

TELECASTING

(adv.)

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WHAT'S THE STORY?

-- let Billboard
tell it!

"As competition for National Broadcasting Company's Berle and Columbia Broadcasting System's Sinatra, Du Mont has pulled a very smart switch, via two of the most literate programs on TV today -- 'What's the Story', a newspaperman panel show, followed by 'Keep Posted', interview show."

—BILLBOARD, Oct. 27, 1951

What's The Story? is the exciting, new television program based on the news that made the headlines yesterday -- and today. A fascinating game which pits the wits and memories of four members of the working press against the viewer's challenge of What's The Story?, suggested in the clues supplied by moderator Walter Kiernan or dramatized before the cameras --

What's The Story

is presented
each Tuesday at 8 P.M. (EST)
on the
DU MONT
Television Network

Lawyers, judges hand down big sales decision in MIAMI!

WTVJ

Ruffe Jal-O-See, Inc., manufacturers of aluminum jalousies, recently renewed 26-week contract for "Law of the Land", 15-minute panel show, Wednesday nights. Panel is composed of prominent local lawyers and judges who give opinions on legal questions sent in by viewers.

C. E. Grentner, Jr., sales

RUFFE JAL-O-SEE, INC.

manager, reports that "Law of the Land" has increased the percentage of people familiar with the product from approximately 30% to 75%, that it has doubled the number of sales leads received on the day after the telecast, and that each television dollar produces greater returns than any other dollar in the advertising budget.

OLIN'S, INCORPORATED

Olin's, Incorporated, used car dealers, sponsored one routine Friday night boxing match, 10 to 10:45 p.m.

Customers started arriving at 7 a.m. the following morning -

two hours before regular opening. Sales for Saturday and Sunday came to 49 cars, as compared with 24 on average weekend with normal promotion.

Will continue telecasts.

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV*
(Central Broadcasting Co.—
WHO-WOC)

FORT WORTH-DALLAS WBAP-TV*
(STAR-TELEGRAM)

LOUISVILLE WAVE-TV*
(WAVE, Inc.)

MIAMI WTVJ
(Wometco Theatres)

MINNEAPOLIS-ST. PAUL WTCN-TV
(DISPATCH-PIONEER PRESS)

NEW YORK WPIX
(THE NEWS)

ST. LOUIS KSD-TV*
(POST-DISPATCH)

SAN FRANCISCO KRON-TV*
(THE CHRONICLE)

*Primary NBC Affiliates

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

FREE & PETERS, INC.

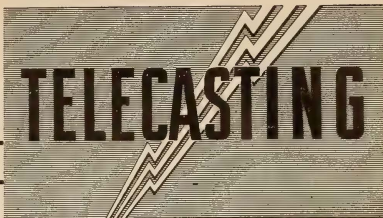
Pioneer Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO





THAW DUE IN FEBRUARY

Grants May Start April 1

By EARL B. ABRAMS

STRONG indications that the FCC is modifying its approach to overall TV allocations and will use a portion of the 18 "flexibility channels" heretofore held in reserve to accommodate more stations in more major markets, were given last week.

In a series of developments and public statements by FCC officials, these clear trends were discerned:

1. The freeze is due to be thawed between Feb. 1 and March 1.

2. There may be 50 to 80 new construction permits authorized by mid-July.

3. The multiple ownership "ceiling" of five stations to a single licensee may be boosted to include perhaps two or three UHF assignments.

FCC Chairman Wayne Coy made the earlier prediction in a speech to NARTE District 5 members in St. Petersburg, Fla. (see story page 27). Comr. George Sterling said "late in February or early in March" in a speech to members of the Armed Forces Communications Assn. in New York (see story page 85).

When grants will begin to be made again—there have not been any since Sept. 30, 1948—seems more certain.

Both Comrs. Coy and Sterling and Broadcast Bureau Chief Curtis B. Plummer mentioned April 1 as the date when grants could begin to be made again. Mr. Plummer made his prediction in a panel discussion before the Transmitter Division of the Radio-Television Manufacturers Assn. in Washington.

500 More Expected

That would seem to make sense. If the freeze is ended in February, the Commission has promised "a reasonable time" for new applications to be filed—some 500 are expected to be added to the 450 on hand, according to Mr. Plummer. Allowing 60 days for this purpose—a majority of applications already on file will have to be amended too—that would fix April 1 as the day when the FCC can start issuing grants.

Chairman Coy moderately stated that only "a handful of new TV stations [might be] on the air in 1952," and ventured that there would be "not too many in 1953."

Sombre note was the warning

sounded by E. T. Morris, chief of the top level Electronics Production Board and director of the National Production Authority Electronics Products Division.

Mr. Morris, former Westinghouse executive, didn't see any stations starting on the air until the first quarter of 1953, with about 80 new stations by the middle of that year, he told engineers and guests at the same RTMA meeting at which Mr. Plummer spoke.

He warned that 80 new stations would mean a heavy drain on construction materials as well as on critical steel, copper and aluminum for station transmitters and associated equipment.

Just how far TV station operators would get with the 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum they are now able to "self-authorize" [B•T, Oct. 29] is conjectural.

Air of quiet optimism pervading members of the FCC staff working on TV allocations seems to bear out predictions on when the freeze is going to be lifted.

Cheery outlook is compounded

of a number of developments—not the least of which being the work of the 15-man task force of attorneys, engineers and economists working on the more than 1300 filings in the "paper" allocations.

As one of them said the other day, "There are more days recently when I feel pretty confident about getting out from under this load than days I don't."

According to the best information, the more arduous work is due to be completed Nov. 12, when the last of the rebuttal pleadings are filed. Filings after Nov. 12—Nov. 26 is the deadline for all pleadings—will mainly concern a small legal staff, since they will deal solely with such matters as motions, exceptions, etc.

Smooth Functioning

Another reason for the subdued jubilation among task force members is that almost without exception the Commission has been in general agreement deciding various policy problems during the past few weeks. What has impressed Commissioners and staff workers

alike is that no controversy among Commissioners has arisen thus far.

It is no secret that facets of the allocations proceedings have been presented to the Commission and discussed by them for the last month or more. It is believed that if this practice is continued, the final decision by the Commission should not take overlong.

A final indication that the optimism at staff level may not be misplaced is the fact that processing of applications has been going on right along—they have not been thrown into the pending file willy-nilly. Though far from the regular investigation of applications, the processing has given the staff the feeling that its head is above water.

At the moment the processing of applications has ceased, since most of the experts are poring over the allocations filings. But when staff members are freed from their current allocations job, processing will be resumed.

Some idea of how the FCC hopes to get TV service going again

(Continued on page 88)

NEW TV STARTS IN '53

Says NPA's Morris

NEW television stations will start taking the air in the first quarter of 1953, with possibly 80 stations operating by mid-'53, in the opinion of E. T. Morris, chief of Electronics Production Board and director of the Electronics Division, National Production Authority.

Addressing a panel discussion on 1952 electronics prospects, staged Thursday by Radio-Television Mfrs. Assn. Transmitter Section at the Wardman Park Hotel, Washington, Mr. Morris predicted 2,500,000 additional TV homes will be receiving service from new stations by mid-'53. He based his estimate on lifting of the freeze next spring by FCC.

Curtis B. Plummer, chief of the FCC Broadcast Bureau, estimated the FCC will start processing TV applications next April, with 50 to 80 station grants issued by mid-July (see freeze story this page). This prediction was based on a \$600,000 budget request. First grants will be in cities under 50,000, he said. Where there are more

applicants than channels in such cities as Portland, Ore., and Denver, there necessarily will be procedural delays, he said.

Opening of possibly 80 new markets, mostly single-station, Mr. Morris predicted, will create an over-night demand for construction materials, transmitting and studio equipment, TV receivers and antennas, installation materials, servicemen's equipment, stocks of replacement parts and tubes.

New Jobs Seen

At the same time new jobs will be provided for servicemen, engineers, technicians, salesmen, actors and entertainers, he said.

Taking Mr. Plummer's prediction of 80 potential construction permits by next July, Mr. Morris said it takes 9-12 months for a TV station to go on the air after a CP has been granted by FCC, though time can be saved by ordering equipment in anticipation of a grant.

With an average "lead time" of 10 months between time of grant

and actual operation of a TV station, he said there will be "very few, if any" new stations on the air by Jan. 1, 1953. While the manufacturing cycle for transmitting equipment is six to nine months, manufacturers may be able to beat this time since some equipment is already in stock and other is being manufactured in anticipation of the freeze lifting.

Mr. Plummer said there are 1,302 pleadings in the FCC's current TV "paper hearing," which ends about Dec. 1. A lot of people are reading these pleadings, he said. Another 60 days will be needed to amend applications, with processing to start April 1. He called this schedule "optimistic."

Some 450 TV applications are now on file for about 150 markets, with 500 more likely to be filed in the three months after next April 1. In about a third of cases there are more applicants than available channels, he said.

Shortage of engineers and hear-

(Continued on page 94)

REWRITE CODE?

By J. FRANK BEATTY

NARTB'S Television Code, hastily processed in the heat of governmental pressure, faces serious rewriting as the full impact of its penal provisions becomes apparent.

Prospect developed last week that discovery of loopholes in the code might delay final adoption by the TV board at its Dec. 5-7 meeting in Washington.

As text of the code came under scrutiny (only existing copy is that published in the Oct. 22 BROADCASTING • TELECASTING), belief spread that the job had been done too rapidly and without the benefit of advance analysis by TV stations. (See code views of FCC Chairman Wayne Coy, page 27).

A number of Washington radio attorneys informed BROADCASTING • TELECASTING they could not advise their clients to subscribe to the code as it now stands. They contend its penal provisions jeopardize million-dollar properties without due protective rights and they warn of anti-trust perils as well as danger of FCC reprisals.

Possible Effects Cited

Among principal objections are:

- Sets up "kangaroo court" of businessmen with life or death power over competitive stations.

- Invites gossip columnists, organizations, prejudiced interests to file complaints.

- Withdrawal of seal would be tantamount to loss of station license.

- Sets up minimum standards based on general platitudes.

- Mere filing of a charge against a station would cast a blight on it.

- Involves serious anti-trust dangers jeopardizing the status of stations and applications before the FCC.

- Was approved in principle by stations without chance to consider its provisions.

- Denies basic American principles of property rights.

- Places "good" operators at disadvantages.

- Puts TV board members in impossible position as judges over fellow telecasters.

- Penal clause covers only "programming," with absolutely no mention of "advertising" or "commercial" violations.

The last-named objection, not hitherto mentioned in open discussion of the code, will bring down additional wrath on telecasters, already jumpy because of Congressional and FCC attitudes, some observers contended last week.

In other words, a station cited for violation of an advertising clause in the code would quickly demur on the ground the penal section specifically mentions programming without any reference to commercial practices.

Experience in radio codes during the last three decades shows that most discussion of violations cen-

ters around the advertising language rather than the sections dealing with good taste, obscenity and other aspects of programs.

NARTB headquarters officials have been informed of these objections and are rewriting portions of the TV code for the December board meeting.

Some observers, particularly in the legal field where protection of a station's rights is the basic consideration, believe the objections to the present version of the TV code are so fundamental that the whole matter should be reopened for careful industry study.

Narcotics Official Objects

Objection to the code's narcotics provision was made last week by H. J. Anslinger, U. S. Commissioner of Narcotics, Treasury Dept. Writing to Guilford S. Jameson, Washington radio attorney and former president of the FCC Bar Assn., Mr. Anslinger said he had read the narcotics paragraph in the Oct. 22 BROADCASTING • TELECASTING.

As now written, the narcotics clause says: "Drunkness and narcotic addiction are never presented as desirable or prevalent."

Commissioner Anslinger recalled

the motion picture industry's code had been relaxed to permit production of a movie with a smuggling sequence, bringing a storm of public protest. The Motion Picture Assn. of America reinstated a prohibition against showing of illegal narcotic traffic or drug addiction "in any form," he explained, adding, "This would seem to be a wise policy for television rather than the vague provision which was included in their code."

Mr. Jameson wrote Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV code committee, urging that this clause be strengthened. Recalling that the movie goer can avoid contact with narcotic films by staying away, Mr. Jameson said, "It is obvious that the rapid change of pace in television program content also makes it well nigh impossible for the viewer to anticipate or have notice in advance of the type of program that is forthcoming in time to protect himself or others from it by avoiding a particular program."

An example of voluntary adherence to principles of the TV code developed last week when WWJ-TV Detroit banned lyrics of two popular songs and blacked out

a network program. WWJ-TV interrupted the playing of "Sweet Violets" during the Wayne King show Oct. 25, showing a placard stating the song was omitted "in the interest of good taste." Harry Bannister, WWJ-AM-FM-TV general manager, said the ban was imposed in accordance with the station's own code, adopted in 1947. Another song, "I Get Ideas," also was barred by the station.

Much Legal Concern

Radio attorneys are greatly concerned over the NARTB's television code as now written, according to a check made last week.

Because of the lack of protection in the penal provisions, some attorneys believe a station would be better off not to sign the code. It could then do a creditable public service job without running danger of having its property confiscated, in effect, by a tribunal of telecasters not familiar with principles of fair trials.

The fact that a station was cited for a code violation might lead to license revocation proceedings at the FCC, it was suggested, with FCC perhaps subpoenaing NARTB records and files.

Extremely harsh criticism was voiced of the loose hearing procedure outlined in the code. Among

(Continued on page 113)

Multiple Problems Muled

CIVIL DEFENSE

ENCOURAGED by the success of the fledgling venture into closed circuit theatre TV, federal officials are mapping plans for a second such demonstration of civil defense training techniques.

So effective was the first showing in four eastern cities last month [B•T, Sept. 24, 10] that the Federal Civil Defense Administration hopes to conduct a similar project in the New England area in the near future. Target date is mid-December, with cities and theatres yet to be selected.

The results of the initial effort and the economy of using theatre TV as a mass instruction weapon have prompted a speedup in plans which envision a blanketing of all U. S. cities now equipped—or earmarked—for theatre television.

Inherent in the blueprint for mass instruction in a comparatively short time is a closed circuit network of theatres in key cities. Civil defense volunteers could in time be trained on a coast-to-coast basis, it is felt.

Movie houses are donating their theatres without charge. It is estimated that the entire project could be completed for as little as \$5,000. It is understood that AT&T is supplying coaxial cable facilities at a minimum of 15 cents per mile.

The New England showing probably will originate in Boston, though this was not definite last week. Providence and other cities (perhaps New Haven or Hartford,

Conn.) are expected to participate in the project.

New England demonstrations will be both "live" and film with stress on civil defense welfare services and training techniques. Results and reactions of volunteers will be catalogued by the FCDA during and after the one-hour showing.

The first closed circuit theatre video effort was held Sept. 15 in Washington, Baltimore, Philadelphia and New York.

Question and answer sessions are planned with questionnaires distributed for the New England project. Grass roots approach, with federal officials talking directly to volunteers, is hailed by the agency as an effective means of enabling the government to train some 15 million workers in short order. Local instructions in each theatre will supplement the government phase.

Azine, Lapin Produce

Theatre TV programs are produced by Harold Azine, chief of the FCDA TV Branch, and his assistant, Al Lapin. The experiments are made possible through funds provided for the agency's public media and training activities. United Paramount Theatres and Theatre Network Television are cooperating.

FCDA officials point out that anywhere from 50 to 100 cities may be equipped with theatre TV by the end of 1952. It is held con-

ceivable that, once theatre video materializes on a blanket scale, millions of civil defense recruits could be trained from coast to coast, with different TV stations serving as originating outlets for successive demonstrations on varied topics. During the first experiment, 11,000 workers were instructed.

Over 15 cities now have theatres equipped for closed circuit video.

FCDA also is moving ahead with film production as part of its public education activities. One plan involves a series of five or six CD films to be made available to TV stations and state groups as a package. Each is good for one free showing by individual television stations, with an extra charge levied for subsequent showings. Each is to be available singly.

Now in the mill is a new film, *Duck and Cover*, designed especially for children in the lower school grades. The film, to run 20 or 30 minutes, will be richly animated, with Bert the Turtle as chief actor. Short was prepared with the cooperation of the National Education Assn. and is being produced by Archer Productions, New York, for mid-November release.

The package series includes, in addition to *Duck and Cover*, these films: *Survival Under Atomic Attack*, *What You Should Know About Biological Warfare*, *Fire-Fighting for Householders*, and *Our Cities Must Fight* [B•T, Oct. 22].

here's a fellow with more than fantasy...

...and you can put him to work right now

Jack Gould called the Kuklapolitans "a most charming and heart-warming excursion into pure make-believe." But beyond that, Kukla Fran and Ollie can serve you with coldly realistic selling which will warm the cockles of your treasurer's heart. To wit...

big family audience

... seen by over 4 million viewers daily, over half of them adult.

long station line-up

... over 40 cream TV market areas representing 72% of all TV homes

low program cost

... less than one-third the cost of an average evening half-hour show

low cost-per-thousand

... as low as \$1.28 per commercial minute

Write, wire, or phone your nearest
NBC-TV representative today for full
information on availabilities.

NBC television



COMPARATIVE NETWORK SHOWSHEET

E V

	SUNDAY				MONDAY				TUESDAY				WED	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	Swanson Gen. Mills	Out There												
6:15	(alt. wks.)			General Foods Hopalong Cassidy F										
6:30	Ted Mack Family Hour		Ronson Star of Family Hayes & Healy		Kellogg Space Cadet L									Kellogg Space Cadet L
6:45	L													
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show		Chesterfield Show Liggett & Myers Tobacco				General Foods Capt. Video	RCA Kukla, Fran & Ollie		General Foods Capt. Video	P&G Kukla, Fran & Ollie		
7:15														
7:30		American Tobacco This Is Show Business		General Foods Young Mr. Button	Ironite Hollywood Screen Test L	GM- Oldsmobile News Chesterfield Perry Como		Mohawk Mohawk Show Room Camel News Caravan L	P&G Beulah F	GM- Oldsmobile News Fatima Stork Club		Van Camp Little Show Camel News Caravan L	Bendix Chance of a Lifetime L	GM- Oldsmobile News Chester Perry C
7:45	TBA				Serberling The Amazing Mr. Malone Bristol- Myers Mr. D. A. L	Lever Lux Video Theatre	Stage Entrance Earl Wilson	Speidel P. Winchell J. Mahoney	Mogen- David Wine Chas. Wild Private Detective L	Ekco Prods Frank Sinatra	What's The Story		Paul Dixon L	Pillsbu Toni (a Godfre His Frie
8:00					Life Begins At 80 L	Lever- Lipton Godfrey's Talent Scouts	Johns Hopkins Science Review	Firestone Voice of Firestone L	How Did You Get That Way? (L-F)	Frank Sinatra Show	Curtis Publishing Co. Keep Posted	Texas Oil Co. Texaco Star Theatre		Liggett & Mys Godfre His Frie
8:15	Film Admission Free	Lincoln- Mercury Dealers Toast of the Town		Colgate Comedy Hour										
8:30			Pentagon— Washington											
8:45														
9:00			Clorets Chlorophyll Gum Rocky King Detective		Philco Corp. Philco TV Playhouse	Paul Dixon Show L		Admiral Lights Out L	United— Or Not L	Schick Inc. Crime Syndicated	Drug Store TV Prod. Cosmo- politan Theatre	P&G Fireide Theatre	Philo D. McNeill Murray P Murray Shv (alt. wks.) L	Colga Strik It Ric
9:15	Film	General Electric Fred Waring				General Foods Sanka It's News To Me		Bymart S. Maughan Theatre alt. with American Tobacco Co. Robert Montgomery	On Trial L	Electric Auto- Lite Suspense		Armstrong Circle Theatre L	Rhodes Pharmacy The Clock L	P. Lorilla The Wel
9:30	Marshall Plan F		Larus & Bro. Co. Plainclothes Man											
9:45														
10:00	B. Graham Evan. Ann Hour of Decision F	B.F. Goodrich Celebrity Time		P&G Red Skelton Show L	Bill Quinn Show K			Co-op Wrestling with Dennis James		Crusade In The Pacific (L-F)	Block Drug	Co-op Hands of Destiny		Pabs Sales C
10:15			Crawford Clothes They Stand Accused			Westing- house Studio One								Pabs Blue Ribb Bout
10:30	Young People's Church Youth on the March L	Jules Montenier What's My Line		Regent Cigs. Leave It to the Girls L	Co-op Studs' Place L			Co-op Who Said That L	Chicago Symphony L					Gener Ciga Sporta Longi Chron scop
10:45														
11:00		Norwich Sunday News Spec.				Longines Chrono- scope						Nick Kenn Show L	Co-op Wrestling L	
11:15 PM														

TELECASTING

	SUNDAY				MONDAY - FRIDAY				SATURDAY				S A
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
9:00 AM													1:30 PM
9:15													1:45
9:30													2:00
9:45													2:15
10:00													2:30
10:15													2:45
10:30									Hollywood Candy Co. Hollywood Junior Circus L				3:00
10:45									Bristol- Myers Foodini F Sun Dial Foodini F	The Whistling Wizard	Internatl. Shoe Co. Kids & Company		3:15
11:00									McKesson Shoe L	Brown Shoe Smilin' Ed McConnell			3:30
11:15													3:45
11:30	Soup Box Theatre K				Dennis James Show L	C-P-P (MWF) Strike It Rich							4:00
11:45													4:15
12:00 N	R. Joe Inc Ranger Joe L				Cory Corp Clicquot Warner- Hudnut Ameche- Langford L	Egg & I For Your Information H. F. Keate	Prepting Spouses Ruth Lyons 50 Club L	General Mills Betty Crocker Star Time L					4:30
12:15 PM	Film The Magic Screen												4:45
12:30	Voice of Prophecy Faith For Today L	National Carbon Co. Take Another Look	Walter H. Johnson Candy Co. Flying Tigers						Carter Prods A Date with Judy L	National Dairy The Big Top			5:00
12:45													5:15
1:00		Take Another Look		Frontiers of Faith L	(See Footnote)								5:30
1:15						P&G T. & Th. Steve Allen	Premier Products Rumpus Room with Johnny Olson						5:45 PM

D A

Canada
Super
Peter
MA
(alt
L)

TIME

the audience always returns . . .



. . . . people



. . . to the scene of the crime



. . . when it's solved by

WILLIAM GARGAN

"America's No. 1 Detective"

*In the time you take to read this advertisement,
private-eye Gargan can be selling your products to a combined
NBC-TV and RADIO audience of more than 12 million mystery
fans—for less than one-tenth of a cent per prospect!
You can swing the whole deal, radio and tv, on a quarterly
budget of \$150,000 by sharing the cost with two other sponsors.
Or, you can buy the radio and tv half-hours separately.
Any way you case it, you'll have a sure-fire sales-hit on
your hands. Better ask to see a presentation today.*

NBC television • 30 Rockefeller Plaza, N. Y.
A Service of Radio Corporation of America

OWNERSHIP LIMIT

RELAXATION of the five-TV-stations-to-a-customer rule was broached officially for the first time last week by FCC Comr. George E. Sterling, in a speech before a joint meeting of the Armed Forces Communications Assn. and the Atlantic Section of the Institute of Navigation in New York.

In order to insure the acceptance of UHF, Comr. Sterling suggested that the Commission might amend its rules to permit networks to own "two or three" UHF stations "widely distributed in top markets."

Reason for this softening of the five-per-entity rule was explained by Comr. Sterling thusly:

"It is well recognized that a UHF station is at a serious competitive disadvantage getting started unless there is some way of developing a market for receivers. It seems to me that the sooner the networks get into UHF either by ownership or affiliation of stations, the sooner the market will be developed for receivers and converters. Since the Commission has adopted a philosophy of intermixture of VHF and UHF channels in a community then it would seem that intermixture of ownership of stations by networks would insure the future of the UHF band."

The Commission also limits AM stations to seven per entity. FM is limited to six to the same ownership. There is also a proposal permitting more than the limit for AM-FM-TV stations dependent on degrees of ownership.

TV freeze will be ended "some time in late February or the early part of March 1952," Mr. Sterling said. He held out that no hope for quick action in granting applications due to the number of hearings that will be necessary and the limited number of examiners and staff to process the applications.

Referring to the "hundreds more" applications expected to come into the Commission as soon as the freeze is lifted, Mr. Sterling aptly declared: "The applications will come in a flood but the output will become but a trickle."

Critiques Delayers

The Maine Commissioner did not hesitate to cite TV laggards.

"For three years following the war there was ample opportunity in which applicants in many cities could have obtained a VHF channel. Nevertheless in some cases the clamor to lift the freeze has come from cities where TV channels were assigned but no one dared to risk the capital. Some holders of construction permits even lost their initial courage when they found that a TV station costs approximately a quarter of a million dollars and that stations on the air were losing money hand over fist and so turned in their authorizations."

A pat on the back for the pioneers

followed by Comr. Sterling:

"The public in those areas that have a TV service today should be grateful to those daring entrepreneurs who were willing to risk their capital in this new industry. Once they were up to their necks in red ink, today they are, in many cases, in 'blue chips.' So while the 'have nots' are singing the blues, those that are in, are picking up the chips."

As to future of the CBS field sequential color TV, the former FCC chief engineer doesn't believe it can be counted out entirely by Defense Mobilizer Wilson's edict forbidding the manufacture of color receivers and CBS's concomitant cessation of colorcasting [B•T, Oct. 29, 22].

"I believe that unless CBS throws in the towel," Mr. Sterling said, "... the showdown in color will come when the compatible proponents demonstrate their system side-by-side with the CBS system on direct view large-size trichromatic tubes."

Referring to the 14,000,000

Sterling Reviews Status

black-and-white sets already in use, and the fact that manufacturers can continue to make and sell them, Mr. Sterling declared that the task of making the right decision after another color hearing "will be far greater than that which confronted the Commission when it was faced with a decision in 1950 because of the advancements that will take place in the art during the interim while color broadcasting and mass production of color TV receivers take a holiday."

Color Dissenter

Comr. Sterling, with Comr. Henck, dissented from the now historic FCC decision authorizing the commercialization of the CBS color system in 1950 [B•T, Oct. 16, 1950]. He thought then that the action was premature.

In other portions of his extensive report on TV, Mr. Sterling renewed the idea of satellite TV stations in order to bring TV service to communities unable to afford a regular station. This was first officially recommended by for-



W. D. ROGERS Jr. (l), former vice president-general manager of KEYL (TV) San Antonio, meets with George Storer Sr., president of Fort Industry Co. and new owner of the station. Mr. Rogers will remain as vice president. Sale was consummated Oct. 25 in San Antonio.

mer FCC Chairman Charles R. Denny Jr. in a speech to the NAB convention in Atlantic City in 1947.

Mr. Sterling also called for more UHF research, cited the discovery of 10 unlicensed TV stations during the past year, and applauded the TV Code adopted by the NARTB in Chicago last month [B•T, Oct. 22, et seq.].

TV SET OWNERS

'Good Housekeeping' Surveys

WHAT HAPPENS when a family owns a TV set?

To find the answers, *Good Housekeeping* magazine conducted one of its consumer panel surveys and came up last week with these answers, among others:

First, of the 1,403 persons who responded out of the survey group of 1,915 (in a total of 22 TV areas) 57% said they own TV sets.

In every 100 television homes, 14 adults and 28 children watch TV during the morning; 45 adults and 98 children during the afternoon, and 239 adults and 101 children during the evening.

TV is having its effect on both in-home and out-of-home entertainment activities, including radio listening (though no attempt was made to measure the degree of effect except in terms of "less" and "more" or "same.")

The number of TV set owners who do not watch TV at all during the morning or afternoon far exceeds the number who do, and non-watchers during the evening range from 16% to 24%, depending on what day it is—a finding which gave little support to those who contend that a TV home is, in effect, a non-radio home.

Some 64% of TV owners said they pay "more" attention to TV commercials than to radio commercials (5% pay less, 28% the same, and 3% did not answer).

A total of 27% of the set owners watch TV commercials "regularly" and 69% "occasionally," while 3% "never" do. The percentage of "regular" watchers of commercials

would seem to increase with length of set ownership—23% of those with sets less than six months put themselves into the "regular" category, while the percentage ranged higher in the older groups (28% in the 6-12 month group, 24% in the 12-24 month class, 33% in the 24-36 month category, and 30% in the over-36-month group).

Some 22% spend less time reading magazine advertising.

Asked whether they engaged more, less, or the same in specific entertainment activities since the advent of the TV set in the home, the 799 TV owners responded as follows:

Movies—More 0%; less 70%; same 25%; no answer 5%.

Magazines—More 1%; less 35%; same 60%; no answer 4%.

Newspapers—More 2%; less 9%; same 83%; no answer 6%.

Radio listening—More, less than 1%; less 82%; same 12%; no answer 6%.

Theatre & concerts—More, less than 1%; less 42%; same 48%; no answer 10%.

Attending sports events—More 2%; less 35%; same 50%; no answer 13%.

Entertaining at home—More 21%; less 9%; same 64%; no answer 6%.

Listening to phonograph records—More 3%; less 50%; same 35%; no answer 12%.

Books—More 1%; less 47%; same 47%; no answer 5%.

Going out—More 1%; less 47%; same 47%; no answer 5%.

Playing cards—More 1%; less

40%; same 50%; no answer 9%.

Surveying TV's effects on readership of particular sections of magazines, *Good Housekeeping* got these answers:

Service material (food, children, homemaking, styles, beauty and health) is read more by 5% of the set owners; less by 8%; the same by 79% (8% did not answer).

Articles—More 3%; less 16%; same 69%; no answer 12%.

Features (music, movies, etc.)—More 3%; less 27%; same 57%; no answer 13%.

Fiction—More 1%; less 23%; same 55%; no answer 21%.

Advertising—More 4%; less 22%; same 62%; no answer 12%.

Among those who "never" or "occasionally" look at the commercials, conversation appears to be the most popular way of passing the interlude: 53% said they talk while the commercial is on; 35% leave the room; 11% read; 9% "stretch and walk around the room"; 8% use the time to "perform a task or chore"; while 6% "prepare and/or have refreshments"; 5% "sew, knit, crochet"; 1% "change stations" at this point. Several obviously do more than one thing since the percentages add beyond 100%.

Among those who "never" watch commercials, as distinguished from those who "occasionally" do, none said they change station, relax and close their eyes, or serve refreshments during this period. More of them go out of the room (45%)

(Continued on page 92)

Station KRLD-TV DALLAS

Serves
THE LARGEST TELEVISION MARKET Southwest DALLAS FT. WORTH

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

NOW there are

140,808

Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why

KRLD
AM-FM-TV Channel 4
is your best buy
the TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



Rorabaugh Report For July-Aug.-Sept.

(Report 188)

N. C. RORABAUGH Co. last week issued the first of its quarterly reports on television advertising, covering the period of July, August and September.

Survey results show that 5,807 sponsors placed 6,041 spot schedules on 101 video stations in 61 markets.

Network spot schedules totaled 242, with NBC's 98 taking the lead in that category. CBS was second with 74, followed by ABC with 53 and DuMont with 17.

The number of national regional spots reached 1,372, with local-retail spots amounting to 4,427.

Four cities were listed as having more than 200 accounts. They were New York, 280; Los Angeles, 270; Chicago, 250, and Philadelphia, 214.

In the product classification breakdown, foods and food chain stores led, accounting for 45 network users and 390 spot users. The classification for beer and wine was second and that for toilet requisites placed third (see table).

PRODUCT CLASSIFICATION BREAKDOWN THIRD QUARTER 1951

Classification	Number of Sponsors	Network	Spot	Total
Agricultural & Pet Foods . . .	4	27	31	
Automotive (cars, tires, access.) . . .	12	28	40	
Beer & Wine . . .	8	147	155	
Beverages (non-alcoholic) . . .	12	84	96	
Clothing & Access.	14	43	57	
Confections	10	37	47	

Classification	Number of Sponsors	Network	Spot	Total
Dairy & Margarine Products	6	64	70	
Drugs	14	48	62	
Financial	1	10	11	
Food & Food Drug Chains	45	390	435	
Gasoline & Oils	5	29	34	
Household (appliances, furnishings, supplies)	29	102	131	
Jewelry, Access., Cameras, etc.	8	18	26	
Laundry Soaps, Cleaners, Polishes	26	72	98	
Miscellaneous	10	88	98	
Public Utilities	4	9	13	
Radios, TV Sets, Phonographs & Access.	8	16	24	
Tobacco, Cigarettes & Access.	21	32	53	
Toilet Requisites	35	117	152	
Transportation	28	28		

WBKB Converts Garrick Theatre

FIRST show to originate in Chicago's Garrick Theatre, which is being converted to a TV studio by WBKB (TV), will be a half-hour weekly drama marking the centennial anniversary of Marshall Field & Co., department store. Show is slated to follow the institutional pattern set by the Field news magazine, *PAGE*, which has been incorporated as paid matter into newspapers. The program will take the air Jan. 10.

The Garrick is a 1,300-seat movie house which has been closed for more than a year. It is being remodeled by Balaban & Katz,

theatre chain which owns WBKB and the Garrick, for origination of television shows as well as movies.

RCA to Show TV Microscopy

"TELEVISION in Medicine and Biology," a demonstration lecture slated for presentation by Dr. V. K. Zworykin and Leslie Flory of the RCA David Sarnoff Research Center, Princeton, N. J., will be among major features of the Fourth Annual Conference of American Institute of Electrical Engineers on Electronic Instrumentation & Nuclear Medicine, to be held Jan. 7-8 at the Hotel Commodore, N. Y.

At the demonstration, the audience will see microscopic life—heretofore seen only through the lens of a microscope—transmitted to a television receiver screen, in addition to being shown how ultraviolet rays are used to advantage.

Sign 'Quiz Kids'

SIGNING of *Quiz Kids* to long-term, exclusive contract with CBS Television, was announced last week by Hubbell Robinson Jr., vice president in charge of network programs, CBS Television Division. Show was formerly on NBC-TV.

Weekly Television Summary—November 5, 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	WOI-TV	71,125	Matamoros (Mexico)	XELD-TV	10,500
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000	Brownsville, Tex.	WNCI	98,769
Baltimore	WJAM, WBAL-TV, WMAR-TV	324,993	Memphis	WTJ	86,300
Birmingham	WNBH-TV	43,115	Milwaukee	WTMJ-TV	266,965
Birmingham	WAFF-TV, WBRC-TV	65,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Bloomington	WTIT	125,000	Nashville	WSM-TV	43,393
Boston	WBZ-TV, WNAC-TV	786,790	New Haven	WNHC-TV	188,000
Buffalo	WBEN-TV	221,972	New Orleans	WDSU-TV	62,150
Charlotte	WBTV	93,334	New York	WABD, WCBS-TV, WJZ-TV, WNBT	2,550,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630	Newark	WATV	81,556
Cincinnati	WCPC-TV, WKRC-TV, WLWT	305,000	Norfolk	WTAR-TV	99,955
Cleveland	WEWS, WNBK, WXL	510,922	Okahoma City	KMTV, WOW-TV	97,060
Columbus	WBNS-TV, WLWC, WTVN	299,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	903,000
Dallas	KRLD-TV, WFAA-TV, WBPB-TV	140,808	Phoenix	KPHO-TV	40,100
Davenport	WOC-TV	67,805	Pittsburgh	WDTV	242,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	215,000	Providence	WJAR-TV	165,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Richmond	WTVR	95,071
Erie	WUCV	74,375	Rochester	WHAM-TV	91,010
Fl. Worth	WBAP-TV, KRLD-TV, WFAA-TV	140,808	Rock Island	WHBT-TV	67,805
Grand Rapids	WOOD-TV	160,413	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	KDYL-TV, KSL-TV	55,300
Kalamazoo	WRMY-TV	78,463	Salt Lake City	KEYL, WOAI-TV	54,946
Greensboro	KPBC-TV	92,882	San Antonio	KRAB-TV	111,985
Houston	WSAZ-TV	61,161	San Diego	KGO-TV, KPX, KRON-TV	247,000
Huntington	WBFB-TV	175,000	San Francisco	WRGB	172,800
Indianapolis	WMBR-TV	42,000	Schenectady	KING-TV	99,000
Jacksonville	WJAC-TV	112,300	Seattle	KSD-TV	317,000
Johnstown	WKZO-TV	160,413	St. Louis	WHEN, WSYR-TV	135,630
Kalamazoo	WDAF-TV	143,558	Syracuse	WSPD-TV	127,000
Kansas City	WGAL-TV	113,243	Toledo	KOTV	89,263
Lancaster	WGLA-TV	65,000	Utica-Rome	WKVT	53,000
Lansing	KECA-TV, KFI-TV, KLCAT-TV, KNBH	1,033,899	Washington	WNAL-TV, WNBW, WTOP-TV, WTTG	288,650
Las Vegas	KNXT, KTLA, KTTV		Wilmington	WDEL-TV	80,877

Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico.

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.

Total Stations on Air 109*

Estimated Sets in Use 14,153,000



Thousands of brand new eyes can see your product on WSB-TV

This report is directed to time buyers and others responsible for producing sales. A vast and *entirely new* audience in the South has been opened up by WSB-TV. On September 30 WSB-TV began telecasting over Channel 2 with 50 kw. radiated power from the 1062-foot tower. Response was immediate—and terrific. From the Carolinas, Alabama, Florida, Tennessee and deep South Georgia excited reception reports are being verified. Distributors are shipping thousands of sets. Since all characteristics of these powerful facilities are not yet known we temper our enthusiasm. Suffice to say at this time—WSB-TV today offers you the biggest dollar's worth in Southern television history.

*Affiliated with The Atlanta
Journal-Constitution. Rep-
resented by Edw. Petry Co.*



ATLANTA, GEORGIA

(Continued from page 79)

Among them are:

Originally the 18 flexibility channels (782-890 mc) were to be held in reserve for those communities not assigned a frequency in the allocations plan.

(2) High interest in VHF will be acknowledged by the FCC in two ways, it was learned on good authority.

Where VHF channels can be squeezed in without radically upsetting the allocations, or where a good case is made, another one or two such channels may be allocated to particular cities.

But, on the best of information, mighty few cities will get more than a single, extra VHF channel.

(3) Substantial number of the 168 metropolitan areas as listed by the Census Bureau for April 1950 can be granted TV stations without hearings right after the freeze is lifted and the 60-day grace period for filing new applications is passed.

This is predicated on a number of assumptions, among them that—

● The FCC continues its policy of lumping all applicants for each city together.

● There will be no differentiation between VHF and UHF applications.

● The acknowledged substantial number of new applications for these top areas to some degree is compensated by the number of presently pending applications sure to be withdrawn when the chips are down.

A BROADCASTING • TELECASTING study of the number of applications pending Oct. 31 in each of the 168 Census Bureau metropolitan areas compared with the number of available channels in those areas (see table) indicates that 73 metropolitan areas have more frequencies available than applications on file, 38 are equal as between available channels and applications and 57 already have more applications than there are available VHF-UHF channels.

What should not be overlooked is the fact that in most of the cities listed above, the addition of just one or two applications means a hearing.

And hearings in TV—with the stake applicants will have in fighting for a grant—may well be lengthy.

This is particularly true due to

How long would it take for a station to get on the air if it has to go through a hearing?

Under optimum conditions, according to the most reliable information, this is how the timetable would run:

Then 60 days for the filing of new applications and the amending of those already on file.

That would be April 1, 1952 and hearings could be designated.

Another 30 days must elapse before hearings could begin—that's an FCC regulation. That would mean May 1, 1952.

From the start of a hearing to initial decision by the hearing ex-

aminer usually takes six months.
That would make it Nov. 1, 1952.

TV franchises being as valuable as they are, there will be exceptions to the initial decision and oral arguments before the Commission *en banc*. That would add another six months—or May 1, 1953 when the first final decision could be handed down by the FCC.

Assuming no one goes to court and that the successful applicants have made some moves toward getting equipment, arranging for studio and transmitter space, the first grantees might begin operating about 90 days thereafter—or Aug. 1, 1953.

Whether a grant is made without a hearing or after a hearing, there is one unknown—Korea.

What happens in that "police action" in Asia in the next 18 months will have a lot to do with the availability of materials.

One policy matter which the FCC is going to have to resolve soon is

the suggestion—made by outsiders—that the radio formula be used whereby only those applicants applying for the same channels go to hearings. This would permit, the reasoning goes, immediate grants to those applicants who have no competition for the frequencies they have requested. If that is done, many more stations could get going sooner than is anticipated now.

Past policy has been to lump all applicants for the same city into one pot. So far as can be learned, no change in this policy is under consideration at this time.

Another suggestion has been that the Commission split applicants into two groups—those applying for VHF channels and those applying for UHF channels. This would permit, it is believed, many UHF grants immediately after the freeze is lifted.

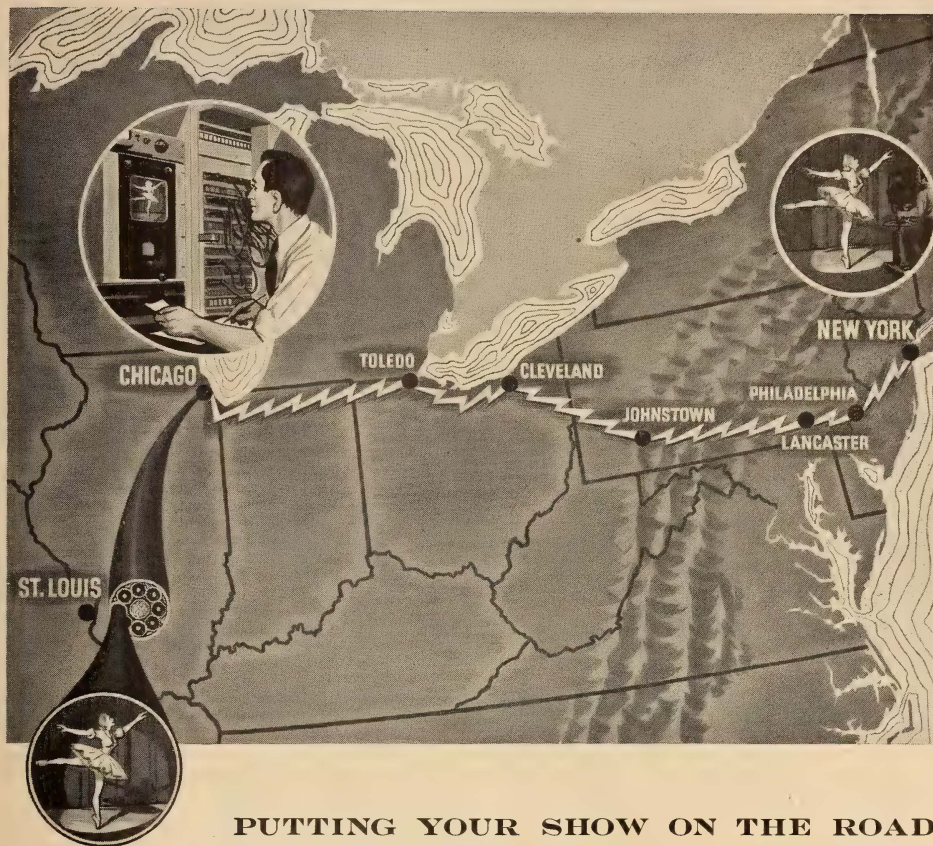
It is understood that no decision has been made on that recommendation, although it is admitted that some thinking is being done on it.

Breakdown of Channels Proposed, in Use, and Number of Applications Pending in 168 U. S. Metropolitan Areas.

	Commercial	Educational	Commercial	Educational	Channels in Use	Applications on		Commercial	Educational	Commercial	Educational	Channels in Use	Applications on		Commercial	Educational	Commercial	Educational	Channels in Use	Applications on	
1. New York-Northeastern New Jersey	7	-	2	1	7	-	56. Jacksonville	2	1	2	-	1	2	116. New Britain-Bristol	-	-	1	-	-	-	
2. Chicago	4	1	5	-	4	6	57. Harrisburg	1	-	2	-	1	2	117. Albuquerque	3	1	-	-	1	-	
3. Los Angeles	7	-	2	1	7	-	58. Johnston	1	-	2	-	1	2	118. Winston-Salem	1	-	1	-	1	-	
4. Philadelphia	3	-	3	1	3	2	59. San Jose	1	-	2	1	-	2	119. Columbia, S. C.	2	-	1	-	1	-	
5. Detroit	3	-	2	1	3	4*	60. Grand Rapids	1	-	1	-	1	1*	120. Jackson, Miss.	2	-	1	-	1	-	
6. Boston	3	1	3	-	2	5	61. Utica-Rose	1	-	1	1	1	1*	121. Alton	-	-	2	-	1	-	
7. San Francisco-Oakland	4	1	5	-	4†	4	62. Canton	-	-	2	-	1	3	122. Montgomery	1	-	2	1	-	2	
8. Pittsburgh	2	1	2	-	1	7	63. San Bernardino	-	-	2	1	-	3	123. New Bedford	-	-	2	-	1	-	
9. St. Louis	4	-	2	-	1	7	64. Tacoma	2	-	1	-	1	4	124. Fall River	-	-	2	-	2	-	
10. Washington	4	-	1	1	4	4	65. Sacramento	2	-	1	1	-	4	125. Raleigh	1	1	1	-	1	-	
11. Cleveland	3	-	1	1	3	5*	66. Fresno	1	-	2	-	2	2	126. Macon	1	1	1	-	1	-	
12. Baltimore	3	-	2	1	3	3	67. Salt Lake City	2	-	2	-	2	2	127. Atlantic City	-	-	2	-	1	-	
13. Minneapolis-St. Paul	4	1	2	-	2	6	68. Worcester	1	-	2	1	-	2	128. Lowell	-	-	2	-	1	-	
14. Buffalo	2	-	1	1	1	4	69. Flint	1	-	2	1	-	2	129. Roanoke	2	-	1	-	1	-	
15. Cincinnati	3	-	1	1	3	3	70. Wilmington	1	-	1	1	1	1	130. Springfield, Ill.	1	-	1	-	1	-	
16. Milwaukee	2	1	3	-	2	4*	71. New Haven	-	-	2	-	1	2	131. Brockton	-	-	1	-	-	-	
17. Kansas City	2	1	2	-	1	5	72. Bridgeport	-	-	2	-	1	2	132. Waco	1	1	1	-	1	-	
18. Houston	2	1	2	-	1	5	73. Reading	-	-	2	-	3*	133. Kalamazoo	1	-	1	-	1	-		
19. Providence	3	1	2	-	1	4	74. Scranton	-	-	2	-	2	134. Lewiston	-	-	1	-	1	-		
20. Seattle	3	1	2	-	1	4	75. Duluth-Superior	2	1	2	-	1	3	135. Asheville	1	1	1	-	1	-	
21. Portland, Ore.	3	1	2	-	1	5	76. Peoria	1	-	2	1	-	5	136. Portland, Me.	2	-	1	-	1	-	
22. New Orleans	3	1	3	-	1	3	77. Tulsa	2	1	2	-	1	5	137. Lincoln	2	-	1	-	1	-	
23. Miami	2	-	1	1	3	3	78. Unlabeled	2	-	1	1	1	1	138. Orlando	2	-	1	-	1	-	
24. Dallas	2	1	2	-	2	4	79. Chattanooga	2	-	2	1	-	2	139. Galveston	1	2	1	-	1	-	
25. Louisville	2	-	1	1	2	1	80. Lancaster	1	-	1	-	1	1	140. Springfield, Ohio	-	-	2	-	-	-	
26. Denver	2	1	2	-	2	8	81. San Francisco-Port-Rock	2	-	2	1	2	2	141. Racine	-	-	2	-	-	-	
27. Birmingham	2	1	2	-	2	8	82. Trenton	2	-	1	1	3	3	142. Jackson, Mich.	-	-	1	-	1	-	
28. Indianapolis	2	1	2	-	1	4	83. Mobile	2	-	1	1	2	2	143. Terre Haute	1	1	1	-	1	-	
29. San Diego	2	-	2	1	1	4	84. Des Moines	2	-	1											
30. Youngstown	3	-	2	-	1	3	85. Wichita	2	-	1	1	4	4	144. Tapoka	1	1	1	-	1	-	
31. Albany-Schenectady-Troy	1	-	1	1	1	5	86. Spokane	3	1	-	-	-	-	145. Springfield, Mo.	2	-	1	-	1	-	
32. Columbus, Ohio	3	-	1	1	3	5	87. Reno	1	-	2	-	1	1	146. Sioux City	2	-	1	-	1	-	
33. San Antonio	3	-	2	1	1	6	88. South Bend	1	-	2	-	1	1*	147. Cedar Rapids	1	-	1	-	1	-	
34. Miami	3	1	-	-	1	6	89. York	-	-	2	-	1	2	148. Durham	1	1	1	-	1	-	
35. Rochester	2	-	2	1	1	3	90. Stockton	1	-	1	1	1	1	149. Lubbock	2	-	1	-	3	-	
36. Memphis	2	-	2	1	1	3	91. Paso	3	-	2	-	1	2	150. Decatur	1	1	1	-	1	-	
37. Dayton	2	-	1	1	2	-	92. Charlotte	2	-	1	1	3	3	151. Waterloo	1	1	1	-	1	-	
38. Allentown-Bethlehem	-	-	3	-	-	3	93. Stamford-Norwalk, Conn.	-	1	-	-	-	-	152. Lexington	-	-	2	-	2	-	
39. Norfolk-Portsmouth	2	-	2	1	1	4	94. Beaumont-Port Arthur	2	-	1	1	-	5	153. Wichita Falls	2	-	1	-	1	-	
40. Akron	-	-	2	1	1	2	95. Little Rock	2	1	2	-	1	2	154. Green Bay	1	-	2	-	2	-	
41. Springfield-Holyoke	-	-	2	-	-	3	96. Greensboro-High Point	1	-	2	1	1	2	155. Gadsden	1	-	2	-	1	-	
42. Tampa	-	-	2	-	-	3	97. Birmingham	1	-	2	3	1	3	156. St. Joseph	1	1	1	-	1	-	
43. St. Petersburg	3	1	-	-	1	5	98. Fort Wayne	2	-	-	-	5	5	157. Muncie	-	-	2	-	2	-	
44. Toledo	-	-	1	1	4	4	99. Sheporeport	2	-	-	-	-	-	158. Pueblo	2	1	2	-	1	-	
45. Wilkes-Barre-Hazleton	-	-	3	-	-	3	100. Lansing	1	-	1	-	1	-	159. Monstere	1	-	1	-	1	-	
46. Omaha	-	1	3	-	2	2	101. Columbus, Ga.	1	-	1	2	1	3	160. Bay City	-	-	1	-	1	-	
47. Fort Worth	2	-	2	1	1	2	102. Madison	1	-	2	1	-	3	161. Lima	-	-	2	-	1	-	
48. Hartford	-	-	2	-	-	3	103. Greenville, S. C.	1	-	1	1	-	1	162. Amarillo	4	1	-	-	3	-	
49. Wheeling-Weirton	2	-	1	1	-	2	104. Corpus Christi	2	-	1	3	-	1	163. Ogden	1	-	1	-	1	-	
50. Syracuse	2	-	1	1	2	2	105. Austin	1	-	2	1	-	3*	164. Kenosha	-	-	1	-	1	-	
51. Knoxville	2	-	1	1	-	3	106. Charleston, S. C.	2	1	-	-	-	-	165. Sioux Falls	2	-	1	-	1	-	
52. Phoenix	3	1	-	-	1	2	107. Evansville	1	-	2	1	-	2	166. Pittsfield	1	-	1	-	1	-	
53. Richmond	2	-	2	1	1	2	108. Baton Rouge	1	-	2	1	-	2	167. San Angelo	2	-	1	-	1	-	
54. Oklahoma City	2	1	2	-	1	5	109. Waterbury	-	1	2	-	2	2	168. Laredo	2	-	1	-	1	-	
55. Nashville	2	1	2	-	1	4	110. Saginaw	-	-	2	1	-	2								
56. Charleston, W. Va.	1	-	1	1	-	3	111. Rockford	1	-	1	-	1	1								
							112. Elkhart	1	-	1	-	1	1								
							113. Savannah	2	1	-	-	2	2								
							114. Hamilton-Milledgeville	1	-	1	-	1	1								
							115. Hamilton, Ohio	-	1	-	1	-	1								

* Includes one UHF application, except for Charleston which has two UHF applications.
† Channel 2 reserved for Thomas S. Lee Enterprises, although this may become a matter for litigation.

* Includes one UHF application, except for Scranton which has two UHF applications.
† Channel 2 reserved for Thomas S. Lee Enterprises, although this may become a matter for litigation.



PUTTING YOUR SHOW ON THE ROAD

Building the pathways for television takes time, toil and money. Every one of the more than 23,500 existing channel miles was a new challenge to the imagination and skill of Bell engineers. Take, for example, television transmission between New York and St. Louis.

From New York to Chicago, engineers plotted, scouted and tested possible *Radio-Relay* routes to find the one that would span forests, mountains and cities—and would carry microwaves around reflective surfaces

of lakes and plains. *Radio-Relay* stations were then built about every twenty-five miles—some 200 feet high.

At Chicago, video signals are switched to a coaxial cable and go underground through the hard limestone bottom of the Kankakee River, the sticky blue clay of the Kaskaskia . . . across the Mississippi . . . under the city of St. Louis for 20 miles to the broadcasting station.

Planning, building and maintaining television pathways for the nation

is costly and complex, calling for continued investment of money, special equipment and trained personnel. The present value of this network, provided by the Long Lines Department of the American Telephone and Telegraph Company is nearly \$85,000,000.

Yet the cost of this service is low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels.

BELL TELEPHONE SYSTEM



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

Ad Volume Up

(Continued from page 23)

off the shelves."

Major agency point in light of TV costs, according to Mr. Erickson's prognosis, is a continued drift of live production to networks and producers who can package shows for multi-sponsorship. He also predicted that the West Coast, although presently limited in the kind of TV program it produces, will become a more important source of TV production in general, with the trend resulting in much wider use of filmed shows, a method he endorsed for program control by the agencies.

Loyally predicting that agencies will continue to exercise great influence on TV production through constant pressure and efficient operation, he asserted that a packager and an agency, together, can produce better-than-network shows, with the agency controlling policy as well as quality.

Because of TV costs, Mr. Erickson also anticipated a decline in use of the medium by each sponsor—with most advertisers sponsoring shows on a frequency of less than once a week.

Like speakers in several other sessions, he urged the industry to establish an accepted basis for its ratings and reminded his audience that the responsibility for good taste and higher-level programming is fully an industry-wide obligation.

Noting that 15.4% of TV shows produced by agencies last fall dropped 17% this year, he attributed the shift to still-overwhelming costs with a half-hour weekly network show now requiring about a \$2 million annual budget. Explaining the cost breakdown, he cited panel shows, which can be produced for a low \$5-10,000 per week, as a bad buy because their evening time slots are so expensive that the panel, which cannot compete with a full-production program at the same hour, does not pay off in terms of cost-per-thousand viewers.

"The agency's future in the creative side of television program-



SPEAKERS at TV production session sizing up latest advertising news at the AAAA Eastern Council annual conference held last week at the Roosevelt Hotel in New York are (l to r): Garth N. Montgomery, Kenyon & Eckhardt; Sidney M. Weiss, Lewin, Williams & Saylor; Rodney Erickson, Young & Rubicam; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Montgomery, NBC-TV producer, and Wallace S. Jordan, William Morris Agency.

ming—our business—is being decided right now," Adrian Samish, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, warned, adding: "Film for TV is one of the answers."

Some programs—such as dramatic shows—are better on film than live, he said, with celluloid TV in general allowing for better productions at lower costs and editing in advance of airtime.

"When new stations in new markets open up, as they eventually will, you have [on film] a program already paid for in a handy-size container to ship and run at the time you wish," he explained, arguing that filmed shows enable advertisers to create their own station line-ups.

Strongly advocating shooting TV films in Hollywood, Mr. Samish said that inadequate studio space, actors unfamiliar with the medium, inadequate labor in every category from prop men to cameramen, slow and overcrowded labs for developing negatives and prints, and greater operating expenses in New York tilted his opinion to favor of the West Coast.

If you're going to do a show on film, he advised, you don't have to go into the movie business. Hire the experts you need and then do it yourself, he said.

Speaking on use of TV by small budget advertisers, Sidney M. Weiss, vice president and treasurer of Lewin, Williams & Saylor, advised that "you can reach your destination in a Ford as well as in a Cadillac," that TV success is not necessarily measured by the single yardstick of dollars spent. Citing a case in which a low-budget advertiser avoided Class A spot time on major outlets for a half-hour package on a local station, Mr. Weiss described an entire campaign of 52 weeks which cost \$35,000 and resulted in a 33½% increase in gross sales the first year.

"The trend definitely points to more films and better films," he said. Quality will improve when film-use becomes more widespread, he felt. Small budgets can produce good TV promotion by using at least filmed commercials, if not a

fully programmed, syndicated package, he said. He advised careful study of markets before buying time, taking advantage of merchandising tie-ins whenever possible, considering the local or regional show in lieu of national spots and using the same care—and perhaps waiting—to get the right time slots in TV as in radio.

Wallace S. Jordan, director of radio and TV, William Morris Agency, also identified the tendency of networks to retain program control as the most significant recent development. Describing it as the "magazine formula" in which an advertiser buys space only, Mr. Jordan attributed the practice to the "inevitable increase" of TV costs.

The time may come when only networks can deliver complete shows, he thought, and top programs may have to be supported by a subscription system as well as multiple sponsors.

High talent costs exist, he said, because artists appearing on TV are forced to spend all their time between appearances preparing their next show, with the result that they must realize from TV alone the same income they formerly collected from all other sources together. The talent-cost spiral has been heightened, he scolded, by "an apparent unwillingness of agencies and sponsors to develop untapped talent. . . . They all want big names."

Answering "What's Right With TV Commercials?", Garth N. Montgomery, vice president of radio and TV for Kenyon & Eckhardt, said that "probably rightest of all is the renewed emphasis on straightforward selling" instead of underwater ballets, one-minute musicals and animated commercials.

"I am convinced that there is absolutely no short cut to savings—that the only sure route to lower costs for TV commercials is through better planning in advance," he said. Such planning, he added, should allow for (1) development of new campaigns in cooperation with TV personnel to insure suitability of themes for

TV production, (2) closest possible cooperation between writer and producer to avoid, at the outset, use of costly techniques and (3) centralization of budget control in the hands of the producer to insure against last-minute, cost boosting revisions by unauthorized agency or client personnel.

Robert Montgomery, executive producer for NBC-TV, in his talk on "Show Business Is Our Business," said that mass media have only one inviolable rule: To continue to improve the quality of what it delivers to the public.

"The media itself will not stand up," he observed, "only what it presented on that media will." TV has passed through its experimental . . . and its novelty areas, he said, and has moved into its area of selectivity, a danger zone for those who refuse to make show business judgments.

Improvement ultimately can be achieved, he suggested, by continuing to experiment with the medium and its use and by avoiding standardized formulas for program presentations.

Speakers at the media session considered TV's challenge to them with answers given by representatives of magazines, newspapers, outdoor advertising and network and spot radio.

Weise Claims on TV

TV can elevate people to the level where they can be captured by magazines, Otis Lee Weise of *McCall's* said in asserting that TV at its best creates a desire to read, while at its worst it does not compete with reading. The problem for all media, he said, is an equation of time, space and people. Magazines are elastic time-wise, whereas radio and TV are mastered completely by the clock, he said.

Magazines thrive on widening of communication and therefore are changing and growing for the people who live in a TV world, offering more information and less sheer entertainment, Mr. Weise stated.

"TV hasn't even met the challenge of TV yet," H. James Geditman, regional manager of the Hearst Advertising Service, said, asserting that in TV as well as non-TV cities, newspapers finished 1950 with morning, evening, and Sunday circulations as well as advertising volume at an all-time high.

Telling the tale for network radio, John Karol, CBS Radio vice president in charge of sales, conceded that TV, as a newcomer to advertising media, is the current glamor girl. However, difficulties remain, he pointed out, in clearing TV stations and time, in reaching large audiences through the medium still limited to 63 markets and in high production costs. "Although the girl may look very good in mink, someone has to pay the furrier," he explained.

Radio's reaction has been to maintain the size of its audiences now virtually nationwide with 100

(Continued on page 92)

NCAA in '52

Furey Addresses REC

HOPE that the National Collegiate Athletic Assn.'s television committee can come up with concrete recommendations regarding future college football telecasts by mid-January was voiced last Thursday by one of the committee's co-chairmen, Ralph Furey, director of athletics for Columbia U.

Addressing a luncheon meeting of the Radio Executives Club of New York, he said he was not at all certain the committee could compile and evaluate the results of this year's experimental schedule of limited telecasting in time to meet that deadline—mid-January convention of NCAA—but he did feel it would at least be possible by that time to indicate trends.

Guessing?

...

OR FACTUAL PLANNING

for that television station

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...*

Available upon request to all
managers and station engineers.

DU MONT

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

Ad Volume Up

(Continued from page 90)

million sets in 42 million homes, Mr. Karol said. Proving the size and extent of those audiences has required new research programs and methods, but has shown that radio network programs produce an even lower cost-per-thousand in big TV cities than they do nationally. Networks also are developing new shows to match today's tastes and have devised new sales concepts—such as one-time and alternate week sponsorship—to make the medium more readily accessible to advertisers.

Speaking for spot radio, Lewis H. Avery of Avery-Knodel Inc., said that radio never learned to advertise itself adequately to the buyer or seller—broadcasters had been too busy throwing Hoopers at each other until the advent of TV. Radio's long overdue campaign, extensive in both dollars and effort, is now starting on the job in such cities as Jacksonville, Detroit and Tulsa and will result in greater lists for longer periods, he predicted.

Unlike other media, radio has consistently minimized its audience statistics, he said, calling for a common basis for research into all media. If radio data were expanded in terms comparable to newspaper and magazine circulation figures, the result would show that broadcasting has certainly held its own, he suggested. Just as mass communications absorbed radio, Mr. Avery said, so will they absorb television.

Brockway Talk

At a "town meeting" open to all delegates, Louis N. Brockway, of Young & Rubicam and chairman of the AAAA board, spoke on "Advertising and America's Progress" to trace the last 100 years of American business history.

"Our mechanical marvels are not the cause of our greatness, however," he said, "they are the effects... freedom is the cause."

Warning agency personnel not to abuse their liberty, Mr. Brockway asserted that such action would result in loss of freedom—as in the bill proposed by Sen. William Benton (D-Conn.) for a National Citizens Advisory Board on Radio and TV (see story, page 100).

He conceded that the bill makes two valid criticisms: That programs for both radio and TV are of a bad quality and that there is no plan for providing educational programming or public service time.

The first problem can be solved, he said, if industry members meet the moral standards taught in homes, schools and churches and if the industry, as its own agent, immediately sets up its own regulatory authority.

To answer the second Benton criticism, he proposed his own plan for public service programming:

To sell time in two cycles of 17 weeks and one of 18 weeks, with one program in every five preempted for educational purposes.

He emphasized that he quarrels with the solutions—not the criticisms—offered by Sen. Benton.

Highlights of other sessions included a discussion of copy and art by leading columnists from advertising periodicals.

Television entered the meetings on marketing and merchandising when the question of the day turned out to be, "How Does Your Package Look on TV?" Members, aware of the market being essentially a buyers' market, stressed the need for fuller training for their workers and improvements in distribution in order to fulfill their still-paramount job: To move goods.

La Rosa Buys Heavy

LA ROSA & Sons Inc., Brooklyn (macaroni, spaghetti and egg noodles) is launching what was described as one of the largest single television campaigns by a local sponsor over WOR-TV New York. Beginning today (Monday) company will sponsor *La Rosa Movie Matinee*, 3:30-4:30 p.m. EST, Monday through Friday. In addition—effective Nov. 24, 2-3:30 p.m., Saturdays—La Rosa will sponsor a show said to be the first all-Italian TV program, first half-hour of which will be live drama followed by hour-long Italian films. Agency: Kisewetter Assoc. Inc., New York.

ALLOCATIONS

A NEW and unique challenge to the FCC's authority to reserve TV frequencies for noncommercial, educational stations was raised with the Commission last week. There were only 82 filings last week, the fewest since the TV "paper" allocation proceeding started Sept. 4. Total as of end of last week was 1,303 documents.

FCC is without authority to reserve channels for educational telecasters, said KFAB Omaha, because the band was specified for "general television service."

Reservation for education "imposes a restriction upon Channel 7 as would preclude the use of the said channel in Omaha for any purpose other than the telecasting of noncommercial programs by educational institutions," KFAB said.

This constitutes discrimination against Omaha, the station added, since Channel 7 is being used commercially in 10 cities.

In a reference to the noncommercial, educational FM reservations, KFAB noted that these were set aside in a block of frequencies and there was no intermingling of commercial and noncommercial channels in specific cities.

Meanwhile FCC denied the petition of the State of New Jersey for oral hearing on the grounds that nothing had been shown that would indicate the Commission could not arrive at a decision from the paper filings. This is the second such denial within the past two weeks. The other was the Com-

NAME COUNSEL

For Feb. Theatre Hearings

ALL-STAR cast is going to perform before the FCC Feb. 25 when theatre-TV hearings are scheduled to begin. Announcement of the appointment of James Lawrence Fly and Vincent B. Welch as counsel for the Motion Picture Assn. of America last week means that two former FCC chairmen as well as a former Secretary of the Army will be trying to persuade the Commission to grant exclusive frequencies for theatre TV.

In addition to Mr. Fly, who was FCC chairman 1939-44, Paul A. Porter will represent Paramount Pictures. Mr. Porter was FCC chairman 1944-46. Kenneth C. Royall, Secretary of the Army from 1947 to 1949, will represent 20th Century-Fox.

Mr. Fly's firm is Fly, Shuebruk & Blume. Mr. Porter's is Arnold, Fortas & Porter. Mr. Royall's is Dwight, Royall, Harris, Koegel & Caskey. Mr. Welch's is Welch, Mott & Morgan.

In addition the following law firms are scheduled to participate: Cohn & Marks, Theatre Owners of America and National Exhibitors Theatre Television Committee; Hogan & Hartson, United Paramount Theatres; Bingham, Porter, Collins & Kistler, MGM; Claggett & Schilz, Allied States Assn. of Motion Picture Exhibitors.

KFAB Challenges Reservations

mission's turnaround of the same plea by Cornell U. (WHCU), for the same reasons [B•T, Oct. 29].

Still awaiting a Commission decision on their request for oral hearing are KROW Oakland, Calif.; Daily News Television Corp. (WIBG and *Philadelphia Daily News*) and DuMont—which last week asked that it be permitted to orally argue its master plan of allocations.

Still concentrating on the economics of TV, as it did in its original document [B•T, Aug. 20], DuMont again pleaded for a "competitive TV network industry." This could only be attained, DuMont said, by allocating at least four VHF channels to at least the top 25 markets.

In answer to contentions that its plan infringes on minimum 180-miles co-channel and 70 miles adjacent channel city-to-city VHF separation established by the FCC in its proposed rules, DuMont maintained that with few exceptions its plan meets the transmitter-to-transmitter minimums (170 miles co-channel and 60 miles adjacent channel). These transmitter-to-transmitter separations are more realistic, DuMont averred.

TV Set Ownership

(Continued from page 85)

than talk (41%). The incidence of sewing, knitting, or crocheting is considerably higher among those who "never" watch (14%) than among those who "occasionally" watch (5%).

In the breakdown of TV viewing among set owners, the report showed the average number of hours of morning viewing was .08 each on Monday, Tuesday, and Wednesday; .07 on Thursday and also on Friday; .02 on Saturday, and .11 on Sunday. For afternoon viewing, the daily average was 0.5 hours on Monday through Friday; 0.7 on Saturday, and 1.2 on Sunday. For evenings, the average was 2.4 hours on Monday and also Tuesday; 2.2 on Wednesday and also Thursday; 2.3 on Friday, 2.6 on Saturday, and 2.8 on Sunday. These averages were figured on a base which included all TV homes—those in which no viewing was done as well as those where sets were in use.

At least 52% of the panel members who do not own TV sets indicated they do see TV programs—5% of them for more than six hours a week. Another 5% said they watch less than 30 minutes a week; 9% for an hour; 10% for two hours; 7% for three, 4% for four, 3% for five, 2% for six, and 7% for an "indefinite" number of hours a week.

Forty-seven percent said they never watch. One percent did not answer the question.

LYFORD NAMED

To DuMont Post

APPOINTMENT of Elmore B. Lyford of NBC-TV as director of station relations for the DuMont

Television Network, effective Nov. 19, was announced last Wednesday by DuMont Network Director and General Manager Chris J. Witting.

Mr. Lyford, who has been supervisor of TV station relations

for NBC-TV, succeeds Norman W. Drescher, who has been assigned to other administrative duties in the DuMont organization.

It was pointed out that Mr. Lyford has had 17 years' experience in radio and TV.

Cites High TV Cost

"TELEVISION's cost is still too great and its pull not strong enough for most retailers," Edward Carroll, sales promotion manager for the Hess Bros. Dept. Store, Allentown, Pa., stated at the opening session of a two-day conference of the eastern regional clinic of the National Newspaper Promotion Assn. He said newspaper space is still the most effective medium for direct merchandise advertising for the retail store.

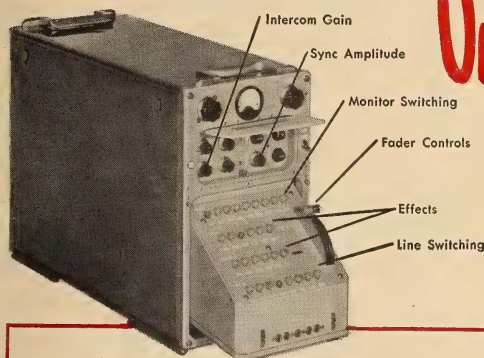


Mr. Lyford

TWO CHAMPIONS

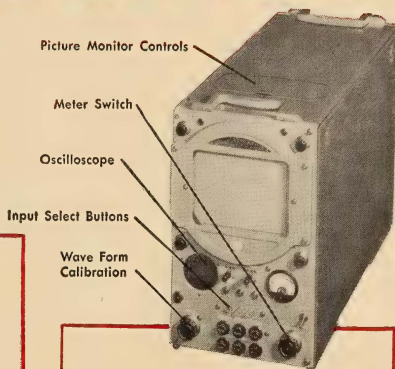
THAT MAKE AN

Unbeatable Team!



GPL VIDEO SWITCHER

- Studio switching flexibility anywhere
- Panel and active buttons internally illuminated
- Portable, self-contained — Panel enclosed for transit
- Monitor views 5 camera inputs, 2 remotes, outgoing line
- Sound interlock switching for remotes and 2 cameras
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GPL MASTER MONITOR

- Selection of 3 pre-set inputs
- 8 1/2" Monitoring tube
- 3" Oscilloscope, also providing test facilities
- Meter readings of line voltage and power supply outputs
- Fast sweep for observing vertical sync block
- Quick-reference calibration voltage button
- Automatic sync of oscilloscope and kinescope sweeps at half-line or half-field frequency
- Regulated pulse high voltage supply isolated from sweep circuits
- High impedance bridging input
- Compact, portable
- Ready accessibility of all controls, tubes, circuits

For the new station, for the expanding station, for the team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present in-

stallation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of *high quality, high utility* equipment for TV stations — another reason why GPL is THE INDUSTRY'S LEADING LINE — IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY



GENERAL PRECISION LABORATORY
INCORPORATED

Pleasantville

New York

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

New TV Starts

(Continued from page 79)

ing officers provides a bottleneck at FCC, he said. There are now five broadcast hearing officers with plans calling for addition of another seven. At the same time he observed that TV cases are more difficult to handle than AM.

After FCC has granted the first 50 to 80 uncontested grants in the middle of next year, he said, it should attain a rate of 20 TV station grants per quarter starting in the fourth quarter. He would not be pinned down on the way UHF and VHF channels will be granted other than to say about half will be UHF and half VHF.

A lot of FCC engineering time in the field is wasted, he said, by large numbers of public complaints about interference.

Messrs. Morris and Plummer agreed on the inadvisability of granting TV station permits unless materials are available. Mr. Plummer said FCC would in effect be issuing insurance policies on channels if it made grants without material in sight, something it definitely doesn't want to do.

The personnel problem at FCC is serious, Mr. Plummer said. Eighteen months ago FCC had 26 engineers processing radio but now only four are available for TV.

Mr. Morris said the military is getting 100% of its material needs, with supporting industries such as mobile services getting 90%. Radio and TV, considered entertainment

and educational industries, must await allocations to military and mobile, he explained.

TV station requirements in the last half of 1952, per three-month period, likely will be about 2,000 tons of structural steel, 3,400 tons of other steel, 400,000 pounds of copper and 85,000 pounds of aluminum, he estimated on the basis of industry data.

Experience gained in building the 108 TV stations now on the air will permit rapid installation of stations after the freeze ends, he reminded.

Assuming an average population of 100,000 in the single-station cities getting the first new TV stations, Mr. Morris estimated a total possible audience of about 8,000,000 persons, or about 2,500,000 homes for potential TV sets. He cited Jacksonville, Fla., with 328,000 persons and 100,000 homes, to show 3,000 sets in operation when TV came to the city. TV homes rose to 11,000 in June 1950, 32,200 in June 1951, 38,200 last Sept. 1, and a total annual increase of 26,400, or 56,400 sets estimated as of June 1952.

This gives an idea of the growth of TV in a one-station market, he declared. The first 80 markets to be opened in the first half of 1953 will bring an estimated potential market for about 600,000 sets a year, he predicted, adding that decreasing sales as markets reach saturation will release sets to new markets.

Some fourth-quarter production of sets in 1952 will go into new markets opening in 1953, he said.

According to Mr. Morris, about 3.5 and 4 million TV receivers will be produced in 1952 though he termed this a "crystal ball" estimate. The figure compares with 7.4 million sets turned out in 1950 and probably 5 million in 1951.

Factors affecting the 1953 estimate can be material savings through substitution and conservation. Even the shortage of one critical tube type or component could upset the estimate, he said, but the 3.5 to 4 million estimate is "the current view of the Electronics Division, NPA." He termed this outlook bright in comparison with other industries.

Presiding at the Thursday RTMA panel was C. W. Miller, Westinghouse Electric Corp.

At the evening dinner Rear Adm. John R. Redman, Director of Communications - Electronics, Joint Chiefs of Staff, said the productive capacity of the electronic industry provides a major advantage over any potential enemy.

C-E Raises Bankhart

D. R. (Don) BANKHART, account executive on local Chevrolet Dealers Assn. account for Campbell-Ewald Co., has been named business manager of the TV department of the agency's New York office. He will continue his account executive duties. T. W. Hanlon has been appointed assistant to Mr. Bankhart.

film report . . .

BRINGING the excitement of the jungle and circus to television, Commodore Productions, Hollywood, is planning the production of 26 half-hour television films featuring Clyde Beatty, to be called the *Clyde Beatty Show*. Series goes before camera Dec. 1 and is expected to be completed by March. Both jungle and circus adventures will be included. Walter White, president, Commodore, will supervise production.

Morton Television Productions planning 15-minute historical-dramatic TV films entitled *This Is The Story*, showing highlights in the fields of science, art, and industry that changed the course of history. Series is being patterned after the transcribed radio programs of that name produced by firm's parent company, Morton Radio Productions.

Twenty-six films have been completed in the series so far, with a total of 78 more planned. Each quarter-hour film contains two complete stories, with surprise endings. More than 1,000 transcriptions of the radio series are available, with plans to film many of them. Morton Jacobson, president, Morton Radio & TV Productions, will supervise production of the film series. Ed Prentiss is featured narrator.

Distribution and sales will be handled by Snader Sales, Inc. Series will become available Dec. 15.

WABD SPONSORS

DuMont Gross Increases

CONTRACTS representing more than a half-million dollars in billings—31 contracts in all—have been signed by DuMont's WABD (TV) New York within the past 10 days, Chris J. Witting, director and general manager of the DuMont TV network, announced Tuesday. At the same time he noted that the network's gross time sales have risen from \$435,000 in January to \$564,000 in June and \$730,000 in September.

New contracts for use of WABD (TV) include Coca-Cola's purchase of the Monday-through-Friday 6:30-7 p.m. spot for the *Bob Dixon Show* effective Nov. 5 for 52 weeks, through William Esty Co., New York; Best Foods' sponsorship of *Sunday Matinee* from 4-6 p.m. Sunday for 39 weeks, through Benton & Bowles, New York; Procter & Gamble's purchase of 390 participations for Shasta Shampoo in and between WABD programs, through Dancer-Fitzgerald-Sample, New York, and Old Dutch Mills' purchase of 260 identification announcements for Old Dutch Coffee, through Elliot Nonas Adv., New York.

films to be released on a two-a-week basis.

Jerry Courneya, president of Courneya Productions, Hollywood, has finished tie-in shots for the first six in a series of films called *World of Adventure*. The films will relate adventures of Curtis Nagel, world traveler and lecturer, in various countries, and stars Mr. Nagel and William Moore.

Films completed include *Carnival in Rio*, Norway, Mexico, Denmark, Holland and Trinidad.

New film series of 260 quarter-hour programs featuring the Sue Hastings Marionettes, *Betsy and the Magic Key*, is ready for distribution through CBS-TV Spot Sales. Designed for younger members of the family, series is written by Elizabeth Raines, author of children's stories and songs, and is located in Puppetania, admission to which is gained by Betsy's magic key.

Herb Jeffries has completed his second series of Telescriptions for Snader Telecriptions Corp., Beverly Hills. Series of the musical shorts also has been completed by Frankie Carle and his orchestra.

Motion Pictures for Television will distribute the *Superman* television film series, comprising 26 half-hour programs recently completed by Superman, Inc., L. A. First two of series, *The Haunted Lighthouse* and *No Holes Barred*, are now available by the distributor.

In an expansion of operation, TV Spots Inc., Hollywood producer of animated and live action video commercials, has filed incorporation papers with the California Secretary of State in Sacramento. An outgrowth of the Bob Wickersham Agency, firm also has moved headquarters to 1522 Cassil Place.

Robert L. Wickersham is president, A. Albert Spar, secretary, and Dorothy Johnson, treasurer. Besides company officers, board of directors include James R. Westengard and Errol Gray.

Peerless Television Productions, the Edward Small-Sol Lesser firm organized in Los Angeles fortnight ago to distribute filmed TV programs, has opened a New York office at 729 Seventh Ave., under direction of Vice President George T. Shupert, former vice president and director of commercial operations of Paramount Television Productions. Peerless meanwhile announced that arrangements for sponsorship of its *Peerless Group*

BIG on radio EVEN BIGGER on TV "QUIZ OF TWO CITIES"

- A smash 19.8 in Baltimore-Washington
- A terrific 11.6 in New York Telepulse (Battle of the Boroughs)
- So great on TV a sponsor set the show for 3 more radio stations
- Get this great show set for your market . . . contact—

AL BUFFINGTON PRODUCTIONS

6711 Sunset Blvd.
Hollywood 28, Calif.
HOLLYWOOD 9-8367

Selling: WATCHES?

WILBUR STREECH PRODUCTIONS
Try
TV FILM COMMERCIALS
1697 BROADWAY, N. Y. • JUDSON 2-3916

of 26 feature films in the Chicago area by *Hauser-Nash Sales*, Chicago Nash dealer, had been completed on the heels of the sale of two-year rights in the Los Angeles area to KTTV (TV) there [B•T, Oct. 29].

Sales and Production . . .

SARRA INC., Chicago, has completed film commercials for Grove Labs., Bromo-Quinine cold tablets, showing televiewers how a headache feels with use of special photographic effects. Four 60-second and four 20-second spots, produced in cooperation with **Gardner Advertising**, St. Louis, will be used on *Live Like a Millionaire*, sponsored on CBS-TV Fridays. Agency supervisors were **Charles E. Claggett**, vice president and account executive and **William D. Fisher**, director of the radio-TV department.

Dick Dorso, recently resigned vice president, United Television Productions, has been appointed exclusive sales representative for distribution and sale of **Perry Mason** TV film series going into production next week at **RKO-Pathe** studios. **Bing Crosby Enterprises**, L.A., will film the series [B•T, Oct. 29, 22].

ALEXANDER FILM CO., Colorado Springs, announces recent TV commercial productions for the following organizations: **The Stanback Co.**, Salisbury, N. C., three 30-second and three 20-second films featuring Stanback Headache Powders through Piedmont Adv. **The Frito Co.**, Dallas, Tex., eight 60-second films featuring Fritos and Chee-tos through Glenn Adv. **Haxon Foods Inc.**, Oakfield, N. Y., three 60-second and six 20-second films featuring Blue Boy Foods through Hart-Conway Co. **Gas Service Co.**, Kansas City, Mo., five 30-second and nine 20-second films on gas fuel. **Comette Hosiery**, Wills, New Braunfels, Tex., two 60-second films featuring Comette Nylons through Glenn Adv. **King's Candy Co.**, Fort Worth, Tex., three 30-second and three 20-second films featuring King's Chocolates through Tracy-Locke Co. **Mebane Co.**, Mebane, N. C., two 20-second films featuring Kingsdown Mattresses through Bennett Adv. **Reymer & Bros.**, Pittsburgh, four 30-second films featuring Reymer's Blend through Ketchum, MacLeod & Grove.



FOUR scientists from the **David Sarnoff Research Center**, **RCA Labs Div.**, examine five of the tri-color TV picture tubes developed at the company's laboratories at Princeton, N. J., and Lancaster, Pa. They are (l to r) **E. W. Herold**, **Dr. E. W. Engstrom**, vice president in charge of **RCA Labs. Div.**; **B. Law**, and **Dr. V. K. Zworykin**, vice president and technical consultant of the division.

WKY-TV CHANNEL Sees Change Costly

CURRENT investment in **WKY-TV** Oklahoma City runs over the half-million dollar mark, according to information submitted by Vice President and General Manager **P. A. Sugg** in the station's filing with the FCC in the allocations hearing.

The **WKY-TV** brief was filed in opposition to the FCC's proposal to change the frequency of the station from Channel 4 to Channel 7.

Up to Oct. 9 there had been invested in **WKY-TV** the sum of \$506,242.02, Mr. Sugg reported. Loss for the years 1949 and 1950 totaled \$269,647.78, he said. Weekly payroll as of Oct. 5 for 61 employees—not including general or administrative expenses—runs \$4,709.43 a week, he revealed.

Expense of Changeover

Cost of the change to Channel 7 would be \$167,480, the brief asserted. This is because the TV antenna is on one of the three **WKY** AM towers. The change would require not only a temporary antenna for **WKY-TV** but also affect the operation of **WKY-AM**.

Mr. Sugg also claimed that most of Oklahoma City's 92,300 TV sets (as of Sept. 1) would have to change their present low-band antennas to high-band antennas to get Channel 7. This would cost from \$10 per installation up, he said.

Objection to the change was backed by a number of letters from Oklahoma City's TV set distributors and servicemen.

THE new RCA television camera tube has been designed to provide observation in locations that are inaccessible or dangerous to humans. The latest developmental vidicon has better spectral response, wider temperature range and an increased life span.

NEW KLAC-TV SUIT Filed by Berns, Barron

KLAC-TV Los Angeles last week became the object of its second plagiarism suit within a few months as **Seymour Berns** and **Tom Barron** filed suit for \$100,000 in Los Angeles Superior Court.

Mr. Berns, producer, and Mr. Barron, writer, charged the station and three others with appropriating their "Willie Wonderful" program idea. Besides **KLAC-TV**, also named in the suit are **Bracken Productions**, which produced the *Willie Wonderful* puppet TV film series; **Scott-DuMont** & **Lowman**, distributor of the package, and **Martin Gordon**, who has been writing credit on the series.

The suit also asked that the program be taken off **KLAC-TV**.

Pair claim that they created and wrote the hand-puppet program, *The Adventures of Willie Wonderful*, last year and submitted it to Mr. Gordon, then an account executive with **Factor-Breyer Inc.**, Los Angeles, for sale to a sponsor. This deal fell through, they claim, and about Sept. 1 of this year the program appeared on **KLAC-TV** listing Mr. Gordon as writer.

Kopald, **Stolzfus** & **Mark**, Beverly Hills, are attorneys for the plaintiffs.

KLAC-TV, owned by Mrs. **Dorothy Schiff**, recently paid \$50,000 in settlement of a similar million dollar suit by the producers of the radio and television show *Bride and Groom* [B•T, Aug. 20]. In this case it was found that **KLAC-TV's** *Wedding Bells* was patterned after *Bride and Groom*. Former program has been taken off the air, in accordance with the settlement.

TENTH District of California Congress of Parents and Teachers voted *Report to the People*, presented by **KECA-TV** Los Angeles, "the most important public service TV program in the Los Angeles area for the entire month of October."

NCAA PLAN

Discussed by Willett

TELEVISION is the biggest problem and the biggest headache facing the National Collegiate Athletic Assn. today, NCAA President **Dr. Hugh Willett** declared last week.

But, he said, the NCAA TV test plan is working successfully and the association "has no doubts as to the legality of its regulation limiting telecasts of college football."

Dr. Willett, a professor at the U. of Southern California, reviewed NCAA's television troubles in a talk to the Stanislaus Quarterback Club in Modesto, Calif., last Monday.

He said he was making his remarks "in a frank attempt to condition public opinion" on the problems. He told the meeting that NCAA did not vote to limit live telecasts of football games until forced to do something about falling gate receipts.

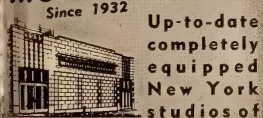
Football, he explained, supports almost all other collegiate sports and a shortage of returns from this one sport could cripple a school's entire athletic program.

"The plan [limiting TV] is well underway now," he said, "and is highly successful. The object of our survey by National Opinion Research Corp. of the U. of Chicago is to see how much television is possible without hurting the game."

He gave no indication of how results of the survey might be shaping the NCAA's official attitude toward TV, whether any letup or tightening of the TV restriction was being suggested or whether any other changes in the present plan are being discussed.

ADMIRAL Corp., Chicago, reported last week a sharp drop in net income for the quarter as well as nine months ending Sept. 30 compared with the same period in 1950. Net income for the quarter totaled \$1,306,735 or 68 cents per share, contrasted with \$5,253,685 or \$2.72 per share the year before. Sales for the 1951 period were \$31,381,832, with \$63,629,146 in 1950. The nine-month net income in 1951 was \$5,400,156 equal to \$2.80 per share, compared with \$13,176,417 or \$6.83 per share last year.

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AM's COMEBACK

Radio Resurgence Told

RADIO's comeback after losing initial ground to television was described by John K. Herbert, NBC vice president in charge of network sales, at a meeting Oct. 26 of the Sales Executive Club in Winston-Salem.

After early TV encroachment into clients' advertising budgets, radio fought back, Mr. Herbert said, to the point where radio set sales are 10% greater than in 1950. Radio sets are outselling television sets by better than two to one.

Mr. Herbert said that one of radio's weak points had been in the field of advertising. "Over the years," he explained, "the heads of national advertising agencies, the Madison Avenue boys, had become our sales force—they were doing our work for us."

Then the video bombshell exploded on the market, he noted, and the radio networks suddenly found themselves without salesmen of their own.

Furthermore, Mr. Herbert continued, advertising rates had been kept at the same level for 10 or 12 years, despite a vast increase in the listening audience.

"All of a sudden we were forced into the position of having to reduce rates that were too low to start with," the NBC executive

said. He noted that magazine and newspaper rates were rising.

The answer came with the realization, Mr. Herbert said, that we were "dealing with the best advertising medium of all, the persuasiveness and power of the human voice. We could offer flexibility, including the possibility of last-minute program or commercial changes."

"Furthermore," added Mr. Herbert, "we had comparisons with other selling values. We were selling circulations, which still showed network radio to be tremendously cheaper than the other mediums with which we were competing."

Also visiting Winston-Salem was Joseph H. McConnell, NBC president, who said that television has helped put radio on a "firmer, sounder foundation."

Radio is having to do a harder job to meet the competition of television, Mr. McConnell said. "It takes more people to operate radio now."

"But," he added, "I have never been more thoroughly impressed with the future possibilities of radio than I am now."

Mr. McConnell complimented WSJS Winston-Salem, stating that this NBC affiliate rated among the top four or five stations in the nation in "audience appeal and in relationship to the market it serves."

ERNEST H. SCOTT

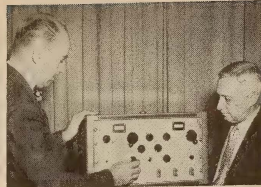
Founded Set Firm

ERNEST H. SCOTT, founder of E. H. Scott Labs., Chicago, and a pioneer in custom-built radio set manufacture, died in Vancouver, B. C. Oct. 27. He made his home there the last two years.

Mr. Scott sold his interest in the firm in 1944 after manufacturing custom radio sets since 1923. He was born in Australia and served three years with the Australian army in France during World War I. During World War II he helped sponsor the Anzac Hospitality Center for servicemen in Chicago.

MARS Expansion

EXPANSION of the Military Amateur Radio System (MARS) to include novices and technical or experimental amateurs has been announced by the Army Signal Office and Air Force communications. Any novice or technician class radio amateur may, under Part 12 of amended FCC Rules & Regulations apply for MARS membership. Applicant must be member of the armed forces or reserves, or civilian over age 21 who has necessary equipment to operate on 3497.5 mc. He must agree to operate, while on the military frequency, at such designated times and in such manner as prescribed by the MARS command director. Requirements were set forth at the American Radio Relay League convention, French Lick, Ind., Oct. 20.



JOHN F. STERNER (l), RCA Tube Dept. engineer, demonstrates for Milton J. Ackerman, manager of RCA's Test and Measuring Equipment Engineering Group, the newly developed RCA UHF sweep-marker generator which Mr. Sterner described last week in a technical paper delivered before the National Electronics Conference in Chicago.

BAKER AIDE CHOSEN

Takes Post at NPA

GEORGE HENYAN, an assistant to Dr. W. R. G. Baker, General Electric Co., Schenectady, N. Y., has been named to head the Components Branch of the Electronics Products Division, National Production Authority. He succeeds L. H. Niemann, who has resigned.

Mr. Henyan is in charge of tubes, transformers, resistors and other component parts. The Components Branch is one of three under that division, with Edmund T. Morris as director. Others are End Equipment and General Services. Mr. Henyan assumed his duties late last month.

Morris Returns

EDMUND T. MORRIS, director of the Electronics Products Division, National Production Authority, returned to Washington last Tuesday after a 25-day trip to Europe. Purpose of his tour was to review military application of electronics components as affected by the critical materials shortage. Mr. Morris, of Westinghouse Electric Corp., Baltimore, also heads the government's Electronics Production Board. He visited France, England, Switzerland, Italy, Germany and other countries. Mr. Morris was director of Westinghouse's Electronics & X-Ray Division.

WEDC ANNOUNCES

Unit Designated by NLRE

A UNIT of all announcers employed at WEDC Chicago was authorized by the National Labor Relations Board last Tuesday in a decision on a petition filed by the Chicago Local of American Federation of Radio Artists.

Station is licensed to Emil Dene mark Inc., which is also an authorized Buick and Cadillac automobile dealer, and airs over 75 hours per week of English and foreign language programs. According to the petition, 11 announcers are employed for foreign language broadcasts and the remaining six for English shows.

The AFRA local had sought a unit of all artists including actors, singers and English-language announcers. It claimed such a unit is appropriate because of the current bargaining pattern established in the Chicago area. WEDC felt all announcer-employees should be under one group, excluding actors and singers. Announcers are salaried, compensated for selling announcements or paid commissions.

NLRB ruled, however, that since foreign-language announcers are ineligible to vote in upcoming elections. They are classified as "time brokers," buying time from the station and reselling it to various sponsors. Technically, they are employees by virtue of compensation received from WEDC for making commercial announcements but the board found their employment to be neither "frequent nor regular." They remain within the unit for collective bargaining purposes.

Actors and singers are employees occasionally by the foreign-language announcers but are compensated by the time brokers or sponsor, it was explained. Hence they do not fall under the licensee's jurisdiction.

UNDER license arrangement with Western Electric Co., a deposit carbon resistor, known as Phaostron "Carb-ohm" is being manufactured by Phaostron Co., Pasadena.

WATERBURY

has toast & coffee with Bob Stewart



HIT THE DECK

Mon. thru Sat. 7 to 9 A.M.

The recent Pulse survey shows more Waterbury people have breakfast with Bob than anyone else.

He sells them chicken feed, clothes, paint, frankfurters, and unmentionables.

He has more than 30,000 radio homes in which to tell your story. Ask Avery-Knodel for the whole story on Waterbury and WBRY.

WBRY
5000 WATTS

CBS in Waterbury, Conn.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	301,970
Station D	205,440

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

Page 96 • November 5, 1951

BROADCASTING • Telecasting

CANADA CLINICS BMI Sets First for Winnipeg

FIRST of four program clinics to be held in Canada by BMI Ltd., will be held at the Royal Alexandra Hotel, Winnipeg, Nov. 10, under chairmanship of Harold Moon, assistant general manager of BMI Canada Ltd., Toronto, and Ed Rawlinson, CKBI Prince Albert, resident of Western Assn. of broadcasters.

Speakers at the one day session will be Jack Blick, CJOB Winnipeg, on "Radio and Community Service"; Bill Holm, WLPO La Salle, Ind., on "Importance of Local News"; Glen Dolberg, BMI New York, "Your Music Library"; Ted Ott, WNBC and WNBT-TV New York, "Building Station Personality"; John Leslie, WDGW Minneapolis, "Making the Most of Music"; Bill Walker, CKRC Winnipeg, "The Broadcaster Looks at Management"; and Dan Park, WIRE Indianapolis, "Radio Sales and Program Merchandising".

Luncheon chairman will be Bill Peers, CKRC Winnipeg, and emcee speaker Carl Haverlin, MI New York, who will talk about the BMI Young Composers Radio Award, and the Concert Music and Book Review Project.

VOICE' EFFECTIVE

Thurman Barnard Relates

THE VOICE of America is helping the people of Czechoslovakia to drive the historical events that have birth to their democratic republic, despite the efforts of the communists to implant their own version by "iron-handed" control of radio, press and films.

That conviction was expressed by Thurman L. Barnard, general manager of the State Dept.'s information program, in an address Oct. 28. He spoke before the Czechoslovak Sokol organization in New York City.

"The Voice of America is a voice the communists would like to still, makes them uncomfortable, it swarms their schemes and it shows to their lies. It irritates them no end, as they've admitted time and gain," Mr. Barnard stated.

ENEMY TAKES RADIO FIRST

Research of Seoul Occupation Disclosed

AS INVADING communist armies roll up ground, they take immediate possession of radio stations and confiscate all radio receivers in the area.

While this is a generally known fact, it is detailed in a newly-published book, "The Reds Take a City," by Dr. John W. Riley Jr., chairman of the Rutgers U. Dept. of Sociology, and Dean Wilbur Schramm of the U. of Illinois. The book was published 10 days ago by the Rutgers U. Press.

Salient factor in today's battle action, as taken down in a report by the authors while spending three months in South Korea as members of a U. S. Air Force research team, is the use of radio to disorganize or panic the invaded peoples.

North Korean occupation troops' first concrete action was seizure of Radio Seoul, a 35 kw station covering all of Korea. Broadcasts were begun at once declaring the government had fled and the People's Republic was in control. The communists said everyone should return to work and all would be forgiven.

The authors say good military policy would "have dictated . . . destruction" of the station before it fell into enemy hands. If the reason was not the lack of an adequate demolition plan, the authors believe the station was kept intact up to the last minute in order to get off a fighting message to the people as a cover of government departure. A possibility was an existence of a fifth column in the station.

Brought Own Staff

The North Koreans brought with them men from their own radio system to handle jobs, including a chief engineer trained in Moscow, with less-important personnel kept in their jobs.

By placing engineers, writers and announcers, the occupation government controlled program content, but work putting it on the air was carried on by the usual South Korean personnel.

In the meantime, the Reds confiscated receivers in order to prevent listening to UN broadcasts. Reason given was that sets were needed for the military.

Next came the closing down of all newspapers with all news media sent to stations and re-opened newspapers via the Public Information Office. Political propaganda was placed in broadcasts, in the newspapers and in movies.

Dr. Riley and Dean Schramm observe: "This obviously was at the cost of entertainment on the radio . . . There was no charm in press and radio. It was mechanical propaganda." By their monopoly of all media, the Reds

removed any need of competing for an audience.

Seoul citizens were forced to listen to shortwave news broadcasts from Japan or the Voice of America over hidden radio sets, the authors report.

Col. Ben C. Limb, Korean Republic representative to the UN, will present the book to the UN General Assembly in Paris this month as evidence of communist plans for conquest and enslavement.

Defense Orders

AN OUTLAY of \$7.8 billion was let out in orders to electronics and other "hard goods" manufacturers during the period July-September, according to a summary of procurement obligations released last Monday. In addition to electronics, the category comprises aircraft, ships, tanks, weapons, ammunition, production equipment and other items. About \$161 million of the \$7.8 billion sum was set aside for Mutual Defense Assistance Program procurement, the Defense Dept. added. New totals brought hard goods procurement to \$37.3 billion for the 15 months since start of the Korean war.

CBC DEFICIT

Shown in Commons Report

A DEFICIT of \$1,271,874 in the fiscal year ending March 31, 1951, is reported by Canadian Broadcasting Corp. in its annual report tabled in Canadian House of Commons at Ottawa Oct. 25. The report shows revenues from receiver licenses, transmitter licenses, commercial programs and other sources at \$8,301,379 for the year, with expenditures of \$9,573,253.

The deficit this year compares with a deficit of \$243,746 in fiscal year 1949-50. In the 1950-51 year CBC was uncertain of its financial future because of the investigation by the Massey Commission on Arts, Letters and Sciences, which has since recommended that CBC deficits be paid by a grant from the government. The CBC is a government corporation.

Expand Schedule

WBEN-FM Buffalo, and WBEN-TV, began early daytime operations last Monday. WBEN-TV, operating on Channel 4 (66-72 mc) with 10.2 kw aural and 16.2 kw visual, now signs on at 9 a.m. daily Monday through Friday. WBEN-FM, operating on 106.5 mc with 6 kw, now goes on the air at 5:30 a.m. Monday through Saturday and at 9 a.m. Sunday.

"MOO-LA" Buys
Your CAKE MIX
in
WISCONSIN

WKOW
takes the cake...



right to your best customers — people who want and need your product. Reach them the low-cost way — through WKOW's powerful, concentrated coverage. Bossy's "MOO-LA" — half a billion dollars' worth spent every year—will buy a lot!

Represented by Headley-Reed Company

Use
WKOW-CBS
1070 k.c.

**WISCONSIN'S
MOST POWERFUL
RADIO STATION**

No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

WKOW-CBS MADISON, WISCONSIN

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Roamer



SHAMROCK HOTEL meeting of Texas stations included (seated, l to r): Kenyon Brown, KWFT Wichita Falls, NARTB District 13 chairman; Grace Spanihel, Foote, Cone & Belding; Graham Boone, Boone & Cummings Agency; Frank Carter, Ruthrauff & Ryan. Standing, Fred Nahas, KXYZ Houston; Robert K. Richards, NARTB; Don Reynolds, KFSA Fort Smith; Martin Campbell, WFAA Dallas; Ray Herndon, KTRH Houston.



TEXANS at annual district meeting in Houston included (seated, l to r): Robert Fender, RCA Thesaurus; John Langlois, Lang-Worth; Fifi Ginsburg, KFTV Paris; Louis Cook, KNOW Austin. Standing, Walt Davison, Lang Worth; W. D. Rogers Jr., KEYL-TV San Antonio; John Devine, Standard Radio; Tom Kritser, KGNC Amarillo; Ted Taylor, KRGV Weslaco; Charles McDowell, ASCAP.

DISTRICT 13

Houston Meeting Asks Benton Plan Withdrawal

DIRECT appeal to Sen. William Benton (D-Conn.) to withdraw his legislation calling for creation of a radio-TV advisory council was made Tuesday by Texas broadcasters, meeting at the Shamrock Hotel, Houston.

Winding up a two-day session of NARTB District 13 members, delegates signed a telegram explaining they had unanimously adopted a resolution opposing the Benton legislation and arranged to send Sen. Benton a copy.

In the meantime, however, the broadcasters wired Sen. Benton to this effect:

"We solicit your consideration of a proposal to withdraw this proposed legislation. American radio has grown in three decades to such proportions that it commands a larger and more attentive audience than any other in any nation in the world.

"This growth has been accomplished in the American way according to the honest competitive principles of free enterprise. American radio is proud to stand upon its record of contribution to

this nation's welfare. No less can be expected of the nation's television broadcasters who already have demonstrated their good faith with the American people by endorsing a code of principles for guidance.

"These free media do not require nor has their performance indicated the need for more government regulation such as your proposed legislation would impose. This is National Radio & Television Week, Sen. Benton, during which time we are observing three decades of American broadcasting.

"As one of the pioneers who launched its development as an advertising man, perhaps you might look back through the years as many of us are doing and reflect upon the magnificence of this medium's performance today against the background of its humble beginnings. We could hope that such reflection might deter you in your effort to add yet another regulatory body in a field of free communication."

Other resolutions adopted at the Houston meeting voiced confidence

in work of BMI and its president, Carl Haverlin; asked the U. S. Government not to act on TV channel interchange with Mexico without full hearing; favored full support of civil defense agencies; thanked Texas stations for their part in Oct. 28 statewide broadcast during National Radio & Television Week; lauded administration of Kenyon Brown, KWFT Wichita Falls, district director; expressed approval of NARTB President Harold Fellows and headquarters staff; thanked Col. John J. Kelly and Lt. Robert B. Mackall for talks on armed forces place in radio and TV; thanked Oliver Gramling, vice president for radio, Associated Press, for illustrated talk on radio news; commended formation of new state association and urged district to help strengthen NARTB.

Resolutions Committee Members

Members of the Resolutions Committee were Roy Herndon, KTRH Houston, chairman; Gene L. Cagle, KFJZ Fort Worth; C. B. Locke, KFDM Beaumont; J. H. Speck, KCNC Fort Worth; Byron W. Ogle, KRGV Weslaco.

Mr. Brown presided at the meetings as district director. Opening speaker Monday was Mr. Haverlin. Robert K. Richards, NARTB public affairs director, outlined operation of the association headquarters staff. Jack Hardesty, NARTB station relations director, discussed advantages of local news.

During the afternoon meeting Mr. Fellows answered a series of questions about NARTB, following his address. Joining the discussion were Art Greene, KLTJ Longview; Vann M. Kennedy, KSIX Corpus Christi; Tom Kritser, KGNC Amarillo; Gordon Baxter, KPAC Port Arthur; Frank O. Myers, KCNC

Texarkana; Fred Nahas, KXYZ Houston.

W. D. Rogers Jr., KEYL-TV San Antonio, presided at a television clinic. Mr. Rogers is a member of the NARTB TV board. Others participating were Clyde Rembert, KRLD-TV Dallas; Jack Harris, KPRC-TV Houston; Ralph W. Minnoms, WFAA-TV Dallas. Richard P. Doherty, NARTB employee-employer relations director, took part in discussion of operating costs. He said a small station needs \$175,000 income a year to get by citing 10 small stations averaging \$168,000 gross. He estimated it may be possible some day to operate with \$125,000 gross, depending on the economic cycle.

Mr. Rogers advised those planning new TV stations to learn shortcuts and operating tricks of the trade by visiting video operations. He urged new TV managers to use care in selecting consultants, having thorough radio-TV background. He warned that operation of the film department can make or break a station.

Need for Good Personnel

Mr. Rembert emphasized the importance of good personnel in the TV operation. Get a good consulting engineer and lawyer, and they start training men, he advised those planning to enter TV. A good broadcaster makes the best TV man, he said.

Mr. Harris stressed the importance of promotion by TV stations

WCKY

COVERS THE SOUTH


→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER



Why buy 2 or more...

do 1 big sales job

ON "RADIO BALTIMORE"

Contract
EDWARD
METRY CO.

WBAL



HEAD-TABLE diners during BMI program clinic luncheon at Houston Oct. 28 included (seated, l to r): James R. Curtis, KFRO Longview; Gene Cagle, KFJZ Fort Worth; Leonard Reinsch, WSB Atlanta; Carl Haverlin, BMI resident; Kenyon Brown, KWFT Wichita Falls; Harold Ellows, NARTB president; Ralph Wentworth, BMI.

Standing, Bruce Collier, Liberty Network; Harry McTigue, WINN Louisville; Jack Harris, KPRC Houston; Martin Campbell, WFAA Dallas; Ray Herndon, KTRH Houston; Fred Nahas, KXYZ Houston; Glenn Dolberg, BMI; L. Patricelli, WTIC Hartford.

particularly in the case of dealers and the public. Stations should remote to build circulation, he said.

BMI held one of its series of station clinics Oct. 28, preceding the district session, with 129 in attendance.

J. Leonard Reinsch, WSB Atlanta, called for further development of radio programming. "Happy will be the day when the program director is fully aware of radio's fiscal operation and when the sales manager is appreciative of the program director's problems," Mr. Reinsch told the clinic. Harry McTigue, WINN Louisville, called for "intelligent use of all types of music." He explained music can be both interesting to the listener and profitable to the sponsor. It can offset network programming to a considerable extent, he added.

L. Patricelli, WTIC Hartford urged full cooperation of management and sales departments with the program department. "Experience in new programming techniques," he advised, "but rehearsal shows until you think they are right for listener acceptance."

Other clinic speakers included Glenn Dolberg, BMI station relations director; Charles Payne, KXL Dallas; Mr. Haverlin; Mr. Cagle; Mr. Harris; James R. Curtis, KFRO Longview, and Blaine Wentworth, KWFT Wichita Falls.

Registration at District 13 Meeting

Adams, Dick, AP, Dallas; Arney, C. E., NARTB; Bagwell, Ken, KXYZ Houston; Barclay, Jim, RCA, Dallas; Barfield, Kenneth, KTRE Lufkin, Tex.; Baxter, Gordon, KPAC Port Arthur, Tex.; Bishop, Euton, KTEB Temple, Tex.; Bradbury, Bob, KPET Lamesa, Tex.; Bright, Ray, KTRH Houston; Brooks, Don, KSET El Paso; Brown, Clarke R., John Blair & Co., Dallas; Brown, Kenyon, KWFT Wichita Falls, Tex.; Bryant, Joe H., KCBF Lubbock, Tex.; Buford, Lucille, KGKB Tyler, Tex.; Cagle, Gene L., KFJZ Ft. Worth; Caldwell, Helen, KFDM Beaumont; Campbell, Martin, WFAA-TV Dallas; Christenson, Royce, KTRE; Clough, Charles E., KWFT; Collier, Bruce, Liberty Broadcasting System, Dallas; Cook, Louis R., KNOW Austin; Cornwell, Blaine, KWFT Wichita Falls; Cosse, Clayton, Forgie Co., Atlanta; Crockett, Dave, KCMC Texarkana, Tex.; Crouchet, George, KPAC Ft. Arthur, Tex.; Curtis, James, KFRO Longview, Tex.; Daom, M. E., KTBB Tyler; Davidson, Walter, Lang-Worth, Hollywood; Deason, Bill, KVET Austin, Tex.; Devine, John, Standard Library, Indianapolis; Doherty, R. P., NARTB; Evans, Bud, KXYZ; Ellows, Harold E., NARTB; Fender, Bob, RCA, Dallas; Fry, Howard H., KPDX Wichita Falls; Gale, Jack, UP, Dallas; Glusing, Ben A., KINE Kingsville, Tex.; Gramling, Oliver, AP, New York; Granel, Hugh, World Broadcasting, New York; Greene, Arthur, KLTI Longview, Tex.; Hamilton, Ray V., Blackburn-Hamilton Co., Chicago; Hardesty, a c k, NARTB; Harding, George, The Brannan Co., Dallas; Harris, Jack, KPRC-TV Houston; Hart, Lee, L2AB, New York; Hawkins, Lloyd, KLTI Longview; Herndon, Ray, KTRH; Hill, Fred, KTRE Lufkin, Tex.; Hills, Ted, KXYZ Houston; Holt, Brooks, KDNT Denton, Tex.; Hughes, E. C., KEYS Corpus Christi; Jackson, Aubrey, KRGV Weslaco, Tex.; Jacobs, Tom, KSET; Johnson, Mott M., KFDD Wichita Falls; Jordan, Charles B., KABC San Antonio; Joseph, Kenneth, SESAC, New York; Kellam, E. K., KCMC Fort Worth; Kennedy, Vann M., KSIX Corpus Christi; Kirksmith, Jim, Liberty Broadcasting System, Dallas; Willard, KEPO El Paso; Kritzer, Tom, KGNC Amarillo; Lally, Ed, WBAF Ft. Worth; Langlois, John, Lang-Worth, New York; Lewin, Richman, KTRB; Locke, C. B., KFDM Beaumont; Long, Maury, BROADCASTING • TELECASTING, Washington; Lynch, Frank J., KBYE Oklahoma City.

McClellan, Bob, KTXL San Antonio; McDowell, Charles, JSCA, Dallas; McIntosh, Sid, KTVB Brownfield, Tex.; Marti, George, KCLE Burleson, Tex.; Martin, Murphy, KTRE; Mayes, Wendell, KNOW; Mayfield, Bill, KCMC; Morris, Dave, KNUZ Houston; Myers, F. O., KCMC; Nahas, Fred, KXYZ; Newberry, Mack, KPAC; Nimmons, Ralph, WFAA-TV; Ogile, Barney, KRGV; Parsons, Nellie, KFPO El Paso; Perley, Cal, KLEE Houston; Pierce, Bill, KDFW Dallas & Data, Chicago; Pink, Jack L., KONO San Antonio; Rembert, Clyde, KRLL Dallas; Reynolds, Don, KFSB Dallas; Richards, Bob, NARTB; Robertson, Howard, KLYN Amarillo; Robinson, King, KATL Houston; Rogers, W. D., KBYL-TV San Antonio; Roth, Gene,

KONO San Antonio; Ryan, William, WAB, New York; Scovill, Edward, CBS, New York; Segal, David, KFTS Texarkana; Shepard, H. V., KDNT Denton, Tex.; Speck, J. H., KCMC; Stanley, Ruby, KIMP Mt. Pleasant, Tex.; Stine, Al, AP, Kansas City; Stubblefield, Bill, Associated Program Service, New York; Tarter, George L., KCBF Lubbock, Tex.; Taylor, Ted, KRGV Dallas; Thady, George, KSET; Thompson, Bud, KFYO; Thompson, Gordon, KFYO; Tucker, Durward J., WRR Dallas; Vickers, Marjorie R., KPAC; Vratas, Socs, KOLE Ft. Arthur; Weis, Pierre, World Broadcasting, New York; Weiss, George, Sponsor, Chicago; Wells, Melbadean, KULP El Campo, Tex.; Wenger, Wiley, RCA, Dallas; Wofford, Kelly, KEYS Corpus Christi; Worley, David R., KITFY Brownfield, Tex.; Wright, C. C., KCMC.

BMI SPEAKERS Announced for Clinics

MAJOR speakers have been lined up for the next three Broadcast Music Inc. clinics sponsored in cooperation with state broadcasters' associations. Appearing today (Monday) at the meeting in Billings, Mont., are Glenn Snyder, general manager, WLS Chicago, speaking on "The Future of AM Radio"; George Kendall, program director, WJLB Detroit, "Music Unlimited," and Daniel C. Park, general sales manager, WIRE Indianapolis, "Selling Local Radio and Merchandising in Today's Market."

Mr. Kendall and Mr. Park also will speak at the Nov. 7 session in Aberdeen, S. D., and Nov. 9 at St. Paul, when Charles Caley, vice president and general manager of WYMD Peoria, Ill., will replace Mr. Snyder.

The St. Paul-Minneapolis meeting also will have as speakers George Higgins, managing director of KMBC Kansas City, "Program Sales and Management Must Work Together"; Carl Vandagriff, program director, WOWO Ft. Wayne, Ind., "Smooth Production"; Bill Holm, general and commercial manager, WLPO LaSalle, Ill., "The Importance of Local News," and Bruce Wallace, manager, WTJM-AM-TV Milwaukee, "Seeking the Right Type of Public Promotion Broadcasts."

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KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

BENTON PLAN

Debated In 'Saturday Review'

THE NOV. 3 ISSUE of *The Saturday Review of Literature* presented a "debate" on the Benton plan for government-authorized citizens' supervision of radio and TV programming, but with the debaters seemingly cast in reverse roles.

Supporting Sen. William Benton's (D-Conn.) widely discussed plan was Raymond Rubicam, who as a former president and board chairman of Young & Rubicam, advertising agency, helped bring the commercial system of broadcasting to its present estate.

On the other side of the fence, presenting the commercial broadcasters' viewpoint, was Maurice B. Mitchell who, in hewing to the commercial-broadcasting line he has consistently followed, was opposing the views of his boss.

Mr. Mitchell is vice president and general manager of Associated Program Service. Sen. Benton is board chairman of the Muzak Corp., one of whose divisions is Associated Program Service. Mr. Mitchell said his boss has created such a furor with his plan that broadcasters "are actually at the point of boycotting" the Senator's business.

In his bill for a Citizens Advisory Board to advise Congress,

FCC and the public on how radio and TV are behaving, Mr. Rubicam declared in his portion of the written "debate," Sen. Benton "is certainly on as sane and reasonable ground as any man could be." It's censorship in the broadcasters' opinion, Mr. Mitchell retorted. And the broadcaster "will fight to the bitter end," he predicted, adding: "So would I."

The main platforms of Mr. Rubicam's arguments which were disclosed by Sen. Benton in advance in a speech on the Senate floor:

Radio isn't serving the public as it should, largely because it is "dominated" by the advertiser; this "monopoly" by the advertiser reduces the public's choice of programs to a matter more of theory than of fact; from the public's standpoint, radio-TV programming ends where it should begin; printed media do not suffer from radio's restrictions, where public education is concerned, because, among other reasons, "advertisers in newspapers and magazines do not select or control the editorial contents of those publications"; radio and TV are going to have more and more influence; pay-as-you-see systems of home box-office television, therefore, can contribute mightily to solution of the problem because they will permit the offering of "a wide range of programs appealing to much smaller groups of people than the advertiser would find possible," while at the same time providing the funds necessary for production of such programs [B•T, Oct. 29].

However high his feeling about subscription TV, this was only "secondary" to his faith in TV operations by educational institutions.

"Television, made 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," Mr. Rubicam said. "Apart from television's power to entertain, its power to inform is far beyond anything we have known, and far beyond what we now see."

Regardless of what the Voice of America tells the people abroad, he said, "the kind of a people we are in action at home will speak much louder and in greater volume. No medium like television has ever before existed to reflect our character and actions now, and to help mold them for the future. Except for the military defense, what question is there before the country which is half as important today as the question of the uses that will be made of television?"

In his response, entitled "It's Still a Business," Mr. Mitchell reminded readers that broadcasting is conducted by people with "mil-

lions" invested "in a pioneer development, an investment that in every case required courage and faith." These investors think Sen. Benton's bill "threatens their investment," he pointed out, continuing: "Consider the problem of the broadcast and TV station operator. He has a bear by the tail. He operates the most potent communications force that civilization has ever known. Under our system of business life, he has to operate this force as a solvent business. No profit—no radio, no TV. And it often seems to him that every obstacle ever conceived to plague and harass a businessman is put across his path. He thinks this new proposal will make his burden intolerable."

Mr. Mitchell asserted that "certainly nobody can accuse Sen. Benton of self-interest in this project," and also cites the Senator's "life-long record of . . . militant defense of free speech and a vigorous fight against censorship." Nevertheless, in Mr. Mitchell's view, Sen. Benton and the other supporters of his plan "should take time to study the nature and extent of the broadcasters' opposition."

Mr. Mitchell cited broadcasters' fear of FCC censorship, and their faith in the "on-off" knob on a radio or TV set as the true device by which the public registers its opinion of programming. FCC's "Blue Book" on programming "is history," but Sen. Benton's bill "has reopened the whole question," he declared.

"The broadcasters think that the kind of radio and TV that would result from this proposed legislation would not be profitable to operate as private enterprise," he said. "It would have a smaller audience and there would be fewer advertisers. The investment in dollars and skill and faith of hundreds of small businessmen, the station owners, would be threatened and quite possibly wiped out. . . ."

Broadcasters don't think the Benton Bill will be enacted, he said,

because they are convinced it would "destroy the American system of radio as it exists today"—and they "know" the public does not want that to happen. Speaking of the broadcasters, he continued:

"They are sure they can prove this. For years now they've spent millions of dollars more than any other medium—more than the newspaper and magazine people put together—trying to find out what people want to hear . . . and see."

"The facts gathered by this research prove to them, year after year, that the public does not look to radio for more of the kinds of programs its critics say it should feature. The facts show that people don't want them. They won't listen to them. They won't watch them."

"And the broadcaster knows that if he tries to force his audience to listen to programs they don't want, there will soon be no audience, and maybe no radio. . . ."

Radio, Mr. Mitchell conceded, may not be all that people want to be. But it is still "a communications force so vital to the nation that anything that would tend to weaken it seems to the radio industry only to be classed as sabotage."

He wrote: "I have often heard radio men remark that our enemies can do no more effective piece of damage to this nation's readiness and vitality than to jam our radio stations—not electronically from outside—but culturally, from within, by simply loading its program schedule with 'helpful educational talks and discussions,' material that they are persuaded would surely reduce its effectiveness in quickly reaching masses of the people."

Mr. Mitchell concluded:

"In the short three decades of commercial radio, station operators have seen a tremendous growth in the national literacy rate. . . ."

"They believe that, without receiving much credit for the job and indeed without having consciously tried to achieve the effect, radio has been primarily responsible for this acceleration in public awareness. . . ."

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

The Quad-Cities are humming like a 4-motor plane. Famed as the "Farm Implement Capital of the World," this metropolitan area is also home of the Rock Island Arsenal, plus 300 other diversified industrial plants. The Quad-Cities are humming with production; likewise with retail activity. Use WHBF to sell your goods to Quad-Citians whose Effective Buying Income per capita ranks 14th among 162 metropolitan areas.

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Les Johnson,
Vice President and Manager

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas
in TOPEKA

GROWTH TRENDS

Commerce Dept. Reports

HIGGINS TO CBS

As Market Research Counsel

HUGH M. P. HIGGINS, former director of Broadcast Advertising Bureau, has been named market research counsel for CBS Radio succeeding Edward Shurick, who transferred from that post to CBS Television as an account executive [B•T, Oct. 22].

Mr. Higgins' appointment is being announced by John Karol, CBS Radio vice president in charge of sales. It is effective immediately.

Joined BAB in 1950

Widely known in the broadcasting field, Mr. Higgins became BAB director in September 1950 and from 1948 until that time had been part owner, vice president and general manager of WMOA Marietta, Ohio.

Before his entry into the station ownership-management field, he was assistant director of the broadcast advertising dept. of NAB from 1945-48. During World War II he served in the Army Air Corps, reaching the rank of lieutenant colonel. Before the war, he was with NBC in Washington as sales and program promotion manager for the network's owned-and-operated stations in that area. He was born in Chicago in 1905 and was graduated from Creighton U., Omaha.

GROWTH trends in the last two decades have leveled off to a marked degree the economic differences among regions of the United States, according to an analysis released Thursday by the Dept. of Commerce.

A most comprehensive survey of regional economic trends published in recent years, the study is entitled "Regional Trends in the United States Economy." It is a supplement to the "Survey of Current Business." Another supplement, the 1951 edition of "National Income," also was released recently by the department's Office of Business Economics [B•T, Oct. 8].

The new study offers "an extremely valuable guide to business organizations in the planning of sound marketing programs," according to the department, providing a basis for understanding past economic developments and for valuating probable future trends.

Copies of the regional document may be obtained at \$1 each through field offices of the Dept. of Commerce or from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

On Regional Basis

Data are analyzed on a regional basis in the new study, presenting the differences among the seven major areas in per capita income and rate of income growth. Detailed explorations cover influences bearing upon income relationships, including raw materials, industrial composition of the labor force, agricultural output and movements of the population. There are chapters covering population, production, investment and retail sales.

New England and Middle East regions, long heading the country's economic growth, have continued their normal growth trends, but the Far West, Southwest and South-east have grown much faster, thus accounting for much larger rela-

CHANGES IN PER CAPITA INCOME PAYMENTS TO INDIVIDUALS IN THE UNITED STATES, 1929 TO 1949, BY REGIONS

Region	Per capita income payments, 1929		Per capita income increase, 1929 to 1949		Per capita income payments, 1949	
	Amount	Each region as percent of United States average	Rate of increase, percent	Amount of increase	Each region as percent of United States average	Amount
Middle East	\$926	136	69	\$639	98	\$1,565
Far West	865	127	86	745	115	1,610
New England	838	123	67	557	86	1,395
Central	720	106	96	694	107	1,414
United States	680	100	96	650	100	1,330
Northwest	534	78	138	739	114	1,273
Southwest	464	68	151	720	108	1,166
Southeast	344	51	156	538	83	882
Range from highest to lowest	582	85	89	207	32	728

tive shares of many national economic activities than was the case a generation ago.

The Central region, standing between the industrial East and the growing South and West, has progressed at about the same rate as the nation as a whole.

Flow of income into the Far West rose 227% between 1929 and 1949 compared to the national average of 139%.

Varying rate of economic growth in the several regions was made possible to an important extent by the extreme mobility of American population and of investment capital, the study shows. Development of transport and the large stock of private autos made it easy for individuals and families to move around in search of jobs, a new climate or other economic-social stimulus.

Pattern Shifts

Pattern of production, investment and retail trade shifted during the two decades. The Central region is more than ever the center of commodity output, accounting for a third of the total. It also has the largest stock of fixed capital.

Retail sales, on the other hand, are highest on a per capita basis in the Far West—\$1,024 in 1948 compared to the national average of \$890—in accordance with the region's high per capita income.

Three main factors were cited in accounting for regional variations in the rates of growth of per capita income: Uneven geographic distribution among the seven regions of industries with fast-rising and a slow-rising incomes; regional variations in the rates of flow of new

capital, and regional differences in the rates at which property income rose.

Income of all individuals rose 140%, from \$83 billion to \$198 billion, in the 1929-49 period. Due to the depression of the '30s, all of the increase was concentrated in the second decade.

The increase of population in the Far West—74%—was associated with the 227% growth of income in the two decades, largest for any region. Population growth was unusually rapid in most of the Southwest, where aggregate income registered the second highest relative gain.

RADIO ONLY

Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets . . . SO — here, you've got Radio Listeners—who listen to—

KFSA
Fort Smith
ARKANSAS

Great Locally!

KBRS
Springdale
ARKANSAS

PLUS
ABC

KHBB
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When Shopping for **BIG RETURNS** in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

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They also know about our new
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HALIFAX

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book reviews

THE TELEVISION PROGRAM. Edward Stasheff and Rudy Bretz. A. A. Wyn Inc., 13 W. 48th St., New York 19. 349 pages. \$4.95.

A PRACTICAL guide to television writing, directing, and producing, the book is divided into four parts. Part I covers TV programs, how they differ from other media, types of formats, and fundamental units in camera-work terms. Parts II and III explain TV writing with chapters on self-regulation codes, general continuity, the semi-scripted show, fully scripted show, avenues of approaching a script, transitional devices, and ways to carry exposition. Part IV explains what a director and producer are required to do and how they do it, from organizing rehearsals to getting the show "on the air."

Volume is well stocked with photographs, diagrams, and sample scripts, many of which are reproductions of working scripts, complete with pencilled notes in the margins. Photos of actual camera shots, superimposed upon directorial notations, show the final result of a cue.

Authors are men experienced in both television and education. Mr. Stasheff is supervisor of television for New York City Board of Education, and a former assistant program manager for WPIX New York. He served



NEWEST state radio group is Texas Assn. of Broadcasters, formed Oct. 18 in Fort Worth [B*T, Oct. 29]. Officers are (standing, l to r): Willard Deason, KVET Austin, secretary-treasurer; J. M. McDonald, KCBS Midland, president; Gillis Conoley, KTAE Taylor, vice president. Directors (seated): Tom Kritser, KGNC Amarillo; Lloyd Hawkins, KLTI Longview; Melbadean Wells, KULP El Campo; Boyd Kelley, KTRN Wichita Falls; Garfield Keil, KWED Seguin.

as Educational Consultant to CBS-TV from 1945-47 and teaches radio and TV at Columbia and the U. of Mich. Mr. Bretz is a TV consultant, former writer-director for CBS-TV and production manager for WPIX New York. He has taught television for over five years at schools including the City College of New York and Theatre Wing Professional Training Program. The book is a detailed, yet readable explanation of what goes into the television camera—and how.

* * *

OPERA FOR THE PEOPLE. Herbert Graf. U. of Minnesota Press, Minneapolis 14. Minn. 289 pages. \$5.

FULL discussion is given telecasting of opera in this book which is primarily about the production and staging of the musical work. A chapter is devoted to "Opera in Television" by the author, Herbert Graf, who is stage director of the Metropolitan Opera.

The author says: "Whatever its troubles with concert music, television comes into its own as a medium for transmitting all forms of musical-dramatic art: Vaudeville, musical comedy, ballet, light opera and grand opera."

Noting the peculiarities of camera work in telecasting opera, Mr. Graf stresses TV's ability to give opera a popular appeal... it's a "natural." However, he says, the very nature of television technique demands production methods which emphasize quality rather than quantity... "television can be the most decisive medium for forcing opera to take off its top hat and enter the American home."

* * *

50 YEARS OF AMERICAN COMEDY. Bill Treadwell. Exposition Press Inc., 386 Fourth Ave., New York 16. 241 pages. \$3.

WRITTEN in short-sentence, punchy style, this book takes a light, whimsical view of American comedy traced through the years of the entertainment business—medicine shows, burlesque, variety stage, minstrel shows, smokers,

vaudeville, radio and now television.

Mr. Treadwell makes his point: Comedy now is a big business and attempts to do the very difficult—make people laugh. Mr. Treadwell has spent 20 years writing comedy for newspapers, magazines, radio and TV. He weaves many of his gags through the pages of his book. Mostly, the book deals with the great names of show business.

EDUCATION DISCS

Offered in Salt Lake City

SERIES of educational program transcriptions is being made available to radio stations, music libraries and educational groups at cost by the Salt Lake Junior League. Series is titled *When the World Was Young* and is designed for children.

The 13-week series was prepared in cooperation with the radio-drama department of the U. of Utah. Director is Mrs. Louise Hill Howe of KSL Salt Lake City. Programs are offered by the league as a non-profit, public enterprise feature. Further information may be obtained by writing Mrs. Dean Spear, 3550 Oakwood Ave., Salt Lake City.

CANADA AD TIPS

Given in New Booklet

TIPS about advertising in Canada have been published in a new booklet by the Canadian Council of the International Chamber of Commerce. It shows how advertising useful in the United States and Great Britain, cannot be applied without change in Canada. The brochure cautions that "advertising in Canada is predominantly Canadian in character." Geography, climate, ethnic derivation politics and economics have combined to develop a distinctive set of national characteristics that call for distinctive advertising.

The booklet points out that Canadians are more conservative in taste than Americans, that there is a distinct French-Canadian market, that Canada has five distinct economic zones, that the populated area of Canada extends along a strip bordering the United States.

Booklet was prepared by G. O. Hammond, vice-president of Cockfield, Brown & Co., Montreal advertising agency. It tabulates all Canadian media, lists 155 Canadian radio stations (124 English, 31 French) and three networks.

Canadian Set Market

EFFECT of Canadian credit curbs and 25% excise tax on radio and television sets has been felt by manufacturers and dealers in recent months, according to a report of the industry. There is now considerable price cutting by dealers to move both radio and television sets in stock. TV sets are being sold only in southern Ontario close to the U. S. border. There is no TV station in operation in Canada and none is expected until next summer at Toronto and Montreal. Canadian plan to make price fixing by manufacturers illegal, also having its effect in further slashing retail prices of receivers. Some TV sets are now being offered at \$200 below retail list price.

JAMES THOMAS CHIRUGE Co., N. Y., advertising agency, for three successive years has won award in *Financial World's* competition for annual reports.

Advertisers frequently
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in media. Your
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strengthens your

"consumer franchise"
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Delivery



IN STOCK AT ALLIED!

RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, \$362**

RCA-891R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-891R, \$362**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.



Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

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milestones...

Salute to Jack Benny, marking the comedian's 20th anniversary in radio, will be broadcast Friday, Nov. 9, 9-9:30 p.m. EST over CBS radio, originating in New York, and rebroadcast 11:30 p.m.-midnight. Programs will take place during testimonial dinner given for Mr. Benny by the Friars, New York theatrical fraternity, during which CBS Board Chairman William S. Paley and Eighth Army commander Gen. James A. Van Fleet will appear with others in salute to the veteran radio star.

KIRO Seattle and its general manager, Loren Stone, both celebrated a milestone last Oct. 15. For Mr. Stone, it was his 16th anniversary with KIRO. It also was 16 years ago, on that date, that the station adopted its present call letters, moved to 710 kc and boosted its power to 500 w. KIRO now operates with 50 kw on 710 kc as a CBS affiliate.

SPECIAL program saluting Mildred Carlson on her 21st anniversary as conductor of *Home Forum* was aired by WBZ Boston and WBZA Springfield Oct. 26. Immediately after regular broadcast, WBZ Manager W. C. Swartley and other station executives joined in salute. Program reviewed Miss Carlson's background in radio and her career as a dietitian in a noted hospital, as well as her talents in home economics, art and interior decoration. Miss Carlson has received numerous awards and citations for public service broadcasts.

Harlem Amateur Hour, heard weekly over WMCA New York, 11 a.m. to midnight, said to be the oldest continuous program of its kind in radio—has begun its 20th year of broadcasting. Carried by WMCA from the stage of the Apollo Theatre in Harlem since the fall of 1932, the show has been responsible for debuts of such Negro artists as Ella Fitzgerald, Sarah Vaughan, Billy Eckstine and

Thelma Carpenter. In earlier years, *Amateur Hour* was the only radio outlet for Negro bands. Hence WMCA audiences were first to hear such notables as Duke Ellington, Count Basie, Chick Webb, Jimmy Lunceford and Cab Calloway.

► C. T. Lucy, general manager of WRVA Richmond, Va., was given a surprise party by station personnel Oct. 8 to celebrate his 60th birthday.

► Charles J. (Chuck) Lanphier, president and general manager of WFOK Milwaukee, Wis., Nov. 2 celebrated his 21st year in radio, 15th in Milwaukee and his 41st birthday anniversary.

► *The Student Radio Club*, aired Sunday over WCOP-AM-FM Boston, celebrated two birthdays last month. Program completed 16 years of broadcasting and its first full year under General Foods sponsorship. Among those on hand were Hank Lundquist, WCOP program manager; A. N. Armstrong Jr., WCOP national sales manager; Ellie Dierdorff, WCOP chief announcer; Mrs. Virginia Lyons, program producer, and George Rader, Northeast district manager for General Foods.

► WKBH La Crosse, Wis., climaxed a multiple-media campaign calling attention to its 25th anniversary with a special program last month. For a month previous, all station breaks included an anniversary tagline. Three 15-minute weekly broadcasts built up interest by tracing origins of major local shows now on the air. Among shows saluted was the Erickson Bakery *Kiddie Hour*, sponsored continuously by the same company since 1926.

► ABC was lauded by Secretary of Defense Robert Lovett for its "generous contribution" of public interest time as part of second anniversary broadcast *Time for Defense* Oct. 22. ABC Presi-

dent Robert Kintner said his network was proud to air public affairs program. Comedian Sid Caesar and Screen Actor Ray Milland appeared on anniversary show, transcribed in Washington Oct. 17. Mr. Milland delivered message on Armed Forces blood donor campaign in which broadcast industry is cooperating. Program is heard Monday, 9-9:30 p.m. EST.

SDBA SESSION

BMI, TV Headline Agenda

BMI program clinic and the future of television in South Dakota will headline the fourth annual conference of the the South Dakota Broadcasters Assn. at Aberdeen this week. Other topics at the meeting, to be held at the Hotel Alonzo Ward, comprise newspaper-owned stations and network rate cuts.

The BMI clinic will begin the Wednesday morning session under the chairmanship of Carl Haverlin, BMI president. Session was arranged by Glenn Dolberg, BMI stations relations director, and Al Marlin, field representative.

Featured speakers are Orville Burda, general manager, KDIX Dickinson, N. D., on "Promotion of Local Audience"; Robert R. Tischer, vice president and general manager, WNAX Yankton, S. D., "Programming Begins in the Front Office"; Ray V. Eppel, general manager, KORN Mitchell, S. D., "Operating on a Limited Budget," and Orrin Melton, news director, KSOO Sioux Falls, S. D., "Good Radio News Makes Dollars and Sense."

A BMI luncheon, afternoon session, Associated Press meeting, refreshments and banquet round out the Wednesday program. Robert J. Dean, SDBA president, will give the welcoming address that evening.

Byron McElligott, manager of KSDN Aberdeen will speak on "Newspaper - Owned Radio Stations" at the opening Thursday morning session. Other topics and speakers: "Affiliate Stations and Network Cut in Rate," Don Sullivan, WNAX commercial manager; "Will Television Come to South Dakota?" Robert Mulhall, operations director, WOI (Iowa State College), and "Audience Surveys and the Forgotten Listener," Mr. Dean, also manager of KOTA Rapid City, S. D.

Mr. Dean will give a demonstration on selling, programming and promotion of KOTA and KOZY (FM) Kansas City, Mo., during breaks in the two-day convention schedule. An afternoon panel, with Mr. Dean presiding, will be conducted on political rates and question of free time to opposing political parties. North Dakota Radio Broadcasters will be guests.

WTAM Cleveland, for the fourth straight year, has raised more than \$10,000 for the Society for Crippled Children in Cleveland. In less than two-weeks station had collected donations from some 55 counties in three states.

On the BEAM

WITH

WINCHARGER

Radio TOWERS

Ahead of them All!

Wincharger type 300 tower is the pride of the industry from coast to coast.

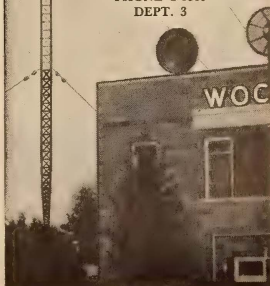
Here is illustrated an actual installation at Station WOC Davenport, Iowa. AM - FM - TV complete in one super-duty tower.

Let Wincharger help you engineer your next antenna tower project. Be ready the moment new TV channels are available.

WRITE
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SIOUX CITY, IOWA
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This Fall
More Local Sports
are Being Broadcast
on
W I B A
Than on any other
Local Station

WIBA
MADISON
WISCONSIN

NBC

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310... ESTABLISHED 1925

MOVIE TIME USA

WHMM Memphis, Tenn., and WBRD Fort Lauderdale, Fla., reported last week on their "Movie-time USA" promotions. WHMM landed 10 of the stars, who are making appearances around the country, on its famed 1340 Club for interviews. WBRD featured special broadcast from local theatre where Barbara Payton, one of the stars on the nation-wide tour, congratulated winner of local "Miss Southern Belle" contest.

COVERAGE REPORT

WFMV (TV) Greenboro, N. C., has prepared and distributed coverage report on reception for use by advertisers and their agencies. New report gives viewers' comments on new power increase and its effect on their reception. Piece also contains information on market figures for 50 mile area.

CRUSADE FOR 'CRUSADE'

WFIL Philadelphia, used mobile unit to tour city seeking enrollment for Crusade for Freedom and to gather contributions for fund. Dinah Washington, noted recording artist, joined station Announcer Shelly Gross, on tour. Singer Bill Lawrence, of Arthur Godfrey fame, also appeared during rally.

POLITICAL SHOW

KFWB Hollywood, Nov. 5 starts thrice weekly public service program *Let's Talk Politics*, Mon., Wed., Fri., 9:30-9:45 p.m. with Leslie Claypool, political editor of *Los Angeles Daily News*, as commentator and handling interviews of political figures. Air time will be provided impartially to all 1952 political candidates and both sides of controversial questions presented. There will be no commercial sponsor. Program is not for sale.

LATE EVENING OPERA

KISW (FM) Seattle, *FM Concert Hall*, Sun. through Sat., 8 p.m. until sign-off, sponsored by The Record Shop, Seattle, and RCA Victor. Two-hour record show features different operas nightly.

programs promotion premiums



YOUNG PROMOTION

PROMOTING sponsor Kroger Company's 69th Anniversary and the *Alan Young Show* on WSAZ-TV, station recently mailed salt and pepper shakers to all "Youngs" in the Huntington and Charleston, West Virginia telephone directories. Accompanying note promoted Kroger "tender A" beef and the *Alan Young Show* for "seasoned" entertainment.

KIDS GIVE VIEWS

KFJZ Fort Worth, Texas, in cooperation with Junior League of Fort Worth, presenting *Young America Thinks*, featuring fourth, and sixth grade students giving their views on world problems. Porter Randall, station newscaster, interviews youngsters on all types of international subjects. Prior to show going on air Mr. Randall broadcasts one of his daily newscasts from school.

CHURCH TELECASTS

KTTV (TV) Los Angeles, *Great Churches of the Golden West*, Sun., 11 a.m.-12 noon (PST). Telecasting of services from various churches all over city to acquaint viewers with different religious denominations as well as providing services for those unable to attend church. Weekly services also include the history of each particular church where services are emanating from; history of the denomination of the church and explanation of the various rituals and their difference from other faiths. Rev. Clifton Moore, pastor of First Presbyterian Church of Hollywood, is narrator. Ed Roden, KTTV, is director. Program is being presented as a public service by Inglewood Park Cemetery Assn., L. A.

CHILDREN'S SHOW

KPIX San Francisco promoting its children's adventure series, *Captain Fortune*, with handsome sepia colored folder sent to trade. Folder carries series of pictures of show's star, Pete Abenheim, surrounded by juvenile guests in scenes from the production. Text describes program as exciting half hour for the "little people" full of adventures for all and, specifically, "Sales Adventures for You." Extends invitation to "join our satisfied list of sponsors for top sales results on one of Bay Area's outstanding teleshows."

FRENCH PROMOTION

M-M-M stands for moola-la in the red, white, and blue folder CBS-TV spot sales has put out to advertise its *Holiday in Paris* series. Catchy cut shows three people standing around a kiosk, reading signs done in the French manner. Copy explains: C'est bon . . . 13 musicals of authentic night life filmed in Paris; C'est magnifique . . . with continental entertainers like Edith Piaf and Charles Trent against such backdrops as Montmartre and the Champs Elysees; C'est charmant . . . the leading lady, that is, whose name is Dolores Gray and who was identified unanimously by critics as a 'stunning new star' of Broadway when she opened in the current musical hit, *Two on the Aisle*; C'est profitable . . . the show means beaucoup TV viewers for a quick-acting advertiser . . . and beaucoup moola."

EDUCATIONAL TV

NEW YORK City Board of Education last week granted permission to four cities in the New York metropolitan area—Jersey City, Newark and Bayonne, N. J., and Great Neck, L. I.—to cooperate in the television series, *The Living Blackboard*, produced jointly by Board of Education and WPIX (TV) New York. Board of education officials in four areas are now making television classes an official part of their program for homebound students.

NETWORK SHOW

WNAT Natchez, Miss., broadcast first network show ever to originate from city. Station carried commentaries of Pauline Frederick, ABC commentator, doing her morning show. Announcer Eddie Phelan and Manager Paul Schilling arranged for broadcast and festivities upon arrival of Miss Frederick. Local sponsor of show and station personnel entertained her with several parties and trips about Natchez

during her brief stay. Upon her departure station presented her with "Rebel" cravat and Confederate flag.

STUDENT REMOTE SHOW

WKBZ-AM-FM Muskegon, Mich. turned over FM facilities to students of local high school for remote broadcast of high school football game. Students handled play-by-play description, spotting, entertainment at half-time and engineering both remote and at studio. Station has made entire facilities available to radio students during school year.

COMMUNITY REPORT

KEYL (TV) San Antonio, *Community Reporter*, Sun. 7-7:15 p.m. started Oct. 7, public service program featuring national personalities speaking on national problems. Miss Gerry Fisher acts as interviewer on show. Program also features discussions of many happenings in San Antonio area.

INSIDE SLANT

WTCN-TV Minneapolis, *Around the Town*, interviewed president of Twin Cities Rapid Transit Co. Same day as program was aired "Hobsters Grabbed a City's Trolley Line" appeared in *Colliers Magazine*. John Ford, station newscaster, interviewed president of article. The president announced plans to sue publishers of *Colliers* on show.

'DESK BOOK'

HALL & McCREARY Co., Chicago music publishers, sending station music directors small blue and white "Music Directors' Desk Book." Book gives list of holiday church days, calendars, information on music and many other useful items.

AIRBORNE PROMOTION

KLRA Little Rock, Ark., in cooperation with Stag Beer used huge blimp for promotion high above city. Blimp features large Stag Beer sign painted on side along with KLRA news flashes. Station also sent staff members on flight above city to broadcast impressions of ride in lighter-than-air ship.

GALA EVENT TELECAST

KSD-TV St. Louis, telecast the annual "Veiled Prophet Ball," held recently in city. The event, held each fall in celebration of the end of the harvest, is huge event to with brightly lit parade. Station carried telecast of new queen being crowned. KSD reports that favorable comments poured into station praising its coverage of event.

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

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with regional promotion
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HOWARD J. McCOLLISTER Company

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66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

NBC's Rate Pattern

(Continued from page 56)

A. Under the latter approach, existence of a television set in a home is regarded as removing that home completely from radio circulation. This assumption leads to the conclusion that when all radio families in a station's area are equipped with television, the station's rate should be zero! Such an assumption flies in the face of fact, and the conclusion to which it leads is unsound and unrealistic. The adoption of such a conclusion would be opposed to the interests of advertisers themselves, because it would lead to the destruction of a medium which they need and can continue to use to great advantage.

The formula for revising evening rates produced no substantial changes in the present total network rate. However, it resulted in varying changes, upwards and downwards, in rates for individual stations. It was recognized that a specially new approach which was designed to eliminate all inequities in establishing the network rate structure on sound lines must undergo years of history; and that as a practical matter, such an approach could not be effected in any one step. Accordingly, it was suggested that in taking rate action within the framework of the new formula, NBC should establish an appropriate floor and ceiling on the percentage change to be effected in individual station's rate, and should not propose changes below a floor or above this ceiling at any one time.

Daytime Base Rates

The method used in developing new daytime rates was parallel in principle to the method described above for revising the nighttime rate structure. In this case, however, the radio homes used as a base were those within the station's daytime 50% BMB area and these radio homes were weighted for retail sales on the basis of population and retail sales within that area.

The curve to which these weighted radio homes figures were applied was similar to the curve used to establish evening base rates. The number of listeners per 1,000 homes in the daytime averages 45% of the number of evening listeners per 1,000 homes in the evening. For this reason, the daytime base rates are fixed on the curve so that they would produce costs-per-thousand which would be 45% of

the costs-per-thousand produced by the reconstructed evening rates. Since this percentage relationship was between costs per thousand of the base rates, before adjustments for television, it does not necessarily produce a ratio of 45 to 100 in the actual daytime and evening rates, after adjustment for television.

f. Television Adjustment Formula for Daytime Rates

So far as the morning was concerned, it was not necessary to adjust the daytime base rates for television, because television does not significantly affect radio listening in the morning; and any such effect that may develop in the future is speculative. However, so far as the afternoon was concerned, the daytime base rates were adjusted for television where it is a factor in a station's area.

The adjustment formula for afternoon rates was significantly different from the adjustment formula used for the evening, because of the differences in television's effect as between afternoon and evening. The best current survey data indicate that at most, there is a 25% loss of radio listening to television in the afternoon. It follows that even if all radio homes in a station's area had television, there would be no basis for reducing the afternoon base rate more than 25%.

Accordingly, the television adjustment formula for the afternoon provides for a 25% reduction in the new daytime base rate when television saturation in the station's area reaches 100%, and for no reductions in the daytime base rate when there is no television in the area. Between these two points the indicated reductions are on a sliding scale.

As a result of this selective approach, stations in non-television markets would have the same rate afternoon and morning; while stations in television markets would have a morning rate which would be somewhat higher than the afternoon rate. The effects on the stations individually showed many variations upwards and downwards, so that it appeared advisable for NBC to establish an appropriate floor and ceiling on the amount of change in afternoon and morning rates it might propose for individual stations at any one time. However, the effect on the total network rate was a slight increase for the morning and no substantial change for the afternoon.

g. Advantages of Rate Formula and Proposed Procedure

The new rate structure described in the preceding pages involves a fundamental change in network radio rate-making. For the first time, it establishes radio homes, weighted by a retail sales index, as the basic factor in the construction of network rates.

By applying this circulation factor consistently to all stations, it eliminates inequities and discrepancies in the rate structure as it has developed over the years, and



CHAIRMAN of the day is Lloyd E. Yoder (l), KNBC San Francisco general manager, at the San Francisco Advertising Club as the organization observed Oil Progress Week. Sitting at the table with Mr. Yoder is M. Anthony Mattes, advertising manager, Standard Oil Co. of Calif., who gave main address.

provides a sound starting point for adjustments to reflect television.

It takes television into account selectively by markets, so that the new base rates are adjusted in accordance with the degree of television saturation in markets where it is available and are not adjusted for television where it is not a factor.

It also takes the diversified effects of television into account by applying one type of television adjustment formula in the evening, a different type in the afternoon, with no adjustment for television in the morning. Accordingly, some stations which have evening rate reductions indicated because of the effects of television, also have morning increases indicated, to accord with the realities of their circulation values.

The formula provides a basis for rate adjustments, which can be made in terms of measurable factors and will conform to the chang-

ing values of network radio. For example, if the impact of television continues to be concentrated in the evening, with lesser effects in the afternoon and negligible effects in the morning, this rate formula can conceivably lead to a situation where, over the years, morning rates in television markets will continue to increase until they overtake evening rates.

Under this approach, stations can count on being credited with all future increases in radio families in their area, resulting from population growth and increasing radio saturation of the population, even though television families in their area also increase. Advertisers will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an NBC franchise. By use of a systematic, known formula, stability will be introduced in the network rate structure, and existing uncertainties about its future development will be eliminated.

The formula results in a total network rate which is substantially equal to the present rate for the network, with minor variations for morning and evening network rates. Accordingly, any change to be made in the network rates of individual stations would not be made for the purpose of bringing about a change in the total network rate. Such revisions would be made only to eliminate existing overpricings and underpricings, to take television into account scientifically, and to establish proper relationships among individual station's rates, within the framework of the present overall network rate level.

The Economic Study Committee agreed unanimously that the rate formula described above was sound in principle and represented the

(Continued on page 106)

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

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in
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15 MIN. SHOWS
TRANSCRIBED
for particulars

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NBC's Rate Pattern

(Continued from page 105)

best approach which could be devised for establishing the network rate structure on a systematic and stable basis. The affiliate members of the Committee recommended that the formula be presented to SPAC for its information, and this was done at the SPAC meetings of October 2-4. As stated in the Foreword, SPAC was not asked to take a position on the rate formula, because this might imply its approval of changes in individual station's network rates resulting from the formula.

Accordingly, putting the rate formula into effect is a matter for NBC to carry forward. This will involve discussions with stations individually, which NBC will begin in the near future.

LAKE ERIE DATA

FCC Issues Allen Report

STUDY of the Lake Erie region, made by FCC Chief Engineer E. W. Allen from last March to September, has been issued by FCC.

Although it bears the relatively simple title of "A Service Study in the Lake Erie Region" and consists of mere page-and-a-quarter of text plus eight charts, its importance is considered by some en-

fcc actions



OCTOBER 26 THROUGH NOVEMBER 1

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

ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
CG-conditional grant
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

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

October 26 Decisions . . .

BY THE COMMISSION EN BANC
WCOL-AM-FM Columbus, Ohio—Designated for hearing in Washington Dec. 6 application for assignment of licenses from Pixley Inc. to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, as individuals, and applications for assignments from Lloyd A. Pixley et al. to Air Trails Inc.

October 29 Decisions . . .

BY THE SECRETARY
WBAL-TV Baltimore, Md.—Granted mod. CP for extension of completion date to 2-21-52.
KDYL-TV Salt Lake City, Utah—

gineers far to exceed its modest size.

The report shows measurements of TV service on Channels 2 and 7 in the congested Lake Erie region "in order to evaluate the type of service to be expected under typical congested allocation conditions."

The result showed, Mr. Allen said, that the service area for a TV station with multiple interfering signals may be considered the same in size as for a service area of a TV station with only a single interfering signal.

The reason is that the multiple interference study took into account what Mr. Allen terms "more nearly [the] practical antenna"—a directional receiving antenna with a 6 db front-to-back ratio.

The method of estimating single station interfering signal areas does not take into account directional receiving antennas.

Most TV receiving antennas consist of a dipole and a reflector, Mr. Allen said.

Document is T.R.R. Report No. 5.3.2, Mimeo 68490. It is available from the FCC Technical Research Division, Office of the Chief Engineer.

PLOUGH Inc., Memphis (St. Joseph Aspirin) reports estimated net sales for first nine months of 1951 were \$12,326,000 as compared to \$11,810,000 for the same period last year.

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

CONSOLE OR CONSOLETTES
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360 N. Michigan Ave., Chicago 1, Ill.

Granted license for commercial TV station; ERP 3 kw vis., 1.9 kw aur.

WHAM-TV Rutherford, N. Y.—Granted license for commercial TV station and to indicate trans. location.

KWRE Warrenton, Mo.—Granted license covering increase in power, etc.; 730 kc 500 W D.

KTFY Brownfield, Tex.—Granted license covering change of facilities, etc.; 1300 kc 1 kw D.

WFSI Lakeland, Fla.—Granted CP to replace CP for new noncommercial educational FM station which expired 12-20-50; 88.1 mc 10 W.

KTBI Tacoma, Wash.—Granted mod. CP for extension of completion date from 10-28-51 to 60 days after approval.

WAWZ Zarepath, N. J.—Granted mod. CP for extension of completion date to 1-21-52; cond.

October 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDLP-FM Panama City, Fla.—Mod. CP as mod. new FM station to change ERP from 2.2 kw to 4.8 kw and ant. height above average terrain from 290 to 298 ft., etc.

WJZ-FM New York-Mo. CP as mod. new FM station to change ERP from 6.5 to 1.5 kw and ant. height above average terrain from 700 to 1,271 ft., etc.

WUUC Urbana, Ill.—Mod. CP as mod. authorizing changes in existing non-commercial educational FM station for extension of completion date.

AM—1430 kc

WOKE Oak Ridge, Tenn.—CP to change from D to 1, 1 kw, DA-N.

TV—Ch. 4

WWJ-TV Detroit—CP to change ERP from 13.7 kw to 100 kw vis., 8.55 to 50 kw aur., etc.

License Renewal

Following stations request renewal of license: WNDR Syracuse, N. Y.; WFBC Greenville, S. C.; WJAY Mullins, S. C.; WLTW (TV) Atlanta, Ga.; WDEL-TV Wilmington, Del.; WJAR-TV Providence, R. I.; WCAP-TV Fort Worth, Tex.; WOAI-TV San Antonio, Tex.

October 30 Decisions . . .

ACTIONS ON MOTIONS

By Comr. George E. Sterling
WKDR Newbury, S. C.—Granted petition for acceptance of its late appearance in proceeding upon applications of Radio Sumter, Sumter, S. C., and WSC Charlotte, N. C.
WIVY Jacksonville, Fla.—Granted petition for continuance of hearing from

Nov. 2 to Feb. 1, 1952, in Washington re application.

KSOK Arkansas City, Kans.—Grant petition for an extension of time, Nov. 6 to file exceptions to initial decision in proceeding re application.

WINS New York, N. Y.—Grant petition for dismissal of application for extension of completion date.

Winnebago Bestg. Co., Rockford, Ill.—Granted petition for authority to participate in the taking of depositions.

North Shore Bestg. Co. Inc., at Evanston, Ill., Oct. 25.

By Hearing Examiner

Elizabeth C. Smith

Grand Island Bestg. Co., Grand Island, Neb.—Granted petition for continuance of hearing from Oct. 31 to Dec. 17 in Washington in proceeding its application and that of KCB Broken Bow, Neb., in order to complete engineering data.

Desert Radio & Telecasting Co., Palmdale, Calif.—Postponed indefinite action on petition for leave to amend to strike all reference made to George W. Berger and to specify new partnership agreement between Jobe Hamann and Melvin Sullivan.

By Hearing Examiner J. D. Bond

WOL Washington, D. C.—Granted petition for continuance of hearing from Oct. 30 to Jan. 8, 1952, re application applicant is ascertaining availability of suitable city for transmitter site and thereafter will seek to amend a remove from hearing.

By Hearing Examiner

H. B. Hutchison

WOKY Milwaukee, Wis.—Grant petition for (1) authority to amend a application for purpose of submitting therewith amended engineering statement and field intensity measurements (2) for removal of application, amended, from hearing docket.

October 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WVOC Manitowish, Wis.—Mod. CP mod. new AM station for extension of completion date.

WRBL-FM Columbus, Ga.—Mod. CP as mod. new FM station for extension of completion date.

WRBL (FM) Blue Island, Ill.—Mod. CP as mod. new FM station for extension of completion date.

License Renewal

WTMV-TV Milwaukee, Wis.—Renew of license requested.

TENDERED FOR FILING

CP to Replace CP

KFST Ft. Stockton, Tex.—CP replace expired CP for new AM station, 860 kc 250 W D.

APPLICATIONS RETURNED

WSP Palmsville, Ky.—RETURN application for assignment of license from W. Howes Meade to Ted Arndt Silver and Escorn Chandler for \$75.00.
WSFC Somerset, Ky.—RETURN application for transfer of control licensee corp. from W. Howes Meade to Meyer Layman through sale of 70 of stock for \$54,000.

WFYV Bonham, Tex.—RETURN application for assignment of license from Frank Svoboda to Bonham Pub. Co.

October 31 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWHP Cushing, Okla.—Mod. CP mod. new AM station for extension of completion date.

TV—Ch. 4

WTCN-TV Minneapolis, Minn.—CP change ERP from 17.9 kw to 14.1 kw vis., 9 kw to 7.05 kw aur., etc. (a)

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AM-TV BROADCAST ALLOCATION,
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New Rochelle 6-1620

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CONSULTING RADIO ENGINEER
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TOLEDO 9, OHIO
Telephone—Kingswood 7631



ght above average terrain 549 ft.).
License Renewal
Following stations request renewal of
license: WMRO Aurora, Ill.; WSKY
ville, N. C.; WBRC-TV Birmingham;
IBR-TV Jacksonville, Fla.; WAVE-
Louisville, Ky.; WAAM (TV)
timore: WKTV (TV) Utica, N. Y.;
MY-TV Greensboro, N. C.; KING-
Seattle.

October 31 Decisions . . .
BY THE COMMISSION EN BANC
Renewal of Licenses
Following stations granted renewal
licenses for regular period:
VINA Charlottesville, Va.; WAVZ
w Haven, Conn.; KFEE Great Falls,
nt.; KFH Wichita, Kans.; WADC
ron, Ohio.; WCAM Camden, N. J.;
OG Greensboro, N. C.; WERE Clevel-

land; WJAS Pittsburgh, Pa.; WNAC
Boston; WNAH Nashville; WHLD Ni-
agara Falls; KGIL San Fernando, Calif.;
KIT Yakima, Wash.; KITO San
Bernardino, Calif.; KMO Tacoma,
Wash.

Temporary Extension
Following stations granted temporary
extensions of licenses for period end-
ing Feb. 1, 1952:
WKAT Miami Beach, Fla.; WJHP
Jacksonville, Fla.; WTMG Ocala, Fla.;
WOBS Jacksonville, Fla.; WTHH East
Point, Ga.; WLYN Lynn, Mass. (Com-
Jones for regular renewal); WDSU New
Orleans (Comr. Jones for regular re-
newal).

Designated for Hearing
Lee County Bess, Co., Bishopville,
S. C.—Designated for hearing in Wash-
ington on Dec. 5 application for new
station on 620 kc 1 kw; made WAYS

Charlotte, N. C., and WDNC Durham,
N. C., parties to proceeding.
Springhill Bestg. Co., Springhill, La.
and Resort Bestg. Co., Hot Springs,
Ark.—Designated for hearing in con-
solidated proceeding in Washington on
Dec. 11 application of Springhill for
new station on 590 kc 500 w D, with
application of Resort for same fre-
quency with 1 kw D; made KALB Alex-
andria, La., party to proceeding with
respect to application of Springhill
Bestg. Co. only.

Extends SSA
WNVC New York, N. Y. and KFAR
Midnight Sun Bestg. Co., Fairbanks,
Alaska.—Granted extension of SSA
for WNVC and KFAR for period of 30
days ending Nov. 30, pending further
study of ruling of U. S. Circuit Court
of Appeals for District of Columbia
Circuit in case of American Bestg. Co.
Inc. v. FCC, decided July 19, 1951.

Granted CP
Conestoga Television Assn. Inc.,
Lancaster, Pa.—Granted CP for new
experimental TV station on 590 to 610
mc, or such frequencies as may be
assigned by Chief, Broadcast Bureau;
output power not to exceed 5000 w vis.,
2500 w aural; experimental type an-
tennas, not to exceed 75 ft. above
ground; cond.

Pioneer Bstrs. Inc., Portland, Ore.—
Granted CP Class B station, 100.3 mc.,
(Ch. 262) 57 kw 960 ft. ant.; cond.

Special Authority

WIOD-FM, Miami, Fla.—Granted special experimental authority to operate station by remote control from studio control room without licensed operator in attendance at WIOD-FM transmitter, for period ending April 30, 1952; cond.

WBHS-FM Huntsville, Ala.—Granted special experimental authority to operate station by remote control from transmitter of WBHS (AM) without licensed operator in attendance at WBHS-FM transmitter, for period ending April 30, 1952; cond.

Following stations granted changes in existing facilities as shown:
WNBC-FM New York, N. Y. — To change antenna from 1400 to 1445 ft.; cond.
WTSV-FM Claremont, N. H. — To change ERP from 1.5 kw to 4.8 kw., ant. from 930 to 1000 ft.

WOPI-FM Bristol, Tenn.—To change ant. from 2210 ft. to minus 52 ft. subject to condition that applicant will take whatever steps necessary to prevent re-radiation of WOPI signal from FM antenna structure.

WLCS-FM Baton Rouge, La.—To change ERP from 3 kw to 680 w, ant. from 380 to 200 ft., and, subject to power of FCC being determined by indirect method during installation of FM antenna, etc.

(Continued on page 112)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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 ads, \$15.00 per inch

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

If transcriptions or bulk packages submitted, \$100 extra charge for mailing. 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%). State all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, 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.

Commercial manager who can sell and direct salesmen. Must be experienced, personable live wire. Excellent opportunity with successful network station in medium sized California market. Salary and override. Box 388L, BROADCASTING.

Commercial manager wanted for network southern California station. Starting salary \$400.00 per month with commission arrangement that will earn two to three hundred a month more. Position open now. Apply Box 399L, BROADCASTING.

Wanted: Commercial manager of experience and ability on contract which should yield \$7,000 to \$10,000 annually. 250 watts power. 70,000 population. South. Address reply Box 400L, BROADCASTING. Send references and photograph, personal data first letter.

Salesman

Salesman, drawing account with 15% commission. \$500 per month or better possible for good salesman. Send complete details immediately. Box 361L, BROADCASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references. Full information. Box 391L, BROADCASTING.

Salesman, preferably with small market experience, who desires to work for only station in city of 50,000. Fine opportunity for man with ideas and sales ability. Announcing experience helpful but not essential. State age, experience, education, marital status, salary requirement. Box 431L, BROADCASTING.

Wanted salesman capable of becoming sales manager. Can earn \$800-\$1,000 a month. \$75 draw. 10% commission. Some existing accounts to start. Ken Palmer, KVER, Box 1388, Albuquerque, New Mexico.

Salesman that can sell service not just time. In this major third market, plenty of competition but excellent opportunity for experience. Details to G. S. Manager, WKDN, Radio Park, Camden, N. J.

Salesmen—Single, to travel in 12 eastern states by car selling in person and by long distance phone. Our successful continuity service and our 7 new continuous script shows. Prefer salesmen whose base is near eastern territory. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers

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

Help Wanted (Cont'd)

Do impersonations famous stars. Crosby, Boyer, Bugs Bunny, along with clever, fluent DJ chatter. Be in spotlight, write today Box 313L, BROADCASTING.

Fully experienced, all-round announcer, who knows production, operates board, studio and remote broadcasts, with some sales experience and ability for Michigan network kilowatt. Good, sound operation and excellent opportunity on qualifying announcer. Send all details and audition to Box 362L, 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 disc and all details first letter. Box 367L, BROADCASTING.

Announcer wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials, at least 3 years experience. Send tape and letter to Box 414L, BROADCASTING.

Upper Michigan station desires staff announcer. One year experience. Send letter and disc or tape. Box 418L, BROADCASTING.

Wanted: Announcer-engineer with first class ticket. 250 watt daytime Michigan independent. Good salary, commission on sales. Experience not necessary. Box 420L, BROADCASTING.

Experienced announcer wanted. Local metropolitan New York station. Box 429L, BROADCASTING.

Announcer, experienced, although exceptional ability may compensate for experience lack, single, interested in exceptional opportunity with rapidly expanding organization. Send experience, age, education, salary requirements, photo and audition disc immediately. Box 432L, BROADCASTING.

Good announcer-copywriter wanted immediately by 5000 watt CBS affiliate. Must be experienced newsman. Send all details including salary requirements with disc or tape to KFBB, Great Falls, Montana.

5000 watt ABC affiliate needs capable announcer. Salary \$85-40 hours, excellent working conditions, adequate housing available. Send photo, references, etc. first letter. Also tape or disc to Charles Price, KMLE, Monroe, Louisiana.

Announcer wanted KPR, Butte, Montana. Contact Ed Conney.

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

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

Combination announcer-engineer for morning shift. Accent on announcing. Engineer-in experience unnecessary. Salary \$75.00 for 40 hours. WJER, Gallipolis, Ohio.

Experienced staff announcer needed immediately, salary depended upon years experience. Send disc, letter, telephone number. Mahlick, WKJG, Fort Wayne, Indiana.

Announcer with console board experience, parttime sales if desired, WKTY, LaCrosse, Wisconsin.

Announcer, staff, DJ, some news. Send disc, photo, WMGW, Meadville, Pennsylvania.

Help Wanted (Cont'd)

WOOF, 5000 watt station Dothan, Alabama needs two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Columbia station needs two announcers for copy and board work plus traffic manager to announce some. Good working conditions. WFAD, Paducah, Kentucky.

Combination man for morning shift. Accent on announcing. \$95.00 to start. WVOP, Telephone 327, Vidalia, Ga.

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

Technical

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

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

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

Engineer, announcer, salesman, N. Y. phone, full trick plus commission, N. Y. network, unlimited local. Consistent income improvement right man. Immediate opening. Box 398L, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 393L, BROADCASTING.

Engineer—First phone, no experience necessary. Good future. Box 398L, BROADCASTING.

Wanted: Experienced combination engineer-announcer. Good working conditions. Indiana. Box 403L, BROADCASTING.

Just out of school? Well here's an opportunity to join a good network affiliated Rocky Mountain west station. Midwest station squarely announcing. Send disc, photo and particulars to Box 411L, BROADCASTING.

First class transmitter engineer. No experience necessary, one kw in large Virginia University city. \$50.00 week for 40 hours. Box 421L, BROADCASTING.

Wanted: Experienced engineer who has ability to supervise entire radio plant. Must know how to delegate work and teach subordinates. Good working conditions. Midwest station squarely financed. Good future. Box 404L, BROADCASTING.

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

Engineer-announcer, young man to fit into small staff. Sales commission if desired. Deep in the heart of the pine forest where hunting and fishing is excellent. Reply immediately to J. H. Fleet, Owner, Manager, KAGH, Crossett, Arkansas.

KPET, Lamesa, Texas now has an opening for engineer-announcer.

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

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

Help Wanted (Cont'd)

NBC affiliate of 11 years standing respected position in community capable engineer for combination of recording and transmitter operation. Lots of record and network swing in busy control room where professional sense is essential. Kilowatt dialation fulme. No announcing quired unless you are really a Pleasant working conditions agreeable go-getting staff where ab is rewarded. Rapidly expanding agricultural community with year-round sunny climate. KYUM, Yuma, Ariz.

Engineer for 1000 watt directional station near New York City. Immediate need. Chief Engineer, WG Huntington, New York.

Wanted: Engineer for night shift. weekly. Contact Jimmy Child, WHCC, Waynesville, N. C.

Wanted engineer, AM and FM affiliate WKPT, Kingsport, Tennessee.

We seek permanent transmitter engineer. Experience secondary to clear head and ambitious. Call access contact Harold White, WKTY, Crosse, Wisconsin.

Wanted, engineers having desire voice to announce. Pay \$55 or more while you learn. Wire WMTT, Florence, Alabama.

Engineer with announcing abilities, not necessary. Good future, salary and other benefits. Send qualifications. WOGB AM & FM, Westmouth, Cape Cod, Massachusetts.

Immediate opening for 1st class operator. \$54.25 for 43 hours per week. Wire or call Harold Peters, Chief Engineer, WOMI, Owensboro, Kentucky.

Immediate opening for engineer with first phone license. No experience necessary. Forward complete application including photo with application opportunity to learn announcing. Opening for first class combo man, WSNW, Seneca, South Carolina.

First class phone transmitter operator. Please call necessary. WSP, Petersburg, Virginia.

First Class engineer. Immediate opening. Contact James Trewhin, Radio Network, WVCV, Cherry Valley, New York.

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

Production-Programming, Other

Where's Sam Hill are all the c writers? Good job, good pay, station. Good deal for good n Come on, fellas: Samples, background, Midwest station squarely announcing. You want to get ahead in the w don't you?

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

Good opportunity for copywriter knowledge of traffic helpful. 1000 wa 100 miles of Washington, D. C. 422L, BROADCASTING.

Wanted: Experienced news man, for working ability and news interest. Air work not essential. S letter of qualifications, including experience, background and salary desired to Station WFDE, Flint, Michigan.

Program director with keen sense of relations and promotion to work with topnotch program staff. Splendid opportunity with station operated experienced radio people. Contact M. Kelly, Manager, WJBF, (N) Augusta, Georgia.

Television

Salesmen

TV radio contact man national organization has opening for person man between 30 and 40 to contact stations. Limited travel from New York. This is an excellent opportunity for person who can handle public relations and sales. Must have rounded agency, station, network experience. Salary approximately \$600. Send resume and information confidential. Box 428L, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Technical

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

Situations Wanted

Managerial

ention owners! Is your station making the profit it should? Here's the man who can curb expenses, increase sales. Save money by a combination manager. Good opportunity for advancement. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

eneral 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 commensurate with ability. Married. Reply Box 324L, BROADCASTING.

years broadcasting experience. Last salary \$12,000. Available now. Box 320L, BROADCASTING.

eneral-commercial manager position available for small and medium market station. Successful background in station management and sales, willing to accept commission commensurate with ability. Married, veteran, college grad. Box 325L, BROADCASTING.

commercial manager desires similar position or general manager. Excellent record in top independent operation major metropolitan market. Current salary \$10,000. Box 402L, BROADCASTING.

commercial manager who gets out and sells. Not high pressure. Sincere worker for your interests. Mature, good experience, pleasing personality, now and prefer southern single station market. Box 433L, BROADCASTING.

Salesmen

commercial man, no flare! No fancy reser! Consider central states. Box 32L, BROADCASTING.

Announcers

nnouncer-program director desires position in northeast. Ten year background. Box 35L, BROADCASTING.

nnouncer-record librarian wants station with opportunities. Experienced. Please refer to references. Veteran. Box 323L, BROADCASTING.

nnouncer-program director, 29, exempt, 7 years experience, presently employed. Good advancement, experienced all departments, considerable letters. Box 327L, BROADCASTING.

available: Combo man, 1st phone, 5 years college, 2 years radio, emphasis production, straight announcing, news, personality shows. Knows music, pop, jazz, classical. Ambitious but not impatient. Wants place to grow. \$70 weekly. Pacific Northwest or Florida. Box 343L, BROADCASTING.

ewscaster, 2 1/2 years experience, including 2 years 5000 watt CBS affiliate, presently employed network newscroom. Desires return to broadcasting. Box 361L, BROADCASTING.

old tie! Experienced, ambitious announcer AM-TV. Strong commercials, news, MC etc. Presently employed 50 w NBC AM-TV. Desire change. Excellent references, please refer to particulars on request. Thanks for reading. Box 363L, BROADCASTING.

nnouncer-engineer, first phone, two years experience all phases, married. All tapes, disc. Box 391L, BROADCASTING.

nnouncer-engineer-first phone, desire combo job. Presently employed 5 announcers with Liberty affiliate in major station and station cooperation. Experienced on 1 kw West Electric directional AM and 1 kw WABC FM. Graduate of N.A.O.B. Washington, D.C. and I.R.T., Jacksonville, Fla. Available November 26. Box 395L, BROADCASTING.

nnouncer. Experienced, single, prefer Florida. Will go anywhere. Audition disc. Box 397L, BROADCASTING.

Situations Wanted (Cont'd)

Topflight announcer just released from Army. Best agency and station references. Thorough background includes network and regional staff announcing. Reputation for industry and sobriety. Type or personal interview on request. Box 416L, BROADCASTING.

Presently employed announcer, experienced all phases, desires sales-PD/announcing position with future. Married. Details. Box 405L, BROADCASTING.

Staff announcer, 1 year experience affiliate and indie, show business background. Seeking position with station having good operation, where he can continue to learn and grow. Excellent air check tape. Box 408L, BROADCASTING.

Announcer with good farm background, for staff job. Emphasis on farm programs and rural audience promotion. Married. Draft exempt. Audition disc on request. Box 409L, BROADCASTING.

Announcer-disc jockey, 2 years experience. 27, draft exempt. Prefer midwest, but will accept reasonable offer elsewhere. Tape and photo available. Box 413L, BROADCASTING.

Announcer, second phone. B.A. English. Can write copy. Married, vet. 28. One child, no reserve. Permanent connection with future desire. Box 415L, BROADCASTING.

Topnotch newscaster seeks station that has or wants to have, a topnotch news department. Net work and agency executives will attest to ability and character. Box 417L, BROADCASTING.

Announcer, employed under midwest. Draft exempt. Young. Ambitious. Want security. Box 420L, BROADCASTING.

Experienced announcer, formerly news editor 1000 watt independent, plenty of board and commercial experience, desires position in east. Emphasis on NYC-UN. 4-0225. Box 420L, BROADCASTING.

I can't talk at people, but I can talk to them. Young veteran, 25, single, college grad, desires beginning position in good down town station. No prima donna. Announcer, DJ, write, operate board or sweep floor. Have air experience. Fresh midwest will come for interview. Write Box 438L, BROADCASTING.

Announcer: Two years experience, know music and sports, can write. Single, vet, easterner, available immediately. Box 438L, BROADCASTING.

Sports-caster, radio or TV. Tops in baseball, football, basketball, boxing, wrestling. Presently employed with long list of satisfied sponsors. Only highest references, major league officials, coaches, and college athletes. Employers. Check my record. College grad. Vet. Family, draft exempt. My \$200 weekly requirement will be the best investment you ever made. Write Box 439L, BROADCASTING.

Announcer, commentator, news writer, continuity writer available on weeks notice. Built local radio station, also DJ and personality shows. Write Box 440L, BROADCASTING.

Experienced A-1 newscaster-editor, now employed top independent, wants change to west or northwest. Top Hooper on newscasts, sponsor testimonials on results. Experienced, capable as PD continuity writer, capable in staff and sales. Thirty-five, married, no neurotic. \$3200 year minimum. Excellent earnings predicated on results. Prompt response all inquiries. Box 441L, BROADCASTING.

Announcer, 10 month's experience all phases news, DJ, dance band, remotes, sports, color, variety, and show number, will travel immediately. Night turn preferred, permanent position, salary \$220. Box 443L, BROADCASTING.

Attention southwest, midwest. Announcer, DJ and PD. Eight years experience. Competitive, reliable. Available 15th. Gregory, Dave, 1010 North. Please state salary, hours.

Staff announcer, veteran, family, extensive experience, sports, disc jockey, news. John Mackin, 552 West 183rd Street, New York 33, New York.

Announcer-MC. Recent college graduate, 25, vet, single. Strong on music, news and sports. Good ad lib. Tom Quain, 156 Wyoming Avenue, South Orange, New Jersey, SO. 2-4733.

Situations Wanted (Cont'd)

Capable announcer—some experience. Excellent on news and DJ. Handle any board. Disc. Available immediately. N. B. Rawlins, 22-23 23rd St., Astoria, L. I. N. Y.

Announcer, married, draft exempt. College background. SRT graduate. Strong on news, DJ, commercials. Also write copy. Ed Sheaffer, Box 635, Bensenville, Ill.

Sports-caster, five years experience in all sports, pro-college, high school. Also special events and news. Desire in station with sports and news. Single. Will travel. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Ill. or phone Buckingham 1-0565, between 5 and 9 p.m.

Technical

Combination chief engineer-announcer, accomplished in both lines. Now employed at same. Family, settled, reliable, southerner. Alabama or Mississippi stations only. Will arrange personal interview and audition. \$400 monthly. Box 248L, BROADCASTING.

Engineer, 15 years experience including construction and directional operation. Desires responsible position with progressive company in midwest, west coast. Box 253L, BROADCASTING.

Combo-1st phone. Good announcer, capable technician. 3 years experience, young, single, draft exempt. Available December. Prefer Florida. Box 363L, BROADCASTING.

Engineer: Four years experience AM/FM, combo, memos, recording, construction, maintenance. Present chief kw. Available January. Box 388L, BROADCASTING.

Experienced chief, interested relocating. Ten years in radio. Box 395L, BROADCASTING.

Married vet, 24 years old desires new position. 3 years 30 kw master control. First phone license. TV training. Give references. Box 410L, BROADCASTING.

Chief engineer, twenty years experience maintenance, construction, also TV service experience. Family, references. Good record as chief. Box 424L, BROADCASTING.

Desire position as chief engineer regional station. Seventeen years experience all phases construction, maintenance and operation including 50 kw. More than 10 years with present employer, but desire change. Box 430L, BROADCASTING.

Engineer, first phone since 1939. 5 years midwest broadcaster, 11 years military radio, presently completing two and one-half years with 100 kw Army broadcaster, experienced transmitters, studios, remotes, construction, maintenance, college graduate, family, draft exempt 35, references. Available about first of year. Stc Reuben Davidson, % Mrs. Davidson, 1430 S. Jefferson St. Springfield, Missouri.

Engineer seeking permanent position with solid operation. 15 month combination, 11 months transmitter board work. Will consider either. Family. Will do air work. Desires relocation to man return to family. Excellent recommendations, employer willing for this ad. If your paymaster acknowledges the high cost of living and pays accordingly for good work, contact Sam Potter, WFPE, Middletown, Ohio.

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's notice. Box 234L, BROADCASTING.

ABC—Means always better copy, yes, experienced man, writes, handles traffic, wants station with chance for advancement. Solid copy of any type. References. Box 387L, BROADCASTING.

Experienced copywriter, college grad, male. Writes copy that sells. Looking for a job with a future. References tell my story. Box 406L, BROADCASTING.

Program Director, announcer, desires California station with good background, now living in So. California. Box 425L, BROADCASTING.

Situations Wanted (Cont'd)

Build sales. Add listeners. Woman's director, experienced, excellent voice, will create, sell and deliver woman's features, shopping and fashion remotes, disc shows. Also write copy. Box 427L, BROADCASTING.

Experienced, draft exempt newsmen. Capable in all phases of news work. Can handle staff duties. Permanent position desired. Have B. S. Degree in Radio Journalism. Box 435L, BROADCASTING.

Tower painting wanted—very reasonably priced, fully insured, first class brush job guaranteed, references furnished on request. For further information write to the Resfeth Steeple Jack Service at Marshall, Minnesota.

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.

For Sale

Stations

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which a large advertising area has become available. Box 258L, BROADCASTING.

Southwest state, 1000 watts. Netting \$2,000 month. Asking \$130,000. Ideal opportunity in a growing area. Box 441L, BROADCASTING.

For sale: 100 watt unlimited station in Texas, good location. Studio and transmitter together. Owner has other interests demanding full time attention. Will sacrifice for quick sale, contact Callan Graham, 914 Alamo National Bank Building, San Antonio, Texas.

For sale—broadcasting stations, Leonard J. Schrader, 509 1/2 East Green St., Champaign, Ill. Phone 9094.

Equipment etc.

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

For sale, Magnecord PT6-AH recorder with PT6-J amplifier. Both in portable cases and good condition. \$450.00. Box 401L, BROADCASTING.

Truscon H-30, 255 foot tower, 1 kw GE TV transmitting antenna, 1 kw GE Magnecord PT6A and PT6R, W. E. arms and reproducers, Collins remote single and double speech input equipment, G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

Latest model RCA 16-mm television projector complete never uncanted. \$4200. Box 437L, BROADCASTING.

For sale—Boardmaster schedule and production board. New cost \$50, sell for \$20. K.W.R.E. Warrenton, Mo.

106-ft. Truscon steel roof-top antenna: 2-section RCA pylon equipped with C.A.A. lighting; and power cable. Priced \$1500.00 or best offer. Aurora (Ill.) Beacon-News.

For sale: Complete library of original 35-mm. Negatives, including television theatrical and home field rights, 30,000. Aurora or Chicago. Write to: 1040, 135 So. LaSalle Street, Chicago 3, Illinois.

For sale—One 150 ft. Windcharger used tower \$390. F. O. B. Petersburg, U. S. Tower Co. Union Trust Bldg., Petersburg, Virginia.

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.

Station wanted. Regional network station in southeast, prefer Fla. location but others considered. Your reply strictly confidential. Box 445L, BROADCASTING.

(Continued on next page)

Wanted to Buy (Cont'd.)

Equipment, Etc.

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.

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.

WOOF

5000 watt station
dothan, alabama

NEEDS

two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

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.

BROADCASTING
TELECASTING

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 transcriptions or bulk packages submitted, \$1.00 extra charge for mailing.

Payable in advance.
Checks and money orders only.

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

Production-Programming, Others

Producer-director network and independent stations. Have outstanding record in TV since early pioneering days. Over 20 sponsors and 2000 hours of direction in remote and studio telecasts. I am seeking a permanent berth with an advertising agency TV department. Present station or pending license. Will supply all information on request.

Box 430L,
BROADCASTING • TELECASTING

For Sale

Stations

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

For Sale (Cont'd)

Equipment, etc.

FOR SALE

Western Electric 504B-2 three kw FM transmitter-crystal for 92.5 MC.
Lennox blower used with above.
Western Electric 5A FM frequency and modulation monitor—crystals for 92.5 MC.
This equipment in use slightly over 3 years, and in good operating condition. Also special transmitting dipole antenna for 92.5 MC made by Workshop Associates will handle 3 kw—with app. 50 ft. of RG-57/U flexible coax. WEAH, Haverhill, Mass.

Wanted to Buy

Stations

wanted to buy

250 WATT OR
1000 WATT STATION

in small town in the southwest.
Experienced station operator.
Box 392L, BROADCASTING.

Miscellaneous

ANNOUNCERS

• Naturally the big-timers make the big money. If you're wondering what's holding YOU back, maybe someone who's been through the mill, from tin-pots to national networks, can help you. It only needs a post card asking for details. Box 389L, BROADCASTING.

School

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

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

NORTHWEST BROADCASTING SCHOOL

531 E. W. 12th • PORTLAND, OREGON

Wanted to Buy

Stations

We have immediate buyers for New England and eastern seaboard stations.

call or write

R. C. Crisler
1109 Union Trust Bldg. Phone
Cincinnati, Ohio Dunbar 7775

CBC AUDIENCE

New Study Indicates

AUDIENCE STUDIES of large sections of Canada than possible with the coincidental telephone method have been made by the Canadian Broadcasting Corp. through the radio panel of International Surveys, Montreal, and Grunewald Research Ltd., Toronto. The results of the surveys, which in some cases show decided differences with the urban telephone surveys, have been released to Canadian and American advertising agencies and sponsors.

The survey was made under the direction of E. A. Weir, former commercial manager of CBC, who is still in charge of the project. In his letter accompanying the report he states that "no claim is made that these results are necessarily conclusive but we believe that they are very strongly indicative and merit the very careful attention of advertisers, agencies and stations. With television . . . in the offing in Canada, it is also increasingly important that the full impact of a comprehensive coverage of radio should be appreciated."

Major reason for the survey was to find a more all-embracing means of measuring radio audiences, especially for the large rural and semi-rural coverage of several of the CBC stations. These were placed in a peculiarly disadvantageous position with respect to the conventional quantitative measurement of radio audiences. A sample was prepared for the study by the government's Dominion Bureau of Statistics, covering all sections of Ontario, after preliminary studies had been made on a national basis.

Rocky Mountain Area

Fulltime 250 Watt Station

\$70,000.00

Located in one of the most attractive western medium size cities having outstanding climate, educational and business advantages. County retail sales are in excess of \$60,000,000.00 and gross factor is good.

This well established facility is operating profitably and future prospects are excellent. Very valuable real estate and more than \$10,000.00 in net quick assets included in this sale of 100% of the stock.

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 2-5672

DPA-NPA NEWS

Security Group Set

FURTHER procedure for channeling the flow of information from the Defense Production Administration and the National Production Authority was outlined last week.

Plans for setting up a four-man security committee to screen information dealing with the nation's defense production program were announced Oct. 26 by DPA-NPA administrator Manly Fleischmann B.T. Oct. 29].

The Security Information Committee is headed by James F. King, newly-chosen deputy DPA administrator and former Washington and Baltimore newspaperman. Other members, besides Messrs. King and Foss, are C. H. Kendall, DPA general counsel, and R. W. Lawrence, security director. Mr. King was with the *Baltimore Sun* and *Baltimore Post*, as well as the *Washington Daily News*.

The new directive implements President Truman's recent executive order on security [B.T. Oct. 9, 22, 15]. It authorizes Mr. Foss to "declassify" information or public dissemination "whenever in his judgment it is necessary for performance to the basic information policy of the agencies." Review by Mr. King and by the group also is provided.

NABET PACT

Signed with ABC, NBC

TV and radio engineers, as represented by the National Assn. of Broadcast Engineers & Technicians (CIO), received general wage increases from NBC and ABC in a new union contract agreed upon late Wednesday evening.

Agreement was announced by R. Mandelbaum of the Federal Mediation and Conciliation Service. He said the contract would run for 7 months—or until Feb. 1, 1954—with provision for a wage reopening at the end of 15 months—or after Feb. 1, 1953. The union could invoke its right to strike if no new agreement were reached with the networks, it was understood.

The contract became effective Nov. 1 and was subject to approval by some 1,800 union members—250 employed by NBC and 550 by ABC—at a meeting scheduled or last Friday at New York's Shelton Hotel.

Joseph McDonald, ABC vice president and legal representative, described the wage increases as fairly substantial for some 11 different groups. Full details of the contract were withheld pending the union's ratification and actual signing of the pact.

WIBK Appeal

APPEAL to the Supreme Court planned by the Rev. J. Harold Smith, who lost a U. S. Court of appeals decision two weeks ago when the FCC was upheld in denying him a license for WIBK Knoxville [B.T. Oct. 29].



NEW YORK timebuyers enjoy KYW Philadelphia's weekend party Oct. 27, feature of which was the Penn-Navy football game. L to r: John McCorkle, Sullivan, Stauffer, Caldwell & Bayles; Murray Roffis, Maxon Inc.; Jean Carroll, SSC&B; R. R. Somerville, Free & Peters; Mary McKenna, Benton & Bowles; Robert H. Teter, KYW; Frances Velthuys, Compton Agency; Helen Hartwig, Kenyon & Eckhardt; Edwin Jameson, F&P; Jerome Feniger, Cunningham & Walsh.



GROUP at the KYW party join in festivities. L to r: Penelope Simmons, Federal Agency; Russel Woodward, Free & Peters; Edna Cathcart, J. M. Mathes Inc.; John Meagher, KYW; Mary Dunlavey, Harry B. Cohen Adv.; Helen Thomas, Street & Finney; Thomas J. Lynch, Young & Rubicam; Charlotte Corbet, Cecil & Presbrey.

ROYAL TOUR

NETWORK coverage of Princess Elizabeth's Washington visit gave the public both radio and TV shows at varying time slots.

ABC, which along with NBC telecast the royal couple's visit to Windsor, Ontario, on Oct. 15, again scheduled wide coverage with their arrival at Washington's National Airport carried on ABC-TV from 4-4:30 p.m. EST Wednesday and the press, radio, TV reception from 5:45-6:15 p.m. later the same day.

Television operations from Washington were handled as a pool through the facilities of NBC-TV.

Bryson Rash, ABC's Washington news correspondent described the airport greeting by President Truman and his family, while Paul Vooten, chairman of the Joint Committee of Correspondents, reported the Statler Hotel welcome and news reception.

ABC Radio broadcast the Princess' arrival and reply to official greetings from 5-5:15 p.m. Wednesday and carried a special program, *Princess Elizabeth—A Special Report* from 10:30-10:45 p.m. Thursday, with recorded highlights of royal visits to Mount Vernon and the British and Canadian embassies. Another broadcast was planned for 12:30-12:45 n.m. Friday (excepting ABC's New York outlet, WJZ) to describe ceremonies in the White House rose garden at which the Princess presented a gift for the remodeled White House.

NBC Radio broadcast events of the day on tape and live programming from the news reception at 5:45-6 p.m. Wednesday and sched-

Radio-TV Accord Full Coverage

Via WTOP-TV Washington, the CBS-TV network covered the arrival of the heiress to the British throne and her husband from 4-4:30 p.m. EST Wednesday, as well as the official reception from 5:30-6:30 p.m.

Mutual assigned reporters to princess' retinue for daily broad-

duPONT AWARDS

Transferred to W&L

TRANSFER of the Alfred I. duPont radio and TV awards to Washington & Lee U. will take place Nov. 12 at Lexington, Va., with industry leaders participating. The university henceforth will handle administration of the awards with O. W. Riegel, director of the W&L Lee Memorial Journalism Foundation as curator.

The duPont awards have been granted for public service in radio and TV since 1942. W&L is credited with being the first institution to offer journalistic instruction at the college level, starting during the presidency of Gen. Robert E. Lee. It was chosen to supervise administration of the duPont awards, according to the foundation, because of its "traditionally sound and universally recognized principles of education."

Scholarships in Communications

Three scholarship awards will be included in the project, with winning radio and TV stations and commentators permitted to use the \$1,000 to set up scholarships or fellowships in communications. Winners may select the student and university. In some instances the scholarship's value can be increased to cover all educational expenses from one to four years.

Members of the foundation committee of awards include Dr. Francis P. Gaines, W&L president, chairman; Mrs. Jesse Ball duPont, widow of the American scientist and founder of the awards; Mrs. Hiram C. Houghton, president, General Federation of Women's Clubs; Ben M. McKelway, editor, *Washington Star* and Dr. Hadley Cantril, director of Princeton Office of Public Opinion Research.

cast on the *MBS Newsreel*, 7:45-7:55 p.m.

At the press, radio and TV reception in Washington's Statler Hotel, the Princess acknowledged the media in the very first part of her speech.

Thanking the correspondents for the welcome, she said:

"Seeing so many of you here brings home to us in a vivid way the vast scale of the press, radio, television and newsreels of this country."

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hollis

ALWAYS, ALWAYS

On Records: June Valli-Hugo Winterhalter—
Vic. 20-4298; Percy Faith—Col. 39556; Victor
Young—Dec. 27815.

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

FINAL DECISION

Salem, Ind.—Don H. Martin, FCC issued decision granting application for new AM station on 1220 kc, 250 w, daytime; conditions. Decision Oct. 26.

INITIAL DECISIONS

Reedsburg, Wis.—William C. Forrest, Hearing Examiner, J. D. Bond, issued initial decision looking toward grant of new AM station on 1400 kc, 250 w, fulltime; engineering conditions. Decision Oct. 29. (See story this issue.)

KVOL Lafayette, La.—Evangeline Bestg. Co., Inc. Hearing Examiner Nathan N. Litvin issued initial decision looking toward denial of application for daytime power increase from 1 kw to 5 kw, 1330 kc, with construction of additional antenna. Examiner found proposed operation would cause objectionable interference with KXYZ Houston, Tex., and KOLE Port Arthur, Tex., that there is no compelling need for additional service KVOL proposed, that applicant failed to comply with FCC standards relating to antenna blanketing, and that applicant failed to show location of centers of population, distribution of population, local time areas, political boundaries, etc., with regard to multiple ownership situation proposed service would cause. Decision Oct. 30.

OPINIONS AND ORDERS

Crescent Bay Bestg. Co., Santa Monica, Calif.—KLLH Escondido, Calif.; Oceanside Bestg. Co., Oceanside, Calif., and Centinella Valley Bestg. Co., Inglewood, Calif.—FCC denied application of

FCC Actions

(Continued from page 107)

November 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WELK Elkin, N. C.—Mod. CP new AM station to change antenna system, etc.

KPFA Berkeley, Calif.—Mod. CP as mod. which replaced existing CP for new FM station for extension of completion date.

License for CP

WINS New York—License for CP as mod. authorizing power increase, DADN, etc.

WGAL-FM Lancaster, Pa.—License for CP as mod. authorizing new FM station.

WLIN-FM Merrill, Wis.—License for CP as mod. authorizing new FM station.

AM—730 kc

WLIL Lenoir City, Pa.—Mod. license to increase power from 500 w to 1 kw on 730 kc.

AM—1010 kc

WIBV Belleville, Ill.—CP to increase power from 250 w to 1 kw on 1060 kc. AMENDED to 1 kw, 1010 kc, contingent on grant of KJCF Festus, Mo., application for frequency change, etc.

License Renewal

Following stations request renewal of license: WTTT Coral Gables, Fla.; WANS Anderson, S. C.; WDKD Kingstree, S. C.

TENDERED FOR FILING

AM—1010 kc

WVJB Jacksonville Beach, Fla.—CP to permit power increase from 250 w to 1 kw, etc.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 1

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l	Appls.	In
AM Stations	2,302	2,287	121		290	116
FM Stations	633	566	95	41	13	2
TV Stations	108	93	15		455	171

* On the air.

Crescent Bay Bestg. Co. for new AM station on 1460 kc, 500 w, daytime. FCC ordered that in all other respects Initial Decision Aug. 29, 1950 (Bolt, Sept. 4, 1950) be set aside involving all four applicants, re-opened the record and remanded proceeding to examiner for further hearing on (1) whether transmitter tower of station proposed by Centinella Valley Bestg. Co. would be air hazard, and (2) whether the Centinella station would cause interference with KALI Pasadena. Decision Oct. 26.

Eastern Conn. Bestg. Co., Norwich, Conn., and the Conn. State Board of Education—FCC denied petition of Eastern Conn. Bestg. Co. directed against evidence in sworn statement of Conn. State Board of Education in television allocation proceedings. Decision Oct. 31.

State of New Jersey—FCC denied request for oral hearing in television allocation proceedings. Decision Oct. 31.

Policy to be followed with respect to new NARBA—FCC issued two orders amending rules governing treatment of applications for AM stations in conflict with terms of North American Regional Broadcasting Agreement. (1) Where application conflicts with NARBA assignments of other signatory countries, FCC will not make grant; (2) Where application conflicts with existing stations on assignments to non-signatory countries (Mexico and Haiti) FCC will not make grant. (NARBA agreement reached Nov. 1950 awaits Senate confirmation.) New policy is immediately effective. Orders Oct. 26.

Non-Docket Actions . . .

TRANSFER GRANTS

WJHO Opelika, Ala.—Granted consent to assignment of license Opelika-Ark. Bestg. Co., licensee, from old partnership to new one including Miles H. Ferguson, who pays other partners \$7,500-plus for his 1/2 interest. Decision Oct. 26.

WMUS Muskegon, Mich.—Granted consent to assignment of license to George H. Cross, receiver, licensee, to Greater Muskegon Bstrs. Inc., in order to procure its discharge in bankruptcy. No monetary consideration. Granted Oct. 26.

WLDS-AM-FM Jacksonville, Ill.—Granted consent to assignment of license from Milton Edge and Edgar J. Kormeyer d/b as Edge & Kormeyer, licensee, to Jacksonville Radio & Television Bestg. Corp. for \$100,000. Transferee is owned 90% by Jacksonville Journal-Courier Co. and 10% by R. Karl Baker, executive secretary and

manager of Jacksonville Chamber of Commerce. Granted Oct. 26.

WLIO East Liverpool, Ohio—Granted consent to transfer control Pottery Bestg. Co., licensee, from A. S. Sickman and J. Milton Hammond to Paul Bron Saliner through sale of 510 shares (31%) for \$3,570. Mr. Sickman retains 19% interest. Mr. Saliner owns radio advertising agency in Chicago. Granted Oct. 26.

KEY Tulsa, Okla.—Granted consent to transfer control Oil Capital Sales Corp., licensee, through sale of 100% interest now held by Harry Schwartz and six others, to John Brown of Siloam Springs, Ark., for \$200,000. School has been majority owner of KJLB since 1947. Licensee is John Brown Schools of California Inc. controls KGER Long Beach, Calif.). Granted Oct. 26.

KEY Okla., Okla.—Granted consent to transfer control Radio & Television Bestg. Co. of Idaho Inc., licensee, from Clayton S. Calara & Arden K. Reynolds to John Brown of Siloam Springs, Ark. (24%), Burl C. Hagadone (24%), Robert S. Howard (24%), and Harry Henke, Jr. (24%) through sale of 30% interest for \$1 plus lease option agreement involving \$7,500 advance against \$300 monthly payments for five years and option to purchase for \$750 at end of five years. Scripps newspapers own part of KVNI Coeur d'Alene, Idaho, and KNEW Spokane, Wash. Mr. Hagadone owns 40% of KVNI and 50% of KNEW. Mr. Howard is 33 1/3% owner of The Dalles Chronicle, The Dalles, Ore., and owns part of several other newspapers. Mr. Henke is an attorney and part-owner of KVNI and KNEW. Granted Oct. 26.

WNBZ Saratoga Lake, N. Y.—Granted consent to transfer control Upstate Bestg. Corp., licensee, from Thomas Durkan and Eugene Fitzpatrick, executor of estate of John F. Giney, deceased, to Jacques DeMatos, Thomas J. Day and Jeanne M. DeMatos through sale of 100% interest for \$50,000. Mr. DeMatos is president and manager of WNBZ. Mr. Day (10%) is owner and manager of Northwood Publishing Co., DeMatos 45%, and wife of Mr. DeMatos. Granted Oct. 26.

KRON-FM-TV San Francisco—Granted consent to transfer negative control of permittee The Chronicle Publishing Co., from Kathleen Thieriot and Nion R. Tucker (deceased), trustees, to Charles Thieriot and Phyllis M. Tucker, trustees of 25% each. No monetary consideration. Granted Oct. 26.

WINZ Hollywood, Fla.—Granted consent to involuntary transfer of control of Hollywood Bestg. Co. licensee, from Jonas Weiland, deceased, to Lenore Weiland, Nathaniel J. Klein and Edward Mercer, co-administrators of Mr. Weiland's estate. No monetary consideration. Granted Oct. 29.

KSIL Silver City, N. M.—Granted consent to assignment of license to A. Carl Dunbar to Southwest New Mexico Bestg. Co. through assignment of 235 shares of stock in new corporation to Mr. Dunbar for transfer of his interests in KSIL to new corporation and to Lorene B. Dunbar, and through sale of 47 shares of stock in new corporation to James M. Duncan for \$4,700. Mr. Duncan is manager of KSIL and Mrs. Dunbar is wife of assignee. Granted Oct. 29.

KSJB Jamestown, N. D.—Granted consent to assignment of license from Jamestown Bestg. Co. Inc. to North Dakota Bestg. Co. Inc. for \$502,000 to be paid for with 502,000 shares of stock of North Dakota Bestg. Co. (John W. Boler and/or his wife own 850 shares of 1000 shares of Jamestown Bestg. Co., which in turn owns 51,200 shares common stock of North Dakota Bestg. Co., which constitutes majority of this corporation. North Dakota Bestg. Co. recently increased capitalization from \$100,000 to \$1,000,000 and after

transfer Mr. Boler and Mrs. Boler will own 558,650 shares [55.8%] of North Dakota Bestg. Co.). Granted Oct. 29.

WATA Boone, N. C., and WKB North Wilkesboro, N. C.—Granted consent to acquisition of WATA by WKB Bestg. Co., licensee, by Doris B. Brown and Roland B. Potter from John T. Basher through sale of 10 shares of stock for \$12,000. Mr. Brown and M. Potter, who held 70 shares each, will now own 105 shares each. Granted Oct. 29.

KBUH Brigham City, Utah—Granted assignment of license from Samuel I. Stephens Sr., licensee, to Revella M. Bomer, licensee, to James R. Clements, electric, Tremonton, Utah. Granted Oct. 31.

KDLK Del Rio, Tex.—Granted consent to assignment of license from old partnership to James R. Clements and Richard Higgins, d/b as Del Rio Bestg. Co. Interest of former partner, Joe I. Torbett, is transferred to Messrs. Clements and Higgins for assumption of obligations of assignor partnership. Granted Oct. 31.

KVER Kalamazoo, N. M.—Granted consent to assignment of license Western Inc., licensee, to KVER Bestg. Co. for \$80,000. Principals in transfer are J. H. Reynolds, J. C. Clements and Richard Higgins, d/b as Del Rio Bestg. Co. (91%), former operator of placemebureau for radio personnel and maintenance of radio equipment. J. H. Reynolds, A. Kertz, special partner in the firm of Roberts & McGinnis, Washington, D. C. Granted Oct. 31.

WTRW Two Rivers, Wis.—Granted consent to Jack A. Emba to transfer control to his right and interest to 14 partners. Emba paid \$100,000 for stock, for which he paid \$1,000 (and 1/2 right to 1,000 shares) to J. H. Markel. Mr. Markel is only reimbursing Emba for the stock he has paid for 100 shares. Granted Oct. 31.

KWRN Reno, Nev.—Granted consent to relinquishment of control by Kenyo Brown and Reynolds. Mr. Brown and Reynolds is buying half of Mr. Brown 100% interest in the station for \$125. Mr. Reynolds is majority owner of Southwestern Pub., which owns KFSA-AM-FM Ft. Smith, Ark., KEE Springdale, Ark., and has applied for KEE Tulsa, Okla. (Kalamazoo, Okla., Las Vegas and Little Rock; he own part of KBGB Okmulgee, Okla., KAK Wichita, Kan. and WIKK Erie, Pa.; 1 is also part-owner of Erie Television Corp., applicant for a TV station there. Granted Oct. 31.

WAAT-AM-FM and WATV Newark, N. J.—Granted consent to relinquishment of positive control Bremer Bestg. Co., licensee, by Yetta Pollack through sale of 36 2/3% of her stock to Matthew B. and Sarah Rosenhia (her daughter and son-in-law) for \$36,500. Granted Oct. 31.

WFTG Inc., Atlanta, Ga.—Granted consent to transfer control Radio Station WFTG Inc., licensee, through sale 63% licensee's stock to Fulton Crech for \$51,975. Granted Oct. 31.

New Applications . . .

AM APPLICATIONS

Rockford, Ill.—Rock River Bestg. Co. 1330 kc, 1 kw, daytime, DA; estimated construction cost \$34,965.51; estimated first year operating cost \$66,000, estimated first year revenue \$75,000. Stockholders include Boyd Phelps (70% owner Phelps Precision Laboratories Minneapolis (radio broadcast frequency measurements) and three Rockford business men (each 10%). Filed Oct. 2.

Killeen, Tex.—Highlight Bestg. Co. 1560 kc, 250 w, daytime; estimated construction cost \$17,450, estimated first year operating cost \$33,600, estimated first year revenue \$52,800. Partners are W. W. Cleveland (25%), J. C. Brown (25%), manager Arrow Coach Lines, Brownwood, Tex., and general manager-partner of Arrowway Coaches, Brownwood, Tex. (25%). Licensee is chief engineer KBWD Brownwood, partner in Steward & Stewart (radio consulting engineers) KSBW Brownwood, Coleman, Tex. KGNB New Braunfels, Tex., and Eastland County Bestg. Co. (applicant for station at Eastland, Tex.), and new partner W. W. Cleveland (25%), manager and 20% owner KGNB New Braunfels. Filed Oct. 29.

Delray Beach, Fla.—Sunshine New York Inc. 1450 kc, 500 w, daytime; estimated construction cost \$14,275, estimated first year operating cost \$24,000, estimated first year revenue \$36,000. Partners are H. T. Morris (25%), partner Chatham Bestg. Co.; F. L. Bab (42%), principal stockholder WFG Atlanta, Ga.; and J. E. McKinnis (32%), owner McKay's Dress Shop Sanford, Fla. Filed Nov. 1.

Station, Tex.—South Plains Bestg. Co. 1340 kc, 250 w, daytime; estimated construction cost \$14,565, estimated first year operating cost \$24,000, estimated first year revenue \$48,000. Equal on

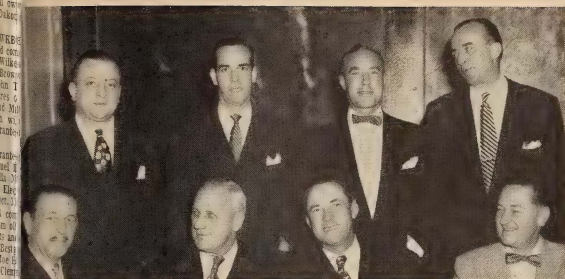
FAIRBANKS

A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET

(see inside front cover)

CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance



TWO NARTB directors and an ex-director at District 6 [B*7, Oct. 29] seated, l to r: Hoyt Wooten, WREC Memphis, ex-director; Harold Wheelahan, WMB New Orleans, District 6 director; George Thomas, KYOL Lafayette, La.; Carter Parkam, WDEF Chattanooga. Standing, James Gordon, WNOE New Orleans; Roy Dabodie, WJBO Baton Rouge; Robert D. Swedz, WDSU New Orleans, NARTB TV director; Fred Brokaw, Paul H. Raymer Co., Chicago.



AT NARTB District 6 meeting in New Orleans (seated, l to r): Paul Oliphant, WLAC Nashville; Norman Thomas, WOOD Chattanooga; Henry W. Slavick, Earl Moreland, WMC-WMCT (TV) Memphis. Standing, Mort Silverman, WMRY New Orleans; Louis Draughan, WSIX Nashville; Pierre Weiss, World Broadcasting System; Julian Haas, KARK Little Rock.

third-each partners are D. P. Pinkston, general manager and 2% stockholder (SEL Lubbock, Tex.; M. M. Roche, commercial manager and 2% stockholder KSEL Lubbock, and Rex Webster, partner and one-third owner (WCKR, Craig & Webster Adv. Agency, Lubbock, Filed Nov. 1).

Cleveland, Tex. — Cleveland Bstg. Co., 1410 KC, 500 w, fulltime, DA; estimated construction cost \$22,910, estimated first year operating cost \$30,000, estimated first year revenue \$48,000. Partners are Howard C. Bailey (60%), WFO-owner KSAM Huntsville, Tex., and Theodore F. Lott (40%), minister First Baptist Church, Mission, Tex. Filed Nov. 2.

FM APPLICATIONS

Bloomington, Ind.—Trustees of Indiana U. 103.7 mc (Ch. 27), ERP 35 kw, no construction cost given since applicant is operating WFUI (FM) on 50.9 mc (Ch. 215) (in portion of FM broadcast band reserved for non-commercial educational stations). Although applicant requests facilities in "commercial" portion, cost and first year revenue not stated in application. Applicant is licensee of WNDT Orangeburg, S. C. Filed Nov. 2.

Charlotte, N.C.—The Broadcasting Co. of the South, 1417 mc (Ch. 284), RP 50 kw, incl. height 283 ft. above ground (includes 228 ft. building and 55 ft. tower); no construction cost given since applicant wants to resume operation of FM station (WIST-FM) which was suspended Feb. 24, 1951, and equipment for which is still on hand. Applicant is licensee of WIST Charlotte, N.C. Filed Oct. 30.

Orangeburg, S. C.—WIND Inc., 102.7 mc (Ch. 274), ERP 411 kw, ant. height 23 ft. above average terrain; estimated construction cost \$4,500 (estimated first year operating cost and first year revenue not stated in application). Applicant is licensee of WIND Orangeburg, S. C. Filed Nov. 2.

TV APPLICATION

Muncie, Ind.—Tri-City Bstg. Corp., H. 49 (680-686 mc), ERP 17.4 kw vis., 1410 KC, 500 w, fulltime, DA; estimated construction cost \$185,502, estimated first year operating cost \$183,000, estimated first year revenue \$192,000. Applicant is licensee of WLBC and WUMN (FM) Muncie. Filed Nov. 2.

TRANSFER REQUESTS

WISR-AM-FM Butler, Pa.—Transfer of control Butler Bstg. Co. Inc., licensee, from Sara E. Rosenblum, executrix of estate David H. Rosenblum, now deceased, to Sara E. Rosenblum, Joel W. Rosenblum and Union Trust Co. of Butler (guardian of Ray Harris Rosenblum) under devises of will of David H. Rosenblum. Before transfer David H. Rosenblum, now deceased, held 400 shares, Sara E. Rosenblum 90 shares, Joel W. Rosenblum 10 shares and Union Trust Co. no shares; after transfer David H. Rosenblum, deceased, will hold no shares, Sara E. Rosenblum 23% shares, Joel W. Rosenblum 143% shares and Union Trust Co. 133% shares. No monetary consideration. Filed Oct. 29.

KNAL Victoria, Tex.—Voluntary transfer of control Victoria Bstg. Co. Inc., licensee, from Louis Thurmond, pulp Krueger to Albert B. Alkek through sale of 102 shares (51%) for \$2,000. Mr. Alkek is majority stockholder of Sinclair-Alkek Oil Co., owner of Alkek Hardware Co., A. & A. Transport Inc. and Victoria Transit Co., all

Rewrite Code?

(Continued from page 80)

basic safeguards thrown up by American courts to protect property are precise rules governing evidence, witnesses, procedure and findings.

Several disturbed attorneys want the code to supply answers to the following questions before they advise their clients to subscribe to the NARTB seal:

Will hearings be conducted? Will complaints be listed in detail? Will rules of evidence apply? What kind of witnesses will be permitted to testify?

What about rumors and anonymous or nuisance complaints? Will findings of fact be issued?

Will hearings be public? What provision will be made to disqualify board members who might have a competitive interest in a decision?

What rules will cover subpoenas and depositions?

What is the status of the attorney who represents the board?

Will a defendant have the right to be represented by counsel?

What protection is given a station for acts committed before subscribing to the code?

All these questions, and many others, are based on the legal rights of any person or business,

in Victoria. Filed Oct. 29.

WHUM Reading, Pa.—Transfer of control Eastern Radio Corp., licensee, from Jessie P. Greig and Humboldt J. Greig to Humboldt J. Greig. Although 1,200 shares will be transferred to Mr. Greig, there is no monetary consideration since Mr. and Mrs. Greig are husband and wife and transfer is merely for voting purposes. (Mr. Greig now holds 2,800 shares.) Filed Oct. 31.

KBMX Coalinga, Calif.—Assignment of license from Rea B. Bowman and Benjamin Bowman, d/b as Pleasant Valley Bstg. Co., licensee, to John H. Thatcher for \$22,000. Mr. Thatcher is chief electrician for Paragon Plywood Corp., Crescent City, Calif., and formerly was chief engineer for KSEM Moses Lake, Wash.; KPUG Bellingham, Wash.; KBIO Burley, Idaho, and KAYR Havre, Mont.; he owned 25% common stock of KSEM and \$8,000 of preferred stock of KPUG. Filed Oct. 31.

WDSG Dyersburg, Tenn.—Relinquishment of negative control State Gazette Bstg. Co., licensee, by A. Le Roy Ward to Robert William Ward through gift of 25% of Mr. A. Le Roy Ward's 50% interest in WDSG to son. No monetary consideration. Mr. R. W. Ward is program director of WDSG. Filed Nov. 1.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 59, TV 1.

it is pointed out by attorneys. If the code fails to provide all such rights in specific language, they say, a station might run a serious risk of signing its own death warrant by subscribing to the code.

It will be an easy manner to cite a station for violations when the defendant station may feel, on competent advice, that it is fully adhering to the code, some of its critics contend.

A number of attorneys feel that when the criticism of the professional, political and prejudiced groups has died down, the industry will find it has taken a panicky course only to be saddled with a set of impractical standards difficult to enforce.

Severe objections are made to the code on the ground that it flirts with the anti-trust laws. The NARTB TV board is understood to have studied this angle carefully, deciding it was a "calculated risk."

The mere fact that a group of stations decided to get together and enforce a set of practices is said to involve danger of being charged with conspiracy to restrain trade and commerce.

Getting down to details, attorneys point to the paragraph against liquor advertising, for example, and the danger of inviting suit from a liquor firm desiring to advertise on television. Or suppose

a laxative wants on the air and is denied the right, they suggest. An aggrieved advertiser might feel he has an anti-trust case. Some actions involve triple damages.

Emphasis is placed on the fact that FCC application forms contain a question covering conviction of violating the law.

Feeling still exists that telecasters should subscribe to a series of high ethical principles without shackling their creative talents. Adherence would be voluntary and stimulated by an educational campaign.

The NARTB Standards of Practice for radio, it is argued by one attorney, consist of a watered-down version of a formerly strong code. These standards are not generally followed, he contended, proposing a strong educational drive.

Another attorney said he would rather submit his television client's stations to FCC decision than the ruling of a group of industry "dictators."

He contended honest telecasters will be at a disadvantage in subscribing to a code with minimum standards all good operators must live down to or suffer competitive hardships. He said he wanted to be sure the NARTB board would not have the right to deny the seal to a station desiring to subscribe. "Maybe our house isn't so dirty that it needs cleaning," he suggested.

WCKY

COVERS THE SOUTH

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER



at deadline

NARTB DISTRICT HITS CENSORSHIP MEASURES

NARTB District 5, closing two-day meeting in St. Petersburg, Fla., Friday (early story page 27), joined 12 other districts in denouncing Benton legislation to set up federal censorship board.

Other resolutions condemned efforts to undermine industry's economic strength by rate-cutting practices; commended NARTB administration of President Harold Fellows; thanked FCC Chairman Wayne Coy for participating; lauded work of Broadcast Advertising Bureau under President William B. Ryan; pledged support to BMI and praised Thad Holt, WAPI Birmingham, for his services as District 5 director; commended directorship of A. D. Willard Jr., WGAC Augusta, representing medium stations; endorsed BMI.

Members of Resolutions Committee were Spencer Mitchell, WDAE Tampa, chairman; James Woodruff, WRBL Columbus, Ga.; Bert Banks, WTBC Tuscaloosa, Ala.; Hugh Smith, WCOV Montgomery, Ala., and John M. Outler Jr., WSB Atlanta.

Speakers at two-day meeting, besides NARTB staff, included Oliver Gramling, Associated Press, and Col. Charles Wall, for BMI. Joe Kelley, WTSP St. Petersburg, was thanked in resolution for setting up meeting arrangements.

Sixty-seven were registered at meeting. TV panel discussion was led by Messrs. Outler and Holt. Richard P. Doherty, NARTB employee relations director, and President Fellows joined panel. On BAB panel Friday afternoon were Mr. Outler as chairman; Mr. Mitchell; Frank King, WMBR Jacksonville; Mr. Banks; Dewey Long, WABB Mobile and Ed Mullinax, WLAG LaGrange. Mr. Ryan and Lee Hart, of BAB Chicago office, were speakers.

Florida Assn. of Broadcasters opened two-day meeting Friday night with S. O. Ward, WLAK Lakeland, Fla., presiding as FAB president. Mr. Ryan was to speak Friday with Mr. Fellows on Saturday agenda.

DECCA BUYS INTO UNIVERSAL

COMPLETION of arrangements to acquire substantial interest in Universal Pictures Co. by Decca Records announced in statement being released today (Monday), with implications of extensive activities in television. Milton R. Rackmil, Decca president, announcing Decca's acquisition of 271,900 shares of common stock and 32,500 warrants of Universal, noted that companies "have kindred interests in the entertainment business" that "can be developed for our mutual benefit." Transaction, he said, "indicates the confidence that our respective companies have in the future of the motion picture and allied industries."

C&W TRIAL DATE

FACED with 17 counts of mail fraud, Harold Cowan and Ralph Whitmore, partners in Hollywood mail order agency, scheduled to appear before Federal Judge Leon R. Yankwica today (Monday) for trial date setting. Pair last year allegedly reaped fortune in pre-Christmas tree ornament "pitch" deals on radio, television and in newspapers. [B*T, May 28]. They recently filed bankruptcy petitions in Los Angeles [B*T, Oct. 1].

RTMA FREEZE STUDY

TASK FORCE set up Friday by Radio-Television Mfrs. Assn. to determine effect of TV freeze on national economy and mobilization program. Members of force, named by Dr. W. R. G. Baker, chairman of RTMA Television Committee, are William H. Chaffee, Philco Corp., chairman; Keeton Arnett, Allen B. DuMont Labs.; Adm. Edwin D. Foster, RCA; C. W. Michaels, General Electric Co.

Dr. Baker said he asked group to forecast number of new TV transmitters to be started in 1952 and first half of 1953, and effect on demand for new TV sets. He noted industry concern that delay in lifting freeze might bring unemployment despite military contracts.

Business Briefly

(Continued from page 5)

Welch Grape Juice Co. New unit to be in operation by next June.

DIAMOND SPOTS ● Diamond Match Co., N. Y., planning spot announcement radio campaign in about 15 markets, starting mid-November. Agency, Benton & Bowles, N. Y.

HOLIDAY SINGLE ● A. O. Smith Co., Kan-kakee, Ill. (Permaglass water heater), has bought Lionel Barrymore in *Christmas Carol* on 537-station Mutual network Sun., Dec. 23, 3-3:30 p.m. (CST). Agency, Henri, Hurst & McDonald, Chicago.

LEVER SCHEDULE ● Lever Brothers Co., N. Y. (Silver Dust), placing radio spot schedule in about 20 markets Nov. 12-Dec. 11. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

BIRDSEYE LOOKING ● General Foods Corp., N. Y. (Birdseye frozen foods), looking for availabilities for women's participation shows in radio to start in January. Agency, Young & Rubicam, N. Y.

GLIMPSES INTO FUTURE

NEW program series, *Horizons*, exploring future of contemporary life and thought, will be produced by ABC-TV every Sunday 4:30 p.m. EST, in co-operation with Communications Materials Center of Columbia U. Series starts later this month.

Leading faculty members and Columbia students will participate in telecasts which, with aid of illustrative material, will consider future of cities, western Europe, psychiatry, academic freedom, children and other topics. Supervisors will be John W. Pacey, ABC public affairs director, and Erik Barnouw, editor of Columbia's Communications Materials Center.

With exception of brief initial presentation by faculty members, programs will be completely spontaneous. Series will originate from ABC Television Center, New York.

PEOPLE...

KEETON ARNETT named to new post of general assistant to president of Allen B. DuMont Labs., Clifton, N. J., Dr. DuMont announced today (Monday). Mr. Arnett, who assumed new duties last week, recently resigned as senior vice president of Fred Eidean Organization, where he directed establishment of public relations program for oil industry. As general assistant to Dr. DuMont, he will handle administrative problems on behalf of president, including overall responsibility of DuMont public relations.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, elected to NBC board of directors at board's monthly meeting Friday, Board Chairman Niles Trammell announced in statement released today (Monday).

R. J. CUNNINGHAM, manager of film operations at Foote, Cone & Belding, Chicago, named to new position of manager of broadcast operations. He will coordinate work of radio-TV production director, timebuyer and business manager in radio-TV department.

PAUL M. SEGAL, Washington attorney, in Rose Memorial Hospital, Denver, recovering from pneumonia, contracted shortly after addressing Colorado Bar Assn. at Colorado Springs fortnight ago.

BERNARD I. PAULSON, an ABC-TV film program editor for past two years, named to new post of program operations manager for ABC-owned WJZ-TV New York.

ALBERT W. GASS and W. SCOTT LEONARD, account supervisors of Young & Rubicam, Chicago, named vice presidents of agency.

WILLIAM A. WHITEHOUSE, news editor of ABC Radio since July 1948, has been named manager of special events for radio for the network.

BANKRUPTCY PETITION FILED BY BCA

PETITION to reorganize under Federal Bankruptcy Act was filed in Los Angeles last week by Broadcasting Corp. of America (KPRC, Riverside, KREO Indio, KROR Blythe, KROF Brawley, Calif.). Court issued order restraining foreclosure sales in Imperial and Riverside counties until action on reorganization petition, due to be heard this week in San Bernardino.

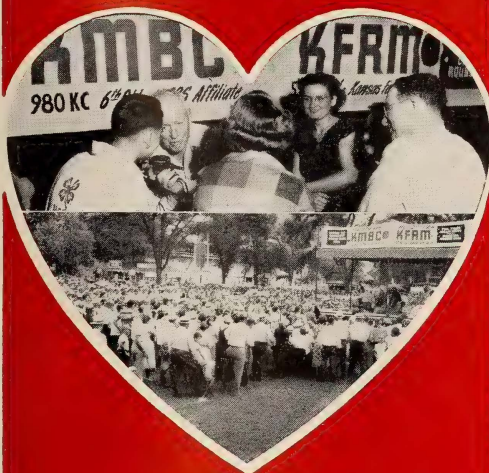
According to published reports, reorganization was forced by pending sheriff's sale of KROP equipment and furniture. Foreclosure action was brought by Mr. and Mrs. Fred K. Wahl of Escondido, Calif., who claimed \$8,120.41 due on a \$10,000 promissory note signed in 1946 by W. L. Gleeson, president of Broadcasting Corp. of America. Reports indicated that Wahl's have another \$10,000 note on which \$7,875.05 is due.

Assets of Gleeson-owned company were reported as \$550,874.12, liabilities \$244,554.93. Reason for unfortunate financial position was expenses attendant on prosecution of its TV grant, made in 1946 but later withdrawn when Channel 1 was deleted from TV bands, according to company's petition to Los Angeles Federal Court.

Broadcasting Corp. of America is TV applicant for Riverside and San Jose, Calif.

Company applied for an RFC loan, but was denied, its petition said, by an RFC rule prohibiting it from making loans to radio stations, newspapers, magazines.

"In The Heart of America..."



It's the
**KMBC
KFRM**

*Team...and It's
Wholehearted"*



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Wholehearted

On The Air — or In Person!

Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

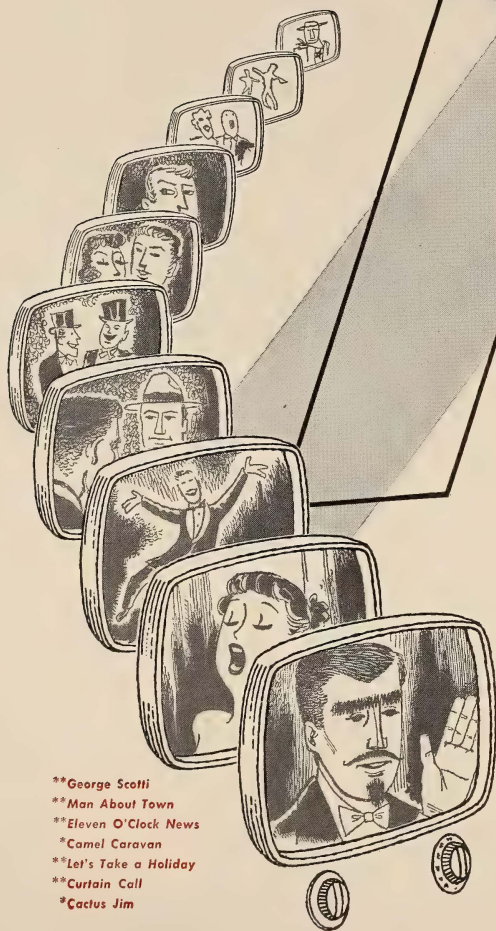
Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

*To put it simply, to sell
the Whole Heart of
America, Wholeheart-
edly, use . . .*





**George Scotti
 **Man About Town
 **Eleven O'Clock News
 *Camel Caravan
 **Let's Take a Holiday
 **Curtain Call
 *Cactus Jim

out of 10...

TOPS!

That's a remarkable record for any TV station in any market. In Detroit,

WWJ-TV has it!

According to Pulse, Inc. July-August ratings—seven out of the top ten

multi-weekly shows are on **WWJ-TV**. Five** of these seven originate with **WWJ-TV** and its staff.

Two* are NBC shows.

This teaming of talents and reliability of production have consistently enabled **WWJ-TV** to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U.S.A.

FIRST IN MICHIGAN Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
ASSOCIATE AM-FM STATION WWJ

