committee had explored the whole situation and issued an interim report [B.T., Oct. 15].

## Show History

FIFTY-YEAR history of the entertainment world, *Show Biz From Vaude to Video*, written by Abel Green, editor of *Variety*, and Joe Laurie Jr., showman and *Variety* columnist, will be published Nov. 7 by Henry Holt & Co., 257 Fourth Ave., New York. Price: \$5.

## SERVICE DIRECTORY

### Custom-Built Equipment U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.  
Sterling 3626

**COMMERCIAL RADIO  
MONITORING COMPANY**  
PRECISION FREQUENCY MEASUREMENTS  
Engineer on duty all night every night  
JACKSON 5302  
P. O. Box 7037 Kansas City, Mo.



# CONSULTING RADIO & TELEVISION ENGINEERS

## JANSKY & BAILEY

Executive Offices  
National Press Building  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 2414  
Member AFCEC\*

## JAMES C. McNARY

Consulting Engineer  
National Press Bldg., Wash. 4, D. C.  
Telephone District 1205  
Member AFCEC\*

A 43-year background  
—Established 1926—

## PAUL GODLEY CO.

Upper Montclair, N. J.  
MONTclair 3-3000  
Laboratories Great Notch, N. J.

## GEORGE C. DAVIS

501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCEC\*

## Commercial Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.

## A. D. RING & CO.

26 Years' Experience in Radio  
Engineering  
MUNSEY BLDG. REPUBLIC 2347  
WASHINGTON 4, D. C.  
Member AFCEC\*

There is no substitute for experience

## GLENN D. GILLET

AND ASSOCIATES  
982 NATL. PRESS BLDG. NA. 3373  
WASHINGTON, D. C.  
Member AFCEC\*

## GAUTNEY & RAY

CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7757

## Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
Member AFCEC\*

## McIntosh & Inglis

710 14th St., N.W.—Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCEC\*

## RUSSELL P. MAY

1422 F St., N. W. Kellogg Bldg.  
Washington, D. C. Republic 3984  
Member AFCEC\*

## WELDON & CARR

WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
Member AFCEC\*

## E. C. PAGE

CONSULTING RADIO  
ENGINEERS  
BOND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCEC\*

## MILLARD M. GARRISON

1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2261  
Member AFCEC\*

## KEAR & KENNEDY

1302 18TH ST., N. W. HUDSON 9000  
WASHINGTON 6, D. C.  
Member AFCEC\*

## A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108

## WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.  
927 15th St., N. W. REPUBLIC 3883  
WASHINGTON, D. C.

## JOHN CREUTZ

319 BOND BLDG. REPUBLIC 2151  
WASHINGTON, D. C.  
Member AFCEC\*

## GUY C. HUTCHESON

P. O. Box 32 AR 4-8721  
ARLINGTON, TEXAS

## ROBERT M. SILLIMAN

1011 New Hampshire Ave., N. W.  
Republic 6646  
Washington 7, D. C.

## LYNNE C. SMEBY

"Registered Professional Engineer"  
1311 G St., N. W. EX. 8073  
Washington 5, D. C.

## GEORGE P. ADAIR

Consulting Radio Engineers  
Quarter Century Professional Experience  
Radio-Television-  
Electronics-Communications  
1833 M St., N. W. Wash. 8, D. C.  
Executive 1230—Executive 5851  
(Nights—holidays, Lockwood 5-1819)  
Member AFCEC\*

## WALTER F. KEAN

AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

## ADLER COMMUNICATIONS LABORATORIES

Broadcast, Communication  
and Television Systems  
One Lefevre Lane, New Rochelle, N. Y.  
New Rochelle 6-1420



## RELIGIOUS AM, TV

Discussed at N.Y. Dinner

SIX representatives of the broadcasting industry and allied fields gave brief speeches on religious radio and television when the radio-TV department of the Presbyterian Church in the U. S. A. held its first annual dinner in New York Oct. 17. Speakers were Chris Witting, general manager of the BuMont network, elaborating on the Morning Chapel program carried by his network; Miss Doris Ann, director of religious tele-

vision for NBC speaking on the two-week old *Frontiers of Faith* broadcasts; Edward Stanley, manager of public affairs and education for NBC, on *We Hold These Truths* Sunday morning radio show; S. Franklin Mack, executive secretary of the radio, visual education, and mass communication committee of the National Council of Churches, on "Christian Broadcasting in Asia"; Stuart Novins, associate director of public affairs for CBS Radio, on "The Continuing Importance of Radio"; Arthur Rhinow, business manager of the Broadcasting and Film Commission of the National Council of Churches, reporting on the Commission's progress during the past several years.

Introductions were made by Clayton T. Griswold, executive director of the Presbyterian radio and TV department.

## MEXICAN CHANGES Are Reported to FCC

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEVH Valle Hermoso, Tamaulipas, 250 w day on 1310 kc, Class IV (Dec. 1, 1951).

XECJ Apatzingan, Michoacan, increases from 100 w to 250 w, fulltime, on 1340 kc, Class IV (immediately).

XEMS Matamoros, Tamaulipas, changes from 1310 kc to 1340 kc\*, fulltime, 250 w, Class IV (Dec. 1,

1951).

(\*FCC Noted: "This is an evident error. The listing here apparently should be for 1410 kc.")

FCC also received notice of assignment change in the Dominican Republic last week under terms of the NARBA pact. The change is:

HIT Ciudad Trujillo, changes from 1400 kc to 1240 kc, fulltime, 250 w, Class IV. Probable commencement date is Nov. 1, 1951.

YANKEE Peddlers Award for outstanding salesmanship on television was given Mary Hartline of ABC-TV's *Super Circus* by National Sales Executives Club at annual meeting in Boston recently. Engraved bronze award, replica of peddlers scene used by John Hancock Insurance Co., also was given Johnny of Philip Morris for contact work in cigarette promotion and Jack Lacy, president of Jack Lacy Institute, for sales training work.



# 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

North midwestern station needs following personnel: Three experienced announcer-engineers (\$300-\$400) per month. Program director (\$350). Salesman (15¢). Want all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, BROADCASTING.

New southern station will offer good salaries to experienced staff. Manager, sales manager, salesman, salesman-announcer, and engineer-announcer. All salaries are dependent upon experience and ability. Send all particulars in first letter along with tape or disc and picture. Box 355L, BROADCASTING.

## Managerial

Commercial manager with proven sales experience and background of sales management. Want a man with ability in station promotion and with sales ideas that will develop into sales. Position will pay well with salary, percentage and override to right man. Major network affiliate in Pacific northwest. Excellent future for energetic man. Send complete history in first letter, experience, past earnings, salary expected, references and personal habits. Car required. If you want to live in the Pacific northwest and have the qualifications, write Box 349L, BROADCASTING.

## Salesman

Salesman-southwest. New York transcription firm seeks salesman to cover Utah, Colorado, Arizona and New Mexico. Must own car. Travel 30 weeks of the year. Be well known and come directly from radio and/or transcription sales in assigned area. Submit resume. Box 317L, BROADCASTING.

Farm editor progressive Iowa station. Rush photo, disc, full information first letter. Box 351L, BROADCASTING.

Salesman, drawing account with 15% commission. \$600 per month or better possible for good salesman. Send complete details immediately. Box 361L, BROADCASTING.

Salesman-announcer for position offering fine opportunity for advancement to executive position. \$65.00 draw against 15% commission. Write Box 376L, BROADCASTING.

Immediate opening. Salesman. Some announcing. For 250 watt Mutual affiliate. Car necessary. Want steady salesman to work into permanent situation with A-1 small town station. Contact Bill Lee, Manager, KVKM, Monahan, Texas.

## Announcers

Rocky Mountain 250 watt NBC station wants combination operator-announcer who can write copy. College town. Box 241L, BROADCASTING.

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which choice of three affiliations has become available. Box 258L, BROADCASTING.

Hilbilly—gospel family type men wanted. Good d-l-b, personalized presentation. Real future. No floats. In Georgia. Send disc, tape, qualifications, references, salary requirements. First letter. Box 312L, BROADCASTING.

Do impersonations famous stars, Crosby, Boyer, Bugs Bunny, along with clever, fluent DJ chatter. Be in spot. Write today Box 315L, BROADCASTING.

Combo man strong on announcing start \$75 raise to \$80, three months. Southern network station. Box 339L, BROADCASTING.

## Help Wanted (Cont'd)

Fully experienced, all-round announcer, who knows production, operates board, studio and remote broadcasts, with some sales experience and call for Michigan network kilowatt. Good, sound operation and excellent opportunities for qualifying announcer. Send all details and audition to Box 392L, BROADCASTING. No beginners, please!

Wanted: Experienced announcer-salesman-copywriter or announcer-copywriter. ABC affiliate, good small Minnesota town. Send disc or tape first. Man now in midwest preferred. Start sixty five. Box 364L, BROADCASTING.

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition tape and all details first letter. Box 367L, BROADCASTING.

Wanted, announcer. Not the world's best but a good small station man who knows and can read English, play transcriptions and handle console. We are looking for a man who knows he is a small station announcer and is willing to people rather than at them. Who wants to live in a small town at a fair salary and enjoy life without working hard. Lots of commercials and some continuity writing. Write KDRL, Devils Lake, N. D.

5000 watt NBC affiliate in Boise, Idaho seeks two all-round announcers for its staff. Ability to read news and read commercial copy so that it sells, essential. \$265.00 a month. Base forty hour week. Some overtime. Send disc, details and phone number immediately to KIDO, Boise, Idaho.

Hawaiian station looking for the right combination men for two announcing positions. Experience secondary to ability. Send full details, audition and references in first letter. First phone license essential. KMVI, Wailuku, Maui, T. H.

Two announcers needed immediately by independent going fulltime. Minimum two years experience. Chance for announcers with ability to fill stations to step up to better pay. Contact J. A. Shepherd, KNCM, Moberly, Missouri.

Wanted: Hilbilly disc jockey who can call on advertisers and sell show. Do not send audition discs or other returnable material. Write Ted Nelson, KVBR, Box 338, Albuquerque, New Mexico.

Announcer wanted KOPR, Butte, Montana. Contact Ed Cooney.

Announcer—send disc, photo and salary requirements. Larry Filkins, KSCB, Liberal, Kansas.

Permanent opening operator-announcer, accent operator experienced or inexperienced, solid 22 year old 1000 watt station. Send resume, salary, information including picture, audition, salary desired. KSFR, Casper, Wyoming.

Wanted: Personality man who can sell time. Must be able to call on advertisers and sell. Write or wire Ted Nelson, KVBR, Albuquerque, New Mexico. Do not send audition discs or other returnable material.

Announcer, must be experienced newscaster and able to deliver commercials. Send resume. Send resume with local news gathering experience. Advise previous experience, salary expected and include snapshot and audition tape or disc, good steady salary with regular increases, confidential. WAKR, Akron, Ohio.

Combination announcer-engineer wanted at 250 watt Mutual station. Salary dependent on ability. Start at \$60, forty hours, with raise guaranteed if you produce. Experience not necessary. If willing to accept complete ability. Send complete information to L. M. Neale, WALD, Walterboro, S. C.

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

## Help Wanted (Cont'd)

Wanted immediately, opening for announcer-engineer on Florida network station. \$75.00 for forty hour week. Contact Mel Wheeler, WEAR, Pensacola, Florida.

Announcer-DJ. Strong on news. Experience, mature. Permanent. Top working conditions. Every facility. Apply by letter, submit disc to production manager, WENY, Elmira, N. Y. CBS affiliate, city of 175,000 has immediate opening. Paid vacations, hospital and life insurance. WJEF, Grand Rapids, Michigan.

Combination man for morning shift. Accent on announcing. \$65.00 to start. WVOP, Telephone 327, Vidalia, Ga.

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

## Technical

Engineer or combination for 250 watt near N. Y. Box 385K, BROADCASTING.

Wanted. Radio operators holding 1st class radio telephone license. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. \$50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Engineer, announcer, salesman, first phone, full truck plus commission. N. Y. network, unlimited local. Consistent income improvement right man. Immediate opening. Box 369L, BROADCASTING.

Engineer with degree, experience with 50 kw, Doherty amplifiers and directional arrays. Salary open. Send picture and full resume of education, experience and references first letter. Warm climate. Box 373L, BROADCASTING.

Wanted at once: Engineer and chief for new 500 watt daytime independent. No selling, but would like some announcing. Wages above average, depending upon ability. Contact C. Chamberlain, Box 438, Bellefontaine, Ohio.

Engineers and combo men needed net and local stations alignment staffs. 40 hour week and talent. Will train. Air mail. Engineer, Box 867, Morgantown, W. Va.

Wanted, any combination of engineer, announcer, script writer and salesman, KCNI, Broken Bow, Nebr.

Wanted—Engineer, first phone, chance overtime. Experience not necessary. KSTV, Stephenville, Texas.

Opening for 1st class transmitter operator. Contact Chief Engineer, WAYB, Waynesboro, Va.

Engineers needed immediately, first phone, no experience, announcing, or car necessary. WCMC, Wildwood, N. J.

We need two men who are looking for permanent positions. First class tickets and announcing ability for kilowatt fulltime directional operation. Send audition tape and details to WCTT, Corbin, Ky.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Engineer-announcer: Must be sober and settled for this permanent position. Emphasis on announcing. Pay \$60 or more weekly. Wire collect to John Garrison, WFUN, Huntsville, Alabama.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

## Help Wanted (Cont'd)

We seek permanent transmitter engineer. Experience secondary to character and ambition. Car necessary. Contact Harold White, WKTY, LaCrosse, Wisconsin.

Engineer with announcing abilities, but not necessary. Good future, good salary and other benefits. Send qualification. WOCB AM & FM, West Yarmouth, Cape Cod, Massachusetts.

First class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley New York.

Wanted, engineer with first class license. \$50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

## Production-Programming, Others

Where 'n Sam Hill are all the copywriters! Good job, good pay, good station. Good deal for good man. Come on, fellas! Samples, background music, etc. Box 218L, BROADCASTING. You want to get ahead in the world don't you?

Wanted—woman to handle publicity work and woman's show. Large midwestern market. Send audition disc and all details first letter. Box 368L, BROADCASTING.

I kw CBS operation needs one staffer, one news director. Have 5 kw application, good staff. Our men moving to fine positions. Send audition, letter, picture and references to KILQ, Grand Forks, North Dakota.

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 WFDF, Flint, Michigan.

Continuity writer: CBS affiliate, city of 175,000. Paid vacations, hospital and life insurance. Immediate opening. WJEF, Grand Rapids, Michigan.

## Television

### Technical

Television engineer, capable of working into any position from camera to transmitter. License and TV schooling required. Good opportunity for right man. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

## Situations Wanted

### Managerial

Sales executive, 20 years in radio interested in radio and TV sales and promotion, prefer progressive, independent. Washington-New York areas, or elsewhere, write, wire. Box 244L, BROADCASTING.

General and commercial manager available immediately. 12 years experience, strong on sales and programming and promotion, successful business background, married, family, college graduate, will go anywhere, salary, commission. Reply Box 324L, BROADCASTING.

General manager, looking for permanent connection with responsible firm. Over twenty-five years' successful experience in radio, newspaper sales and management. Entire career of selling has been on underdogs and fighting the back to back, highly competitive markets. Sales manager has worked from salesman through sales manager to general manager in less than five years and in the largest markets. Thoroughly experienced in every phase of sales. As general manager have developed present independent set-up in market since 1953. Good position. Am anxious to locate permanently in different location. Am completely qualified in every phase of management, sales, promotion, merchandising, labor, legal and engineering. Age forty-eight, have American family, married, no children. References include top radio and newspaper names. Desire either salary of around \$16,000 or \$12,500 plus percentage. Prefer the latter. Appearance, personality and manners are of caliber to represent any station on highest plane. Do not want to be "measured" for expenses for weekend interview. Write to Richard W. Miller, P. O. Box 2062, Pittsburgh 30, Penna.



## Situations Wanted (Cont'd)

Desire challenging position as manager, commercial manager. PD with progressive 250 watt. kw by commercial and program conscious W. W. 1. vet 5 years radio all phases, presently sales manager with ability. Married, veteran, college grad. Box 325L, BROADCASTING.

General-commercial manager profit conscious with able small and medium market station. Successful background in station management and sales, will travel, salary and commission commensurate with ability. Married, veteran, college grad. Box 325L, BROADCASTING.

### Salesmen

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

College graduate, marketing major with 4 years retailing experience, presently employed as sales manager. Printing concern. Age 29, married. Desires position in the sales department of radio or television station. Contact R. L. Greenberg, 12 West 85th Street, New York 24, N. Y.

### Announcers

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

Announcer—3 years experience, tops in news, commercials. Desires working with progressive kw or more network affiliate. \$65.00 minimum. 31, married. Box 178L, BROADCASTING.

Sportscaster, experience, currently employed, seeks radio and TV operation. Available basketball season, baseball 1952. Minimum \$75 plus talent. Desires radio or television station. Box 247L, BROADCASTING.

Announcer-newsmen, 6 years experience. If you have opening, I can fill it. Prefer midwest. No draft. Box 247L, BROADCASTING.

Announcer-program director prefers New England-New York area. 4 years experience all phases, recent news, variety events, television traffic. College graduate, 32, veteran, family. Box 286L, BROADCASTING.

Versatile announcer wants position where board work not required. Conscientious, draft exempt, excellent references. Box 292L, BROADCASTING.

Colored disc jockey-staff announcer. Versatile, excellent character, best references. Box 294L, BROADCASTING.

Morning man, staff, news, or program director. Good radio and TV 10 years experience. Seek immediate connection better station. 34, married, draft exempt. Minimum \$75. Tape if you will send. Box 310L, BROADCASTING.

Announcer-specializing in news, commercials. 3 years commercial experience plus 2 years non commercial. Also DJ and play-by-play sports. Married, automobile. Box 311L, BROADCASTING.

Attention Great Lakes area! Top rated sportscaster, 27, married, family, college graduate, veteran. Three years experience in radio and TV, basketball, baseball and football. Desires employment where interest in basketball and baseball is strong. Permanency and congenial atmosphere. Salary above than cold dollars. Available November 19. Box 315L, BROADCASTING.

Making money, miss advertising. Former successful announcer-writer. Latino-American singer, sales manager and rep. wants to join your radio, TV agency. Salary responsible. Box 320L, BROADCASTING.

Keeping your Hooper happy my constant aim. 4 years with 50 kw NBC outlet. Proven a point. Proven emcee and announcer. Announcer of money making programs. Solid ten year background includes current personal appearance. Full range of talent. Ability to front office. Happily employed but want new goal. Pix and mail. Box 322L, BROADCASTING.

Announcer-record librarian wants station with opportunities. Experienced. College graduate, good references, veteran. Box 323L, BROADCASTING.

Announcer-program director, 23, exempt, 7 years experience, presently employed, seeking advancement, experienced all phases of radio, writer all offers. Box 327L, BROADCASTING.

## Situations Wanted (Cont'd)

Disc jockey, easy friendly personality with plenty of sell. Experienced. Thoroughly conversant on general radio work also. Disc available. Box 337L, BROADCASTING.

Announcer-engineer. First phone. Middle southwest. 25 years experience. Single, draft exempt. Interesting voice. Fair on DJ and commercials. Tape available. Box 338L, BROADCASTING.

All-round announcer—experienced emcee and sports. Ability, ambitious ideas. Radio is my profession. Box 329L, BROADCASTING.

Announcer, copywriter. Four years experience in good station. Familiar with any type of control board, good production ideas. Want permanent position. Box 339L, BROADCASTING.

Topnotch combo desires job in west or midwest. Married, age 31, veteran, college. Capable of assuming duties of chief engineer. State salary possibilities. Available immediately. Write Box 334L, BROADCASTING.

Ambitious, hard working radio-TV writer-producer. Ten years experience drama, music, shows, etc. Box 335L, BROADCASTING.

Capable staff announcer—authoritative news and easy, intimate style on radio shows. Presently employed. Disc available. Box 338L, BROADCASTING.

Available: Combo man, 1st phone, 5 years college, 22 years radio, emphasis production, straight announcer, news, personality shows. Knows music, pop, jazz, classical. Ambitious but not impatient. Wants to move to 570 weekly. Pacific northwest or Florida. Box 343L, BROADCASTING.

Newscaster, 2 1/2 years experience, including 2 years radio and TV, currently employed network newscaster. Seeks return to broadcasting. Box 346L, BROADCASTING.

Coast-to-coast play-by-play sports man. Basketball, basketball, Big Ten, Notre Dame, southwest conference. Prefer Texas, Florida, Chicago. Tapes available. Box 347L, BROADCASTING.

Announcer-control board operator, experience light but familiar, broadcast procedure and use of general copy. Graduate, single, 37, draft exempt, creative and capable. Col-audition disc available on short notice. Northern and eastern states preferred. Box 353L, BROADCASTING.

Announcer, six years experience all phases. Now PD. Want permanent staff of PD position in progressive station. Married, children, employed. Box 360L, BROADCASTING.

Hold it! Experienced, ambitious announcer AM-TV. Strong commercials, news, MC etc. Presently employed 50 kw NBC AM-TV. Excellent references. Disc, photo, particulars on request. Thanks for reading. Box 363L, BROADCASTING.

AX of life! Flexibility, adaptability, plus X-perience! Two years network and independent radio station announcing. All phases of TV broadcasting, direction-production and operation of all TV equipment. Mature college graduate, veteran desires job with radio station planning TV or expanding TV operation. Tape, disc, resume, references available. Box 371L, BROADCASTING.

Capable announcer—some experience. Excellent on news and DJ. Handle any board. Disc. Available immediately. N. B. Rawlick, 25-23 23rd St., Astoria, Ore.

Announcer-engineer, emphasis on announcing, married, car, first phone, veteran, college, two years experience, independent and 231 kw, draft exempt. G. H. Saleme, 2225 Colorado, Santa Monica, California.

### Technical

First phone. Seven years Marine radio experience, married, auto, desire position midwest, Minnesota or Wisconsin preferred. Box 231L, BROADCASTING.

Combination chief engineer-announcer, accomplished in both lines. Now employed as same. Family, settled, reliable source. Alabama or Mississippi stations only. Will arrange personal interview and audition. \$400.00 monthly. Box 245L, BROADCASTING.

Engineer is yearning for including construction and directional operation. Desires responsible position with progressive company in midwest or west coast. Box 253L, BROADCASTING.

Florida, southeast, fifteen months experience engineering, announcing desires combo work in progressive station. Full range of talent. Box 273L, BROADCASTING.

## Situations Wanted (Cont'd)

Hold first phone. Desire technician broadcast work. Experience police radio. Box 307L, BROADCASTING.

Consulting radio engineer desires position with Washington, D. C. consulting engineer. Box 308L, BROADCASTING.

College graduate, no experience, first phone, first telephone, seeks combination job with station in California or southwest. Just discharged from U.S.N. Draft exempt, available immediately. Salary open. Box 316L, BROADCASTING.

Engineer, vet, married, first phone license. No experience. 2 years thorough radio, television, communications schooling. Box 318L, BROADCASTING.

Engineer-announcer. Experienced, married, veteran, all phases of announcing. Presently employed, desires change to progressive station. Box 321L, BROADCASTING.

Chief engineer, experience construction all phases, family, reliable, Michigan preferred. Box 326L, BROADCASTING.

Engineer, 1st phone, 3 1/2 years experience, 250, 500, kilowatt directing, five years radio and transmitter, Desires permanent position. Married. Box 342L, BROADCASTING.

Engineer, fourteen years complete studio, transmitter experience. Please send details. Box 356L, BROADCASTING.

Chief engineer position desired, north-east or Florida. Maintenance and construction experience 250 to 5000 watt. Single, age 32, 12 years experience. Have car. Box 357L, BROADCASTING.

Chief engineer presently employed as such, fifteen years experience AM and FM. Constructed and maintained kilowatt AM transmitter. Excellent TV and radio broadcast experience. Chief of TV in process of construction. Box 370L, BROADCASTING.

Experienced engineer with first phone ticket wants vacation fill-in work in east. \$55.00 per week. Available in 15 days. Box 375L, BROADCASTING.

Attention C.P. holders. Complete 4 man technical staff available. Experienced in all broadcast operations. Smooth working quartette. No future in present job. References exchanged. Box 341L, BROADCASTING.

Transmitter operator, 1st phone. Experience, car, radio, western station. Available immediately. P. O. Box 313, Clifton, N. J.

Engineer just obtained 1st phone. Desires employment to learn announcing and broadcasting. K. Cote, 139 West 64th Street, New York City, N. Y.

## Production-Programming, Others

Program director. One of radio's top men. Creative. Knows radio, all phases. Success story. Excellent references. Will do air work. Desires metropolitan area. Available one month notice. Box 234L, BROADCASTING.

News director—Now at thousand watt rural-urban station seeks advancement, wider opportunity. Thoroughly experienced newscaster, local reporting, wire service. Newspaper background. Spots description. Active NARND. Box 297L, BROADCASTING.

Common sense copy. Experienced copywriter and traffic man wants permanent position with advancement future. Or punch style. Act now. Do today! Here's a copywriter with references. It all adds up to Box 305L, BROADCASTING. So write today.

Copy-continuity-jingle writer (free lance). Outstanding air credits for 29 A agencies. Moderate rates. Write Box 309L, BROADCASTING.

Agency account executive desires challenging, well-paying position with agency or TV station. 10 years solid experience in radio/TV news, continuity, production, time-buying, including construction and directional operation. Desires responsible position with progressive company in midwest or west coast. Box 353L, BROADCASTING.

Program director: 5 years experience, news delivered with authority. Smooth record shows. Majored in journalism and speech in college. 29, married, radio, TV, disc or personal interview. Box 348L, BROADCASTING.

## Situations Wanted (Cont'd)

Thoroughly experienced young radio executive seeks permanent position as program director or station manager. Strong on production, program organization. Background includes all phases radio, some TV. Presently employed 50 kw major market station. Married, vet, draft exempt. Will go out of way for personal interview. Box 358L, BROADCASTING.

## Television

### Technical

TV engineer: Experienced in transmitter and TV studio control design, seeks association with group or station planning TV broadcasting. Able to establish station at minimum cost. Box 378L, BROADCASTING • TELECASTING.

### Production-Programming, Others

Experienced. All phases television. Producer, director, floor manager, cameraman, operations. Opportunity main interest. Presently employed. Box 266L, BROADCASTING • TELECASTING.

Excellent trained all phases telecasting. Five years community director, announcer, PD. Desires television opportunity, cameraman to projectonist, writer to director. Capable, personable, enthusiastic station at minimum cost. Box 378L, BROADCASTING • TELECASTING.

Television programming executive now handling complete television staff would like an interview with a New York agency that wants to establish a TV department or is having TV trouble. Box 372L, BROADCASTING • TELECASTING.

Producer, director. Twelve years radio, theatre and TV background. Experience covers program direction, program management, directing, producing and writing for radio and TV. Since married. Jack L. Steinhart, 32-C Garden Terrace, North Arlington, New Jersey.

### For Sale

Radio announcing school and recording studio long established and making money. Grants and equipment. V. A. contact, good civilian enrollment, lease and prepaid rent. Sell less than true value. Equipment \$750 cash. Box 377L, BROADCASTING • TELECASTING.

### Stations

5000 watts day, 1000 watts evening. California station. Gross \$150,000 year. \$175,000 with half down. Box 306L, BROADCASTING.

### Equipment etc.

AM Collins 20V transmitter, brand new, never used. Two sets of tubes. Ideal for modern station. 500/1000 watts. Uses only 16 tubes. FCC denied CP. Box 296L, BROADCASTING.

Tower, 178 ft. Truscon self supporting with insulators and hardware. Brand new and a bargain. Write Box 344L, BROADCASTING.

For sale—Model 300-F Collins 250 watt AM transmitter, complete with one set of tubes. General Radio frequency monitor, type 475 watt vacuum tube. General Radio deviation meter, type 681-A with tubes. General Radio type 40-D oscillator complete with tubes, two crystal ovens and two 1240 kc. crystals. Thirteen spare transmitter tubes included. Satisfactory for broadcast or amateur. All available less than \$1000. November 15th. Equipment may be seen in operation. Contact Leroy Hackmann, Chief Engineer, KWOS, Jefferson City, Missouri.

Sell recorder—Presto type 6-N in cabinet. Will consider trade for broadcast field strength meter. WNOP, Newport, Ky.

106-ft. Truscon steel roof-type antenna; 100-watt, 1000-watt, 500-watt, equipped with C.A.A. lighting; and power cable. Priced \$1500.00 or best offer. Aurora (Ill.) Beacon-News.

### Wanted to Buy

#### Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with strong potential. Network or independent considered. Box 352L, BROADCASTING.



## Wanted to Buy (Cond't.)

### Stations

Want to buy 250 or 500 watt station. Prefer Texas fulltime. Will consider others. Box 374L, BROADCASTING.

### Equipment, etc.

1 kw AM transmitter. 5 kw AM transmitter. 300 foot guved or self supporting tower. 1 console, quote low dollar. Box 236L, BROADCASTING.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 264L, BROADCASTING.

Wanted, one RCA type TMV-129B crystal oven, less crystal. Give condition and price. Box 330L, BROADCASTING.

Wanted: GE-BM-1-A-FM monitor. Also interested in 3 kw FM transmitter. Please state price, condition and age. Box 333L, BROADCASTING.

Wanted: Federal 3 kw model 192-A FM transmitter. Quote condition and price dismantled and crated for shipment. Box 340L, BROADCASTING.

50 kw FM transmitter or amplifier, good order and cheap. Also 44BX mikes. Box 347L, BROADCASTING.

Wanted: Turn tables and studio equipment WWIN, Baltimore 15, Maryland.

Wanted—Used field intensity meter RCA 2-A-B-RC, Federal 101-B or 101-C. Contact Ray Osterbusch & Son, Wheaton, Illinois.

1 kw AM transmitter, console, station monitor, limiter and rack, 3 turntables. O. Wayne Rollins, Rollins Broadcasting, Inc., Rehoboth, Delaware.

### Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Billy Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3-3501.

## Help Wanted

### Announcers

## COMBO MAN

wanted

Must be strong on announcing. Must be qualified to serve as our Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager.

KLMR, Lamar, Colo.

### Situations Wanted

#### Managerial

## STATION MANAGER

20 years experience

Not a swivel chair manager but one who is a leg-man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years. Write Box 365L, BROADCASTING.

## Television

### Managerial

#### ATTENTION TV-STATION APPLICANTS

When the freeze ends, you'll want an experienced man to run your station or its program department. Ex AM manager, background in every phase of broadcasting and agency work, now TV producer at major station (more than 1,000 shows), is looking for a permanent connection with existing or pending station. No objection to waiting until freeze lifts. All inquiries will be answered. BOX 345L, BROADCASTING • TELECASTING.

## Employment Service

### EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FRAZIER

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

### For Sale

### LOOKING FOR THE UNUSUAL IN A PERSONALITY RECORD SHOW?

Want a proven award-winning program that is going into its fourth year under the same sponsor?

WRITE BOX 359L, BROADCASTING

### Stations

## YOU CAN MAKE MONEY

with this 250 watt fulltime station in one of the south's most important markets, population over 500,000. Owner has other interests and cannot devote necessary time for operation. Priced far less than original investment. \$25,000 cash. Balance over a five year period. Operation includes both AM & FM. Principals only, no brokers.

Reply

BOX 331L, BROADCASTING

### MUST SELL AT ONCE

Emergency forces us to offer at sacrifice price, good 250 watt fulltime station in growing east coast city. Excellent potential.

BOX 366L, BROADCASTING

## Miscellaneous

## TV FILM SPOTS

AS LOW AS \$59.—NETWORK QUALITY

## RICHARD STROUT

PRODUCTIONS, BOX 331, HOLLYWOOD

## GOODMAN SERIES

Set by BMI, WNEW

BENNY GOODMAN's commentaries on full-length classical works will be available nationally late this fall as a result of arrangements completed last week by WNEW New York and Broadcast Music Inc., which will syndicate the radio series as part of its promotion of concert music.

*Symphony at WNEW* — With Benny Goodman started the popular musician as a classics commentator every Sunday afternoon from last October through June of this year. The new WNEW series, to be called *Benny Goodman's Music Festival*, was scheduled to start yesterday (Sunday) from 8:35-10 p.m. EST and, abridged to one hour's time, are the programs to be syndicated by BMI.

Project, worked out by WNEW Program Director Dick Pack and BMI President Carl Haverlin, will market the series as a 26-week package, with Mr. Goodman's informal talks—intended to bridge the gap between popular and classical music—on discs. Stations will add the music on records from their own libraries. Estimates put the series cost in the neighborhood of \$60.

## AFRA Oath

OFFICERS and board members of the Los Angeles local of American Federation of Radio Artists (AFRA) voluntarily have taken the non-communist oath before a federal judge in Los Angeles. Previously, AFRA officers had filed affidavits stating they were not communists. The word "involuntarily" incorrectly appeared in a story in the Oct. 22 issue of BROADCASTING • TELECASTING.

## MIDWEST INDEPENDENT Controlling Interest

\$25,000.00

One of two stations in an attractive midwest city of more than 50,000 population with retail sales in excess of \$70,000,000. This station is showing a modest profit but needs the help of one or two experienced radio operators. An outstanding opportunity for two partners.

### Appraisals • Negotiations • Financing

## BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

Ray V. Hamilton  
Harold R. Murphy  
Tribune Tower  
Delaware 7-2755-6

Lester M. Smith  
235 Montgomery St.  
Exbrook 2-3672

# Announcement

November 1, 1951

the following classified rates will be in force:

### SITUATIONS WANTED

• 20¢ per word (\$2.00 minimum)

### HELP WANTED

• 25¢ per word (\$2.00 minimum)

### ALL OTHER CLASSIFICATIONS

• 30¢ per word (\$4.00 minimum)

### DISPLAY ADVERTISEMENTS

• \$15.00 per inch (one column x 1");  
• \$30.00—(one column x 2");  
• \$45.00—(one column x 3"), etc.

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcripts or bulk packages submitted, \$1.00 extra charge for mailing.

Payable in advance.

Checks and money orders only.



## WCAO BANQUET

Employees Honored At Fete

WCAO Baltimore on Oct. 4 celebrated an occasion of threefold significance with a banquet for the entire organization.

The staff presented their new president, L. Waters Milbourne, with a platinum and smoked-pearl formal dress stud set.

Seven staffers were honored in recognition of 20 years of service. Each was presented a gold watch by Mr. Milbourne. They were Melvin F. Woods, company treasurer; Mrs. Edyth Fox Suess, secretary to Mr. Milbourne; Edward L. Anzmann, sales executive and member of the board of directors; George Lewis Filling, program director; Mrs. Frances Little Jordan, chief music librarian; Sydney W. Bassford Jr., supervising engineer, and Martin L. Jones, chief engineer in charge of operations and construction.

Celebrants toasted the next 30 years of broadcasting for WCAO, which was founded in 1922.

## Film Report

(Continued from page 78)

Hills, effective Nov. 1. Snader production offices remain headquartered at 177 S. Beverly Dr.

All-Scope Pictures Inc. has moved to 7525 Beverly Blvd., Hollywood. The new telephone number is Wyoming 1128. The firm now has its offices, projection room, cutting rooms and shooting stage under one roof.

## Sales and Production . . .

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is producing *That I May See*, an hour-long religious film for television. The film will be made available for networks and independent TV stations for telecasting during Thanksgiving week, and is being filmed in cooperation with the Family Theatre organization.

The program is the fourth religious film to be produced by Rev. Patrick Peyton, CSC, producer of *MBS' Family Theatre*.

The new film tells the story of Bartimeus, the blind beggar whose sight was restored by Christ.

Cast will include about 240, with 10 important speaking parts to be taken by leading Hollywood film actors. Fred Niblo Jr. wrote the screenplay.

Fairbanks also has signed Tom Drake and Trudy Marshall as costars in a new series of musical TV films scheduled to go into production this week. Temporally titled *Make Mine Manhattan*, the series will comprise 26 musical hours featuring name talent. Derwin Abbe will direct.

IRST 13 of a new series of half-hour adventure stories about the exciting days of early California, *The Scarlet Hawk*, have been completed by Television Production



Among celebrants were (seated, l to r) Messrs. Wood and Milbourne and Clyde Morris, WCAO attorney; (standing, l to r) Robert Richmond, assistant general manager and national sales director; Mr. Anzmann and John V. Lyons, sales executive.

Co., L. A. Series was shot in color. Wendell Niles, radio-film actor, is starred.

Principals of the new TV film producing firm are D. Ross Lederman, motion picture producer president and director of the series; Vic Hunter, formerly with Foote, Cone & Belding, Hollywood, vice president, and Martin E. Pollard, secretary. George E. Callahan wrote the series. Firm has offices at 120 S. Valley Street, Burbank. Phone is Granite 2366.

ALEXANDER FILM CO., Colorado Springs, announces the recent TV commercial productions for the following organizations:

The Jel-Sert Co., Chicago, Ill., one 60-second and one 20-second film featuring Fla-Vor Aid through Hirsch & Rutledge, Pearl Brewery, San Antonio, Tex., three 20-second films featuring Pearl Beer through Pitluk Advertising Co. Pure-Pak Council, Detroit, Mich., 13 46-second, 13 26-second, and one 13-second films featuring Pure-Pak containers through Fred M. Randall Co. Bowman Biscuit Co., Denver, Col., 11 20-second films featuring Supreme Bakers products through Ball & Davidson. A. O. Sutton Corp., Wichita, Kan., one 40-second film featuring Vornado Fans through Lago & Whitehead. American Beauty Products Co., Kansas City, Mo., one 60-second, two 20-second, and one 10-second films featuring American Beauty Macaroni and Spaghetti through Rogers & Smith. Gulf Brewing Co., Houston, Tex., two 60-second, two 20-second, and two 10-second films featuring Grand Prize Beer through Foote, Cone & Belding.

KTTV (TV) Los Angeles paid almost \$250,000 for two-year Los Angeles rights to 25 Edward Small-produced feature films, motion pictures produced 1940-1947 and distributed by Peerless Television Productions Inc., principals of which

are Mr. Small and Sol Lesser, also producer. Majority of films are United Artists releases. They include *Intrigue*, *South of Pago Pago*, *Son of Monte Cristo*, *Last of the Mohicans*, *My Son*, *My Son and Twin Beds*. Telecasting slated for station's *Major Feature Theatre* starting Nov. 7.

VIDEO FILMS, Detroit, is shooting its entire second series of "Famous in the Great Lakes Region" commercials for the Pfeiffer Brewing Company in color. The purpose is twofold: They may be used in the future on color television; and they may be used now with other Pfeiffer films shown regularly at meetings and dinners.

Nine films in the first series are currently in use as one-minute commercials on Allen Funt's "Candid Camera" show in ten cities in Pfeiffer's marketing area. The subjects covered are: Freighters, Detroit, Dowagiac, Grand Rapids, Mackinac Island, Tires, World's Largest Stove, Holland, Michigan and Put-In-Bay. Fifteen to twenty-five seconds at the beginning of each film is devoted to the landmarks; the remaining time, to straight selling.

The second group will consist of ten subjects. The first, Water Sports, has been approved by Maxon, Inc., agency for the Pfeiffer Brewing Company, and will appear on TV this month. Remaining subjects will be Muskegon, Cleveland, Toledo, Cincinnati, Brown County, Indianapolis, Ore Unloaders, Dayton and Columbus. Video Films conceived and wrote both series and is shooting each film.

Video Films reports that an increasing number of its clients are requesting color shooting in order to be prepared for color TV.

NEW Series of TV film commercials for Pontiac Motor Car Co., Pontiac, Mich., have been completed by Jerry Fairbanks Productions, Hollywood. Agency: MacManus, John and Adams, Detroit.

## D.C. BOXING STIPEND

Would Take 10% of Gross

TEN PERCENT of the gross receipts received from boxing matches held in Washington, D. C., including revenue from radio, television and motion picture rights, would go to the boxing commission in the city, according to a House bill introduced the week of adjournment.

Author of the unique bill was Rep. Pat Sutton (D-Tenn.). However, the bill also states that if the total cost of the compensation of commission personnel assigned to supervise a contest should be more than the 10% assessed, a greater percentage from receipts, including media rights, would be required to make up the difference.

## 'Voice' Funds

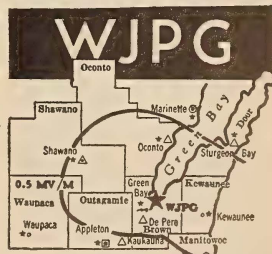
OUTLAY of about \$25 million for radio broadcasting activities was assured for the State Dept.'s Voice of America under an appropriations bill signed by President Truman last Monday. The legislation carries \$85 million for overseas information operation for the new fiscal year which began last July 1. Figure was incorrectly given as \$63 million in the Oct. 22 issue of BROADCASTING • TELECASTING. The Senate had overridden its Appropriations Committee in a show-down vote on the proposed \$63 million sum.

THERE'S THIS FACT ABOUT  
RADIO IN GREEN BAY

# WJPG

gives more listeners  
more reasons  
to listen oftener

That's "bonus circulation!"  
—if you please!  
It's more contacts per listener. More listeners per dollar. More ACTION per dollar.



THE RADIO SERVICE OF THE GREEN BAY  
PRESS GAZETTE  
ASK MCGILLVRA  
WJPG-GREEN BAY, WIS.- (1440 K)



## Strictly Business

(Continued from page 10)

that "I was ready to settle down and develop what I had, rather than run from pillar to post reaching for straws," Mr. Roth recalls.

This settling down took the form of a radio advertising agency which he formed and later merged with a general advertising firm. The war disrupted Mr. Roth's plans but upon his return in December 1945 his career really took shape.

Mr. Roth previously had the Resistol account at his agency, and when the firm's president, Harry Rolnick, offered to let him head the firm's radio advertising and promotion departments, Mr. Roth found it easy to accept. In 1948 he assumed charge of all media advertising.

In his present duties, Mr. Roth works in cooperation with Tracy-Locke, Resistol ad agency. He also handles public relations and publicity. The firm uses radio-TV time and magazine and newspaper space on a national basis, but embellishes these activities with promotion at the dealer level.

"We have milked the last bit of value out of every advertising dollar spent and believe that the best campaign is the one that gives the greatest assistance at the local level," Mr. Roth explains.

As a result, the emphasis on local promotion and advertising dealer cooperation using radio and

other weapons has pointed up "the proof of the pudding—the growth and recognition of Resistol hats over the past decade."

Born in Dallas, Tex., young Mr. Roth manifested early interest in sports despite the hope of his parents that he would become an accomplished violinist. He combined his string talents with a fair tenor voice and played in local bands and on radio programs.

Upon graduation from high school, Mr. Roth turned his efforts to selling while singing daily over KRLD Dallas on a morning housewives' program.

"None too persuasive" as a salesman, by his own accounts, he built up a reputation as a singer, announcer, writer and producer.

In 1934 he took to the road, singing with the Henry King and Jan Garber bands and then freelanced on the networks and in night clubs under the stage name of Bobby Brooks. He returned, after two years, to KRLD as production manager.

### Returns to New York

New York again summoned Mr. Roth in 1937 in the person of Phillips Lord, with whom he served a year as production director. After a freelance writing stint, he was named program director for Elliott Roosevelt's Texas State Network before forming his own agency.

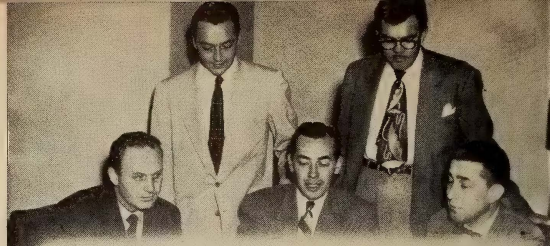
Mr. Roth was conscripted into the Air Force as a recruit, commissioned an officer and then named squadron commander with non-flying rank of captain. In 1944 he transferred to the Armed Forces Radio Service, spending a year as executive officer for AFRS in the Central and Western Pacific. In this capacity he helped install an AFRS station on Iwo Jima prior to the war's end.

Mr. Roth claims his most interesting radio deal involved the SeaBees on Iwo. He traded four cases of cold beer and a ration of whiskey for one of the best constructed stations (WVTX) built on any island during World War II, he said. Station comprised three studios, reception room, offices, music library, newsroom and correspondents' room. The SeaBees did the building and AFRS the installation.

Mr. Roth is a member of the Dallas Press Club and director of the Garland (Texas) Chamber of Commerce. He and his wife Mildred have two sons, Robert III, 8 and Richard 4. They live in Garland, 10 miles from Dallas. His chief hobby is golf, but also likes to tinker with household things.

### WGY Dinner Planned

TO commemorate the 25th anniversary of farm broadcasting, General Electric Co's WGY Schenectady is planning a dinner and special broadcast Nov. 2 at the Hotel Van Curler in Schenectady. Gov. Thomas E. Dewey will be principal speaker.



### On the dotted line.....

SIGNING by Fritos Co. with WSAI Cincinnati, for a 15-minute show featuring Will Lenay, three-days weekly, is completed by (seated, l to r): Fred Goodridge, Fritos exec.; J. Robert Kerns, WSAI managing dir.; Norman Clark Fritos exec.; (standing) Sam Johnston, WSAI acct. exec., and Mr. Lenay.



FOR fifth consecutive year, Bert Kallman (c) of Kallman's Garden Nursery, arranges for Your Garden Expert on KDB Santa Barbara. Looking on are (l to r) Billy Waugh, horticulturist featured on show, and Colin M. Selph, v-p and gen. mgr. KDB.

OFFICIALS of WIP Philadelphia, and Warner Mfg. Corp., sign for election returns Nov. 6. They are (l to r) Ralf Brent, dir. of sls. WIP; Jack Lipman, pres., Warner Corp.; Melvin E. Bach, pres., Melvin E. Bach, Warner agency, and Richard Landsman acct. exec., Edward Petry Inc.



SMILES are in order following renewal of Pilsener Time, by Pilsener Brewing Co. on WHK Cleveland, for these four executives (l to r): George Carter, pres., Pilsener; William K. Brusman, WHK acct. exec.; Richard Hunt, show emcee and vocalist; and Byron Lang, Pilsener sls. mgr.

MYNDALL CAIN (l), Myndall Cain Salon, Minneapolis, completes signing with KSTP Minneapolis, for NBC Thesaurus feature Hour of Charm Looking on are (l to r) George B. J. Addison, acct. exec., KSTP, and Don Gardner, Luther Weaver & Assoc. St. Paul, Cain Salon agency.

CLEVELAND-SANDUSKY Brewing Co. and WGV Cleveland officials complete contract for sponsorship of Bright Star, a Frederic W. Ziv production for 52-weeks. Seated are (l to r): Dorothy Schlecht, Brewery adv. mgr.; Kar Stewart, v-p of brewery; Jack Barker, acct. exec. Howard L. Grindler Adv. Brewery agency. Standing (l to r): Sid Freeman, Ziv sls. rep.; Don Hyde sls. staff, WGAR; Coleman Scott, Ziv sls. staff.



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

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



# FCC Actions

(Continued from page 88)

## October 25 Decisions . . .

BY THE COMMISSION EN BANC

**Granted Petition**  
**WARM** Scranton, Pa.—Granted petition for reconsideration and grant with it hearing applications for mod. CPs make changes in DA and for extension of completion date to April 15, 52.

**Granted Mod. CP**  
**WBZ-FM** Boston—Granted mod. CP change to 100.5 from 100.7, etc.; including provision grant is not prejudicial to any action taken by Commission re any existing or future application or authorization of existing Radio Stations Inc., licensee.

**WBAM** Montgomery, Ala.—Granted mod. CP to change power from 250 w to 740 kc to 50 kw DA-D to 740 w cond.

**BY THE COMMISSION**  
**Operation Suspended**

**WGCH** Greenwich, Conn.—Granted authority to remain silent for additional period of 10 days pending financial reorganization.

**License Renewals**  
 Following stations granted renewal licenses for regular period:

**KFVZ** Fort Worth, Tex.; **KVOR** Colorado Springs, Colo.; **WCCG** Hartwood, Ark.; **WKMH** Dearborn, Mich.; **KROX** Oronok, Minn.; **KBKO** Portland, Ore.; **KDKD** Clinton, Mo.; **KMMO** Marshall, Mo.; **KVMO** Colorado City, Tex.; **GH** Newport News, Va.; **WISH** Indianapolis; **WJWF** Altoona, Pa.; **WSPR** Springfield, Mass.; **WKYD** Detroit; **BLF** Red Bluff, Calif.; **KBRO** Bremerton, Wash.; **KDRO** Sedalia, Mo.; **ELKS** Kelson, Ky.; **KPAS** Banning, Calif.; **KWEW** Hobbs, N. M.; **KXRA** Oronok, Minn.; **WHBB** Selma, Ala.; **OPA** Oak Park, Ill.; **WSP** Paints, Ky.; **WVIM** Vicksburg, Miss.; **CLD** Cleveland, Miss.; **WPOR** Portland, Me.; **WIKC** Bogalusa, La.; **KERG** Eugene, Ore.; **KFRB** Fairbanks, Alaska; **SB** San Diego; **KREI** Baytown, Tex.; **FT** Twin Falls, Idaho; **WFBM** Indianapolis; **WMCK** McKeesport, Pa.; **MIL** Milwaukee; **WMLS** Sylacauga, Ala.; **KCOK** Tulare, Calif.; **KFOX** Long Beach, Calif.; **KOME** Tulsa, Okla.; **KVO** Missoula, Mont.; **KIRO** Sioux Falls, S. D.; **KJFE** Jennings, La.; **LWN** Lawrence, Kans.; **KOIL** Omaha; **RHD** Duncan, Okla.; **KRLC** Lewiston, Idaho; **KSKK** Arkansas City, Kan.; **SRO** Santa Rosa, Calif.; **WBRR** Oakland, Calif.; **KYNO** Fresno, Calif.; **Fitchburg**, Mass.; **WGRB** Bay City, Mich.; **WELP** Easley, S. C.; **KUBC** ontrose, Colo.; **KGLO** Mason City, Ia.; **KSCB** Liberal, Kans.; **KVET** Austin, Texas; **KVOA** Tucson, Ariz.; **JKL** Asbury Park, N. J.; **WRR** Alb., W.B.I. Newark, N. J.; **KOLT** attsburg, Neb.; **WELR** Rensselaer, N. Y.; **FBR** Baltimore; **WIKK** Erie, Pa.; **DIX** Jackson, Tenn.; **KSNY** Snyder, Pa.; **KINE** Kingsville, Tex.

**Temporary Licenses**  
 Licenses for following stations extended on temporary basis for period ending Feb. 1, 1952:

**KOCU** Mandan, N. D.; **KDMS** El Segundo, Ark.; **KRNT** Des Moines; **WMO** Pasadena, Calif.; **KYA** San Antonio; **KVOL** Lafayette, La.; **WCBA** Spring, N. Y.; **WGAT** Atlanta, N. Y.; **GWR** Asheville, N. C.; **WKLK** Lexington, Ky. (Chairman Coy not participating); **WLOU** Louisville, Ky.

# FCC Roundup

New Grants, Transfers, Changes, Applications

## Box Score

SUMMARY THROUGH OCTOBER 25

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Con'd Grants	App'd Pending	In Hearing
AM Stations	2,392	2,287	120		286	113
FM Stations	653	566	95	*1	10	2
TV Stations	108	99	18		454	171

\* On the air.

**CALL ASSIGNMENTS:** **KIWL** Ridgecrest, Calif. (Indiana Wells Bestg. Co., 1240 kc, 250 w fulltime); **WCHO** Washington Court House, Ohio (The Court House Bestg. Co., 1230 kc, 500 w day); **WSOK** Nashville, Tenn. (Nashville Bestg. Co. Inc., 1470 kc, 1 kw day); **WPRE** Prairie Du Cien, Wis. (Prairie Bestg. Co., 1280 kc, 500 w day); **KENZ** La Junta, Col. (Otero Bestg. Co., changed from KOKO); **KBLA** Burbank, Calif. (Bestrs. of Burbank, changed from KSFV); **KTEL** Walla Walla, Wash. (Walla Walla Bestg. Co., changed from KWVB effective Feb. 1, 1952); **WBH** Henderson, N. C. (Natha Frank, changed from WEKI).

## Docket Actions . . .

**FINAL DECISION**  
**KFYO** Lubbock, Tex.—Plains Radio Bestg. Co. FCC issued decision granting application for change in facilities from 1340 kc, 250 w, fulltime, to 790 kc, 5 kw day, 1 kw night, DA; conditions. FCC denied application, as mod. of Lubbock County Bestg. Co. for new AM station on 790 kc, 5 kw day, 1 kw night. Decision Oct. 19.

**INITIAL DECISION**  
 Sacramento, Calif.—Capitol Radio Enterprises. Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of new AM station, 1380 kc, 1 kw, day, DA; conditions re prevention of possible objection interaction with KXOA Sacramento, etc. Decision Oct. 19.

## OPINIONS AND ORDERS

**Daylight** Bestg. Co. Inc., Sheffield, Ala.; **WJOI** Florence, Ala.; and **WLAY** Muscle Shoals, Ala.—FCC ordered grant of application of Daylight Bestg. Co. for new AM station, 1380 kc, 1 kw, daytime, provided Daylight applies within 60 days for mod. CP specifying transmitter site, etc. FCC ordered petition.

**WOV** New York; **WSMB** New Orleans; **WTIL** Mayaguez, P. R.; **WTNJ** Trenton, N. J.; **WWBZ** Vineland, N. J.; **WWDC** Washington; **KBNB** Bend, Ore.; **KCSB** San Bernardino, Calif.; **KMCM** McMinnville, Ore.; **KSTR** Trinidad, Col.; **KTAIE** Taylor, Texas; **WBRR** Brooklyn; **WTIT** Coral Gables, Fla.; **KFGQ** Boone, Iowa; **KOKX** Keokuk, Iowa; **KWOE** Clinton, Okla.; **KXILW** Clayton, Mo.; **KXGI** Fort Madison, Iowa; **WABA** Atleboro, Mass.; **KXOB** Stockton, Calif.; **WEEK** Peoria, Ill.; **WHIO** Dayton, Ohio; **WNLK** Norwalk, Conn.; **KIOX** Bay City, Tex.; **WDEM** Providence; **WDOK** Cleveland; **WGRA** Cairo, Ga.; **KNAK** Salt Lake City; **KROP** Brawley, Calif.; **KSWA** Graham, Tex.; **WCMN** Arecibo, P. R.; **WDRR** Syracuse, N. Y.; **KICO** Calexico, Calif.; **WPLI** Jackson, Tenn.; **KRIB** Mason City, Iowa; **KXJR** Jacksonville, Fla.; **WBEK** Chicago, Ill.; **KDIA** Auburn, Calif.; **KGKB** Tyler, Tex.; **KXOL** Fort Worth (Comr. Jones for regular period); **KCOR** San Antonio



**Inez L. Crabb** through purchase of 35 shares of stock (10%) for \$3,500 from Elmo Duke N. Y. Crabb and her wife now own 57.14%. Granted Oct. 22.

**WNNY-AM-FM** Watertown, N. Y., and **WMSA-AM-FM** Massena, N. Y.—Granted involuntary transfer of control The Brockway Co., licensee, from Jessie R. Johnson and John B. Johnson, executors of estate of Harold B. Johnson, deceased, to John B. Johnson, executor of estate of Harold B. Johnson, and Jessie R. Johnson, deceased. Granted Oct. 22.

## New Applications . . .

**AM APPLICATIONS**  
**Lansford**, Pa.—Miners Bestg. Service, 1410 kc, 1 kw, daytime; estimated construction cost \$35,250, estimated first year operating expense \$60,000, estimated first year revenue \$70,000. Applicant is licensee. **WPAM-AM-FM** Pottsville, Pa. Filed Oct. 22.

**Whitesburg**, Ky.—**KY-VA** Bestg. Corp., 920 kc, 1 kw, daytime; estimated construction cost \$25,000, estimated first year operating cost \$50,000, estimated first year revenue \$80,000. Principals include Charles F. Trivette (33%), owner Virgie Motor Sales & Service, Virgie, Ky., and former Kentucky state senator; Kenneth J. Croshaw (33%), general manager **WLST** Pikeville, Ky.; Mark Webb (33%), advertising manager Pikeville Daily News, Pikeville, Ky. Filed Oct. 22.

**Allentown**, Wis.—**Bartel** Bestrs. Inc., 1570 kc, 500 w, daytime; estimated construction cost \$18,000, estimated first year operating cost \$36,000, estimated first year revenue \$48,000. Applicant is licensee of **WPKY** Milwaukee. Filed Oct. 23.

**Tarpon Springs**, Fla.—**WBOY** Bestg. Assn., 1470 kc, 1 kw, daytime; estimated construction cost \$28,875, estimated first year operating cost \$55,000, estimated first year revenue \$55,000. Principals include A. H. Turner (26.375%), commercial manager **WPAG-AM-FM** Ann Arbor, Mich.; G. D. Griner (25%), 50% stockholder and president **WGRO** Bay City, Mich.; F. Beauregard Beauregard's Department Store, Milan, Mich., and four other Michigan residents. Filed Oct. 24.

**Rockford**, Ill.—**Winnebago** Bestg. Co., (Continued on page 96)

**WJOL** dismissed. FCC ordered petition of **WLAY** denied. Decision Oct. 22.

**Ithaca**, N. Y.—**Cornell U.** FCC denied motion for oral presentation in current television allocation proceedings. Decision Oct. 22.

## Non-Docket Actions . . .

### TRANSFER GRANTS

**WISR-AM-FM** Butler, Pa.—Granted involuntary transfer of control Butler Bestg. Co., licensee, from David H. Rosenblum, deceased, to Sarah E. Rosenblum, executrix of Mr. Rosenblum's estate. Granted Oct. 22.

**WSIX-AM-FM** Nashville, Tenn.—Granted involuntary assignment of license to **WSIX-TV** Nashville, licensee, to Louis R. Draughon and Louis R. Draughon, executor of estate of Jack M. Draughon, deceased. Granted Oct. 22.

**WESC-AM-FM** Greenville, S. C.—Granted transfer of control Greenville Bestg. Co., licensee, from Christie K. Russell as administratrix of estate of Scott Russell, deceased, to Christie K. Russell as individual (56%) and to Alester G. Furman Jr., executive partner Alester G. Furman Co., agents and brothers in sales of securities, real estate, etc. (44%). Mr. Furman pays \$44,000 for his interest. Granted Oct. 22.

**KGU** Honolulu, Hawaii—Granted assignment of license from Marion A. Mulroy and Advertiser Publishing Co. Ltd. to Advertiser Publishing Co. Ltd. Granted Oct. 22.

**WSNY** Schenectady, N. Y.—Granted acquisition of control Western Gateway Bestg. Corp., licensee, by Winslow P. Leighton from George A. Nelson and William G. Avery. See stories B.O.T., Mar. 12, 1951, April 3, 1950. Granted Oct. 22.

**KDD** Dumas, Tex.—Granted acquisition of control North Plains Bestg. Corp., licensee, by J. M. Crabb and

(Comr. Jones for regular period); **KOL** Seattle (Comr. Jones for regular period); **WLWL** Minneapolis (Comr. Jones for regular period).

## October 25 Applications . . .

### ACCEPTED FOR FILING

**Modification of CP**  
**KALF** Richmond, Wash.—Mod. CP authorizing frequency change, DA-N, etc., for extension of completion date.

**WROW-FM** Albany, N. Y.—Mod. CP new FM station, as mod., for extension of completion date.

**WHP-FM** Harrisburg, Pa.—Mod. CP new FM station, as mod., for extension of completion date.

**KITE-FM** San Antonio, Tex.—Mod. CP new FM station, as mod., to change ERP from 9.2 kw to 8.2 kw.

### License Renewal

**WTVR** Richmond, Va.—Request for license renewal.

**AM-1410 kc**  
 Ft. Myers, Fla.—CP new AM station AMENDED to change request from 1320 kc 1 kw D to 1410 kc 1 kw D.

### APPLICATIONS RETURNED

**KGAE** Salem, Ore.—RETURNED application for mod. CP new AM station. **WDSS** Dyersburg, Tenn.—RETURNED application for reassignment of negative control licensee corp. by A. LeRoy Ward through sale of 12 1/2% of common stock to Robert William Ward.

Time Buyers, NOTE!

**NO TV**

Stations within

60 miles of

**YOUNGSTOWN, O.**

**Ohio's 3rd**

**Largest Trade Area**

Buy

**WF MJ**

The Only ABC

Station Serving

This Market

**50,000**

**WATTS**

All programs duplicated on

**WF MJ-FM**

50,000 Watts on 105.1 Meg.

CALL

**Headley-Reed Co.,**

National Representatives

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Meridian

**BLUE VELVET**

On Records: Tony Bennett—Col. 39555; Arthur Prysock—Dec. 27722; Bill Farrell—MGM 11062.

Non-exclusively BMI.

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

**BROADCASTING • Telecasting**



(Continued from page 95)

1330 kc, 500 w, daytime; estimated construction cost \$50,000; estimated first year operating expenses \$60,000; estimated first year revenue \$72,800. Partners are Vincent S. Barker (75%), president, treasurer, general manager, chief engineer and 30.3% stockholder WRL Freepress, Inc., and Howard H. Monk (25%), owner Howard H. Monk & Assoc. Advertising Agency, Rockford, Ill. Filed Oct. 24.

Covington, La.—Dr. Sireno E. Bowers Jr., 1380 kc, 500 w, daytime; estimated construction cost \$12,420, estimated first year operating cost \$24,000; estimated first year revenue \$30,500. Dr. Bowers is a physician and surgeon, New Orleans. Filed Oct. 24.

Jacksonville, Fla.—Darrell E. Yates, 1260 kc, 500 w, fulltime, DA-N; estimated construction cost \$31,700; estimated first year operating cost \$42,000; estimated first year revenue \$49,800. Applicant is licensee of KRBA-AM-FM Luftkin, Tex. Filed Oct. 24.

## FM APPLICATIONS

Paris, Ill.—Paris Bestg. Co., 98.3 mc (Ch. 252), ERP 1 kw; estimated construction cost \$3,550; estimated first year operating cost \$7,200; estimated first year revenue \$14,400. Applicant is licensee of WFLD-TV, Chicago. Filed Oct. 24.

Knoxville, Tenn.—Fulton High School, Ch. 211 (90.1 mc), 250 w. Estimated construction cost not given in application. Station would be non-commercial, educational. Filed Oct. 24.

## TV APPLICATIONS

Fairmont, W. Va.—Fairmont Bestg. Co., Ch. 35 (596-602 mc), ERP 17.4 kw visual, 8.7 kw aural, antenna 231 feet; estimated construction cost \$100,580; first year operating cost \$40,000; first year revenue \$50,000. Applicant is licensee WYTV and WJPF (FM) Fairmont, W. Va. Filed Oct. 19.

Milwaukee, Wis.—Bartell Bestg., Ch. 19 (500-505 mc), ERP 17.8 kw visual, 8.7 kw aural, antenna height 231 feet; estimated construction cost \$198,568; estimated first year operating cost \$150,000; estimated first year revenue \$150,000. Applicant is licensee of WOKY Milwaukee. Filed Oct. 23.

Charleston, W. Va.—Chemical City Bestg. Co., experimental UHF station, 19.8 (580-586 mc), ERP 17.8 kw visual, 8.7 kw aural, antenna height 320 feet; estimated construction cost not determinable because most of the equipment is of composite nature and already on hand for previous experimental station (VHF), except \$2,000 for uni-directional UHF radiator (supporting tower is on hand). Station to invest employee's salaries for one year and \$500 for miscellaneous expenses. (Station allocated \$5,000 for experimental program.) Applicant promises to investigate UHF propagation and effects of very rough terrain. Applicant is licensee of WTPF Charleston. Filed Oct. 23.

Stockton, Calif.—Valley Bestg. Co., Ch. 13 (210-216 mc), ERP 14.4 kw visual, 7.2 kw aural, antenna height 263 feet; estimated construction cost \$208,657; first year operating cost \$127,368; revenue \$165,000. Applicant is licensee of KXOB-Stockton, KXOA-AM-FM Sacramento, KXOC Chico, KDB Santa Barbara, and owner of Western Radio Advertising Inc. San Francisco (all in California). Charles Deller is president and major (if not only) stockholder in above firms.) Filed Oct. 24.

Austin, Tex.—Capital City Television Co., Ch. 18, ERP 200 kw visual, 100 kw aural; estimated construction cost \$357,000; first year operating cost \$140,000; revenue \$300,000. Charles Henry Coffield, owner Capital City Television Co., is indebted to John R. Tomek and owner, and 60% owner Coffield Warehouse Co. Inc. Filed Oct. 24.

## TRANSFER REQUESTS

WATM Atmore, Ala.—Assignment of license from Cyril W. Reddick and J. E. McCarty, to Tom C. Minard (50%), and Grady L. Ingram (50%) for \$32,000. Mr. Minard is engineer-announcer WCNU Greenville, Fla., and Mr. Ingram is owner of Ingram's Cafe and Tourist Courts, Troy, Ala. Filed Oct. 23.

WRIN-AM-FM, Rhode Island—Involuntary transfer of license to Racine Bestg. Corp., licensee, from Frank R. Starbuck, deceased, to First National Bank & Trust Co., Racine, executor of estate F. R. Starbuck, deceased. Filed Oct. 24.

WSAU Wausau, Wis.—Assignment of license from The Journal Co. (The Milwaukee Journal) to John R. Tomek (51%) and Charles Lemke (49%) tr/as WSAU Inc., for \$160,000. Mr. Tomek is an attorney in Wausau and is ma-

## BNI CLINIC

SOME 120 radio station officials heard tips on selling, programming, research needs and other problems last week as Broadcast Music Inc. held its 17th New York program clinic Monday and Tuesday at New York's Waldorf-Astoria Hotel.

They heard Howard Meighan, president of the CBS Radio Division, assert in a luncheon talk Monday that, although television is radio's biggest problem, radio will always have a major role and will never be replaced by the visual medium. He thought it possible that the number of radio stations might ultimately be cut from today's 3,000 to perhaps half that number.

Added to radio, legitimate theatre and motion pictures, he said, television becomes a "fourth theatre." Each of the four has its own dominant performers and artists, he continued, and each will continue to have its own special

audiences and attractions.

Monday's clinic sessions were presided over by NBC Vice President William S. Hedges as the day's chairman and called to order by Co-Chairman and BMI Vice President Roy Harlow.

President Lewis Avery of Avery-Knodel Inc., station representation firm, opened the discussion with an outline of the various kinds of station data which a representative needs in order to sell time for the station.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, stressed the importance of good salesmanship in all phases of station operation, and Ted Cott, general manager of WNBC-AM-FM and WNBT (TV) New York, emphasized the value of station "personality" and how to build it.

After a resume of "Copyright Hints and Pitfalls" by BMI Vice President Robert J. Burton and a talk on the importance of local news by E. R. Vadeboncoeur, vice president and general manager of WSYR-AM-FM-TV Syracuse, the findings of a WHDH Boston "out-of-home listening" survey were presented by WHDH Managing Director William B. McGrath.

In a discussion of "A Minute vs. an Inch," Frank E. Pellegrin, vice president and secretary of H-R Representatives Inc., emphasized that "radio is bigger than ever"—the "biggest, most effective and most economical advertising medium in the world"—and that, although TV cuts into newspaper and magazine reading, "the longer people own television sets, the more they go back to radio listening."

He reiterated that newspapers and magazines should be "forced" by advertisers and agencies to supply inch-by-inch readership figures on advertising, just as radio supplies minute-by-minute figures on listening. He said radio should raise its rates while newspapers and magazines should cut theirs.

Carleton McVarish, MBS audio promotion manager, put emphasis on the value of a station's knowing what its local, home audience is doing—and of trying to reach and serve that audience. Elliott Sanger, executive vice president of WQXR New York, approached the programming question from the standpoint of music. He said "there is no substitute for good music."

Jim Brown, radio-TV public relations director for BBDO, told the clinic advertising agencies expect stations, primarily, to promote clients' programs and to report the promotion to the agency. Thus, he said, both the agency and the station are helped.

Walter Haase, manager and secretary of WDRC Hartford, called attention to the value of fresh, up-to-date programming and program ideas, while Dick Pack, program director of WNEW New

## Reviews Selling, Program

York, reviewed ways of "making the most of music."

Improvement of station service was seen by Michael Hanna, general manager of Cornell U. WCHU Ithaca, as the key to better financial and all-around condition of stations. Joseph T. Connolly, vice president in charge of programs for WCAU Philadelphia, related views on the need for consistently good planning of programs.

BMI President Carl Haverlin presided over the luncheon session.

## The Code

(Continued from page 61)

broadcasting industry, must tread narrow path.

"Television is no longer an infant; it is grown up and it ought not to make the mistakes of its big brother, radio. Even more than radio broadcasting, it must be constantly aware that it is a home commodity; that its programs can not be based solely on the showmanship which can go into a legitimate theatre or nightclub. It must not only adopt an intelligent code of conduct on these premises, but must make sure that the code has teeth and that it can be enforced."

"It will not do merely to pious hope that all television broadcasters will conform to its precepts."

If the great viewing public know that the industry means to do an effective job of policing itself, including a willingness to control the commercial as well as the program it will respond and the television industry will enjoy a new confidence by the American people."

Sen. William Benton (D-Conn.) author of legislation to set up a National Citizens Advisory Board on Radio and Television, before leaving Washington for Connecticut, said he had not read the code but that he was very much interested in the action.

It was understood that Sen. Benton, while he might approve the step in the general sense, still would have reservations. His view on industry codes were expressed in an article "Television With a Conscience," printed Aug. 25 in *The Saturday Review of Literature*. An extract follows:

The experts estimate that within five years advertisers will spend at least a billion dollars a year to buy TV time and program talent. I have no doubt that the network executives are busy drafting codes for good programming, and that they are discussing public-service programs. There are many able and remarkable men in this fast-moving, competitive industry. I have warned my friends in the industry that they face a storm of public protest if they surrender completely to triviality, and many of them realize it.

But I am not optimistic about their efforts. I have seen codes and good intentions before. I remember 1923 and 1933 and 1935 and 1943—the key years in the history of radio.

## WCOL SALE

## FCC Sets Hearing

SALE of WCOL Columbus from Plixies Inc. to Secretary of Commerce Charles Sawyer for \$100,000 [B.T. Sept. 3] was set for hearing Dec. 6 in Washington by FCC last week.

It was one of the actions taken during the past fortnight which saw 33 changes of station ownership approved, and 10 requests for sale approval filed.

Overlap among WCOL and Sawyer-owned WIZE Springfield and WING Dayton, all in Ohio, is principal reason for hearing, according to the issues listed.

Among changes of ownership approved, FCC granted sale of KOME Tulsa to John Brown U. for \$200,000 [B.T. Sept. 24], WLDS-AM-FM Jacksonville, Ill., to Jacksonville Radio & Television Broadcasting Corp. for \$100,000; WLAD Danbury, Conn., to Lee Hat President James B. Lee for \$30,000 (75% interest); KWSL Lake Charles, La., to WBOK New Orleans principals Jules J. Paglin and Stanley W. Ray Jr. for \$35,000.

Leading requests for FCC approval of sales was that of WSAU Wausau, Wis., owned by the Milwaukee Journal (WTMJ-AM-TV), to local businessmen John R. Tomek and Charles Lemke (51% and 49% stock interest respectively) for \$160,000. Mr. Tomek is a major stockholder in WOBT Rhinelander, Wis.

Details on applications and grants are in FCC ROUNDUP, Page 95.

Forty stockholder of WOBT Rhinelander, Wis., Mr. Lemke is vice president, director and stockholder in Underwood Veneer Co., Wausau. Filed Oct. 24.

## Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 59, TV 1. New deletions: WTLH-FM Port Huron, Mich.—The Times Herald Co., licensee, Oct. 22. Licensee felt operation economically unsound.



## Educators

(Continued from page 63)

interprets in part as a personal attack on me."

Portion of the letter read by the senator said the American people are deeply aroused over the potential of television as a social force."

The Porter letter asserted: "I do not believe you can foreclose discussion of these vital considerations by ill-conceived efforts to smear those who are sincerely concerned about the use of this great medium in our daily lives."

Referring to the Senators cosponsoring the Benton bill—Senators, John W. Bricker (R-Ohio), Everett Saltonstall (R-Mass.), and C. Hunt (D-Wyo.)—Mr. Porter said their interest "is a reflection of the widespread concern the people of this country on this subject."

"I am sure that the industry itself treats this in a sincere and objective manner, and I suggest at least the staff of its association takes a similar attitude it will in the industry a disservice and may invite really unpalatable remedies."

### Rubicam Commendation

In his letter to Sen. Benton, Mr. Rubicam said "my hat is off to you for your good fight."

Mr. Rubicam said that in asking for the advisory board to aid the public, Congress and FCC "in linking through the problems of this new force that has been thrust upon us, you are certainly on as sane and reasonable ground as any one could be on."

Television, he said, "free to serve the full range of public interest, and not confined to the narrow range of advertiser interest, is the best hope I know of to help us meet the strain which modern complexity puts on the process of self-government in a free society."

Points made by Mr. Rubicam included:

● Radio has not served the American people as well as it might to largely because of "the domination of radio by the advertiser."

● However, advertising is indispensable in a "modern free economy . . . the public will benefit if television continues to be a major advertising medium."

● He's against "a monopoly of radio and television by advertisers" wherein choice of programs for the public "is more of a theory than a fact."

● The advertiser reaching for greater mass appeal for his radio or TV program will either make his program down or give up in favor of a new one.

● Educators rightly protest assertions that schools and colleges are to blame for educational shortcomings. People have "a lot better chance of escaping the worst" of the field of print "than they have in radio."

● Reasons for radio "limitations" compared to printed media



**AGENDA** for two-day sales conference of Ohio Assn. of Broadcasters in Cleveland gets a once over from this group of Buckeye radiomen (l to r): Carl George, WGAR Cleveland; Len Nasman, WFMJ Youngstown, OAB director; Robert Ferguson, WTRF Bellaire, vice president of association; John McCormick, WTAM Cleveland; Carlton Dargusch, OAB counsel; L. A. Pixley, WCOL Columbus, OAB president; Jack Maurer, WHK Cleveland; William Lemmon, WJW Cleveland; Robert C. Fehlman, WHBC Canton, OAB secretary-treasurer. Sessions were held Thursday and Friday (see story page 34).

are (1) physical restriction on number of stations, and (2) the advertiser in radio "largely determines what the public is offered in entertainment and information through his power of acceptance or rejection of programs, and because he is the sole source of broadcasting revenue."

● We are facing an age where "a higher and higher percentage" of what we take in will be through radio and TV.

● Subscription television, such as "Phonevision, Suscriber-Vision and Telecin," serves purpose of bringing services to the public which otherwise would not be obtainable through advertiser TV—although both should exist side-by-side.

● Educational TV stations "devoted primarily to broad public education by qualified institutions" can do much to provide for "more and better educational and informational programs . . . Commercial subscription broadcasters' contributions in these fields, would be secondary to those of the educational station."

Sen. Benton told the Senate he had sent the letter, after obtaining Mr. Rubicam's permission, to Norman Cousins, editor of The Saturday Review of Literature and that the letter would be published by the magazine "within the next week or two" as an article.

## Rogers Suit

(Continued from page 63)

licity purposes other than the pictures, the jurist held, however, that Republic permitted the cowboy star to exercise all rights under that clause. He added that "the only difference that can be drawn was the consideration that he [Mr. Rogers] should go out and make additional money from that source rather than have to pay him an additional salary . . ."

Satisfied from evidence that commercial advertising rights are of tremendous value, the jurist opined that he was "satisfied that the principal element of that value is the right of [Mr.] Rogers to control it." He added that "from the evidence in the case and from contracts between the parties, [Mr.] Rogers has gone to great lengths and taken considerable pains in the matter of controlling the products with which his name was connected. . . ."

Judge Hall could see no distinction between the phrases "commercial advertising" and "commercial tie-ups." In his opinion from testimony offered, they both mean the same thing. The jurist declared it would be difficult for him to believe that there was some distinction between the two.

Conceding that Republic has right to telecast its pictures, Judge

Hall went on to say that the studio "does not have the right to televise them under any commercial sponsorship or to use them for advertising, commercial or publicity purpose for anything else than the express reservation, to wit, for the purpose of advertising the product, that is to say, advertising the pictures themselves."

Mr. Rogers has the right to control any commercial sponsorship or any advertising, commercial or publicity purposes to which his name, voice or likeness is attached for other than the motion picture which Republic has already made, the opinion continued.

The jurist further ruled that any use by a sponsor of the star's name, voice or likeness in connection with any product, "whether that is used as an attention getter or as a direct or indirect endorsement or otherwise," is a commercial use. The whole purpose is to sell something, whether a tangible article such as a shoe or boot, or an intangible article, such as a service which is given by radio or television," he noted. Judge Hall came to the conclusion that use of the pictures on TV as a sustainer is also a commercial use—it advertises the station telecasting it.

### Republic's Agreement

Judge Hall based this last conclusion upon Republic's agreement with the AFM to pay into its trust fund the 5% of gross time charges even if its films were shown on TV as a sustainer.

The five week trial, which started Sept. 13, was watched with keen interest by both TV and movie industries. Mr. Rogers earlier had obtained a temporary restraining order barring Republic from releasing his films to TV.

The cowboy star's legal victory may signal complete collapse of the multi-million dollar business of releasing old movies to TV.

Martin Gang, attorney for Gene Autry, last week announced he will file suit against Republic on behalf of that radio, TV and movie cowboy singing star, to prevent that studio from selling or leasing his old pictures to TV. Mr. Autry has contemplated such a suit for several months and his attorney said it would be filed upon the cowboy star's return to Hollywood from a current personal appearance tour.

General feeling in Hollywood is that similar suits by other performers against various motion picture producers could result, should Republic lose out on its appeal for a reversal of the U. S. District Court decision.

## Isaac Leaves WCFL

GEORGE ISAAC has resigned as commercial manager of WCFL, Chicago Federation of Labor station, to devote all his time to WCNT Centralia, Ill., which he owns. Mr. Isaac was commercial manager of WCFL four years, and was associated with the station 15 years. His sales work at WCFL will be taken over by Art Harre, new general manager.

## Construction

(Continued from page 29)

chorus predicting severe cutbacks in radio-TV appliance and other consumer hard goods.

Lewis Allen Weiss, assistant administrator for the National Production Authority and former Mutual-Don Lee executive, told a luncheon session of the U. S. Chamber of Commerce on Oct. 17 that shortages of civilian products will increase during the first two quarters of 1952. He said reports of so-called "glut" inventories of some durable goods are misleading in some instances.

Dealers may be bulging now with radio and television sets,

refrigerators and other items but "the other end of the distribution line" — manufacturing — shows a scarcity.

Electronics manufacturers also are affected by a new DPA directive which terminates a 60-day moratorium on the issuance of tax-writoff certificates. Under the new set up, however, manufacturers must obtain approval from DPA for amortization before proceeding with plant expansion or new facilities. Previously, they could apply for writeoffs after commencing construction.





# at deadline

## TECHNICAL NEEDS STUDIED FOR CONVENTION COVERAGE

MORE THAN 2,000 radio and all TV stations, as well as five radio and four TV networks, will carry events from Democratic and Republican National Conventions in Chicago next year, Bill Henry, Mutual newscaster and chairman of convention committee of Radio-Television Correspondents Assn., said in Chicago Friday.

He conducted meeting there with representatives of stations and networks in effort to determine technical needs for broadcast media coverage. Final requirements of each network will be submitted to his committee in New York Thursday, after which they will go to National Committees. Mr. Henry's convention assistants are superintendents of Congressional radio galleries, Harold McGrath for Senate and Robert Menough for House. Group works with Ken Fry and Ed Engle of Democratic and Republican National Committees, respectively. Although convention site has not been set, it is believed Chicago stadium will be chosen. International Amphitheatre is thought by many to have better convention and press facilities but is located five miles south of business and hotel "Loop" area, while stadium is only mile-and-a-half west. Costs of radio-TV installations have been estimated at \$500,000, and will presumably be paid by sponsor.

## AGENCY CAN MAKE MONEY ON TV, SAYS BEN DUFFY

THERE'S something wrong with an agency's system of operating if it can't make money in television, because opportunity is there, Ben Duffy, president of BBDO, said in answer to questions posed by Walter Craig, vice president in charge of radio and television, Benton & Bowles, at meeting of 4-A Central Council in Chicago Friday (early story page 29). Mr. Duffy and Mr. Craig appeared in duologue on TV.

Despite frequent agency claims that TV billings do not bring them enough revenue, Mr. Duffy said BBDO "makes as much money from TV as anything else," and profits depend on close inter-agency cost checking and billing extras to clients.

Mr. Duffy said expenses of network TV are justified by good sales results. "Coverage is secondary to impact and effect on overall sales," he said. He insisted basic changes must be made to bring in new talent.

Mr. Craig said best news TV has had for long time is that ulcers can be cured in two weeks.

## SAFEGUARDS CONSIDERED FOR NARTB TV CODE

REVAMPING of parts of NARTB TV code (early story page 64) to protect NARTB, stations and networks from civil and antitrust suits will take place following Friday meeting of over dozen lawyers representing TV clients with NARTB legal staff. Meeting held at association headquarters in Washington.

Antitrust peril in awarding and removal of seal pointed out by attorneys, with danger of triple damages in some cases. Ban on liquor advertising might run into conspiracy action, it was pointed out, though stations individually can adopt own policies. Doubt also voiced on language used in paragraph covering personal products of intimate nature.

## PITTSBURGH-ST. LOUIS MICROWAVE RELAY

PLANS for \$6,100,000 radio-relay system between Pittsburgh and St. Louis revealed in application filed with FCC by AT&T Friday. System, to include 23 microwave stations, would utilize existing relay system connecting Columbus, Dayton and Indianapolis, as its central link and would form second East-West microwave route across Midwest. Plans call for initial use of new system for telephone service in mid-1953, with several TV channels becoming subsequently available. One westbound and two eastbound TV channels are now in use between Dayton and Columbus, two westbound between Dayton and Indianapolis. Area is connected to nationwide TV networks by Dayton-Toledo coaxial cable link.

## PRODUCTION AUTHORITY ISSUES SECURITY RULES

RULES governing security information at Defense Production Adm. and National Production Authority announced Friday by Manly Fleischmann, DPA-NPA administrator.

Carrying out President's executive order (see story page 30), Mr. Fleischmann said safeguards will be followed in information concerning national security but all other will be available to public. "We must never forget that the American people have a fundamental right to non-security information regarding the activities of government agencies," he said.

DPA-NPA security officers are responsible for handling of information, he said, with officials to be assigned to classification. Periodic review will be made, he said. Assistant administrator is to be authorized to declassify information. Conflicts will be referred to administrator, with disposition to be recorded with security committee. Mr. Fleischmann said these provisions assure exercise of careful judgment and permanent record of actions. News media invited to contact assistant administrator in case of complaint.

## MRS. FRANCES WALZ BREDBERG

MRS. FRANCES WALZ BREDBERG, president, director and majority stockholder of Tri-State Broadcasting Co., operators of KTSM El Paso, died Thursday, Oct. 25, in Fort Worth, Texas.

## DuMONT CODE VIEWS

COMMENTING on NARTB TV Code, Chris J. Witting, director and general manager of DuMont Television Network, told BROADCASTING • TELECASTING Friday that code's program standards reflect same principles that DuMont has used to guide its own operation (code story page 64). With respect to code's commercial and enforcement sections, he said these are being studied very carefully and that he preferred to withhold comment until this study is completed.

## PEOPLE...

W. MARSHALL KEELING named to NBC Merchandising Dept. as assistant manager for radio merchandising and FRED M. KIEFER joins same department as merchandising district supervisor. Both have been district managers in trade extension (merchandising) division of *American Weekly* and *Puck*, Hears publications. Mr. Keeling will assist Fred N. Dodge, director of merchandising for NBC, in management of merchandising department. Mr. Kiefer will supervise network merchandising operations in one of 12 proposed districts of U. S.

ROBERT E. PHILPOT named sales presentation writer in advertising and sales promotion dept., CBS Television Division. He has been sales presentation writer in research and sales development department of ABC, and formerly was research analyst at Sullivan, Stauffer, Colwell & Bayles, advertising agency.

GEORGE HARRIS, former general representative, named assistant national sales manager of Philip Morris & Co.

KLAS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA (TV) Hollywood recuperating in Cedars of Lebanon Hospital, Los Angeles, from second operation in 10 days.

HAL DAVIS, vice president and publicity director, Kenyon & Eckhardt, New York, has been appointed vice president in charge of promotion and publicity for agency. Herb Landon, assistant publicity director, named publicity director. Mr. Davis continues as member of agency plans board.

JOE HEROLD, former chief engineer and general manager of WOW-TV Omaha, who engineered construction of Union Radio TV, Havana, now installing TV outlet for Televisao Paulista, Sao Paulo, Brazil.

RALPH FUREY, Columbia U. director of athletics and co-chairman of National Collegiate Athletic Assn. TV Committee, will be guest speaker at bi-weekly Radio Executives Club luncheon in New York Thursday. His topic: "How Has Television Affected Sports?" Club will commemorate Nov. 15 first NBC network broadcast 25 years ago.

JAMES HAUSMAN, Badger, Browning & Hersey, N. Y., to Geyer, Newell & Ganger, same city, as senior copy writer.

## EXAMINER REVERSED

FCC reversed initial decision of hearing examiner, ordered record reopened in case of new AM stations on 1450 kc with 250 w for Ingleswood, Escondido, Oceanside, Calif. In Memorandum Opinion and Order issued Friday, FCC told examiner to hold further hearings on Ingleswood application to determine whether air hazard is involved and interfered with KALI Pasadena. Examiner last year recommended grant of new facilities to Centinela Valley Broadcasting Co. for Ingleswood and Balboa Radio Corp. for Escondido. Examiner also proposed to deny Crescent Bay Broadcasting Co. for Santa Monica and Oceanside Broadcasting Co. for Oceanside [B•T, Sept. 4, 1950]. FCC affirmed examiner's denial of Santa Monica application.

BROADCASTING • Telecasting





## Virginia: state of presidents



Mount Vernon—Home of Washington

What does leadership spring from? It's hard to say—yet it's safe to link that unique quality to alertness, ingenuity, practical idealism, and a pioneering spirit.

Virginia is aptly termed the State of Presidents.

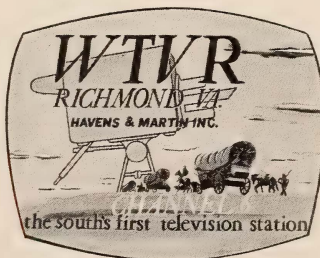
Among the nation's leaders, Washington, Jefferson, Madison, Tyler, Taylor, Monroe, William Harrison, and Wilson all called the Old Dominion home.

Is it coincidence that the State of Presidents led the way when the revolutionary air duo, radio and television, first dawned on the horizon?

Is it coincidence that WMBG, WCOD (FM) and WTVR.

First Stations of Virginia, lead sponsors right into the hearts of their vast audiences?

**WMBG AM WCOD FM**



**WTVR TV**

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Represented nationally by John Blair & Company

**FIRST STATIONS OF VIRGINIA**





New portable radiotelephone, of less weight but longer range, designed and built by RCA engineers

## *Longer range, but lighter weight for the "Take-along Radiophone"*

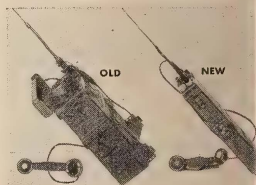
You've read how useful our Armed Forces found their portable "walkie-talkie" radiotelephones. Now this almost indispensable instrument has become even more efficient.

At the Signal Corps' request, RCA engineers undertook to streamline the older, heavier model—which many a soldier of World War II called "the backie-breakie." Following principles of subminiaturization—pioneered at RCA Laboratories—every one of its hundreds of parts was redesigned. Models were built, tested, rebuilt, and

finally RCA came up with an instrument weighing only 29 pounds. Its range is double that of the World War II model.

Even more important, RCA was able to beat the most optimistic estimate of the time needed to design such an instrument by nearly three months. Signal Corps engineers have called this "A major engineering and production achievement."

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



Comparison with the older model portable radiotelephone shows how successfully RCA engineers have reduced size with their new instrument.



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*