

TELECASTING

IN THIS ISSUE:

Station Costs Muddled
At District 3
Page 66A

Average Spot Rates
Totalled by Weed
Page 66A

TV Proves Castro's
Slogan
Page 66B

Latest Set Count
By Markets
Page 80

in Western Michigan
the television picture
is changed!

it's now . . .

WOOD-TV

the only Western Michigan station with full television facilities!

Grandwood Broadcasting Co., owner and operator of WOOD-AM*, have purchased the only TV station in Grand Rapids—the retailing and wholesaling center of Western Michigan.

A brand new micro-wave link has been installed and power will soon be increased to the full limits allowed by the FCC. What's more—you now have the flexibility of live studio cameras! WOOD is already presenting a variety of locally-originated shows.

*also owner and operator of WFBM-AM-TV, Indianapolis

IN WOOD-TV, you'll find the same programming know-how . . . the same audience and trade promotion . . . the same careful attention to servicing details . . . which you have come to expect from WOOD-AM.

When you place your schedules in Western Michigan, consider first the only television station located in the center of the Western Michigan business community: WOOD-TV . . . Western Michigan's *only* complete television facility.



5000 WATTS — 1300 KC
NBC AFFILIATE

Always the best earful . . .
NOW the best eyeful!

WOOD

NATIONAL REPRESENTATIVES
KATZ AGENCY, 488 Madison Ave., New York, N. Y.




CHANNEL 7
NBC-CBS-ABC-DuMont

GRAND RAPIDS, MICHIGAN • Also WFDF—Flint, Mich. WEOA—Evansville, Ind. WFBM and WFBM-TV—Indianapolis, Ind.



CBS
TELEVISION
NETWORK



The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where 6 of television's 10 most popular shows* are broadcast

...where average ratings are higher than on any other network*

...where television's solid-success package programs come from ... shows like *Mama*, *Toast of the Town*, *Studio One*, *Suspense*, *Burns & Allen*, *Talent Scouts*

...where the new hits will *keep* coming from: *I Love Lucy*, *Frank Sinatra*, *Corliss Archer*, *See It Now*, *An Affair of State*, *Out There*, *My Friend Irma*

...where 59 national advertisers...including 15 of America's 20 biggest...are profitably doing business today.**

"This is the CBS Television Network"

CHANNEL

5

KT LA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

OCTOBER 1951

SHARE OF TELEVISION AUDIENCE

TIME	TV SETS- IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KT LA	TV Station "E"	TV Station "F"	OTHER TV
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	45.7	9.5	5.9	14.0	16.8	35.3 [★]	8.6	9.7	0.1
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.0	4.3	4.2	19.4	20.1	33.3 [★]	2.0	6.2	0.5
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	10.1	7.9	-	4.2	12.1	68.2 [★]	2.5	4.2	0.8

1,038,750 TV Receivers in Los Angeles area, Nov. 1, 1951



KT LA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NOVEMBER 19, 1951

OPERATIONS COSTS

COST of building and operating UHF television stations will be about the same as VHF, judging by the consensus of TV station operators and equipment representatives who took part in a TV panel conducted Monday at Pittsburgh by NARTB District 3. (See main district meeting story, page 30).

Experience gained in operating VHF station indicates TV costs can be held, in many cases, to about twice those of AM stations, it was brought out at the panel. Clair R. McCollough, general manager of the Steinman Stations, was moderator.

Television has avoided "radio's big mistake" by raising rates when set circulation increases, Mr. McCollough said.

Members of the panel were Edward S. Clammer, RCA-Victor; J. E. Mathiot, Steinman Stations; Harold Lund, WDTV (TV) Pittsburgh; John S. deRussy, WCAU-TV Philadelphia; Alvin D. Schrott, WJAC-TV Johnstown; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; J. Gorman Walsh and Harold E. Miller, Steinman Stations.

With costs depending on the

'RED RYDER' FILMS Republic Asked to Halt

UNLESS Republic Pictures agrees to stop the release to television of old *Red Ryder* feature films, the motion picture studio may be faced with new legal action.

Latest move against the studio, now awaiting hearing of an appeal on the recent Roy Rogers decision [B•T, Oct. 29], was taken by former child actor Bobby Blake, featured in the series as *Little Beaver*. Mr. Blake, through Arkin & Weissman law firm, last week sent a formal letter to Republic demanding it cease the sale or leasing to television of the series of 28 *Red Ryder* films in which he appeared. Action was taken in accordance with contract clause similar to that held by Roy Rogers that gives the actor the right to control association of his name with any commercial product or advertising.

Republic was given a week in which to reply; formal suit is to be filed in Los Angeles this week against the studio if it fails to agree to halt the sale to TV of the films.

The *Red Ryder* series was made between 1944 and 1946 at which time Mr. Blake was under contract to Republic. Films are currently being telecast on KTTV (TV) Los Angeles.

particular type of operation, panel members covered stations from over a hundred employees down to those with a score.

About twice as many employees are needed to keep a TV station running as AM requires, Mr. Miller said. With a medium operation requiring about 50 on the staff, he said only a few persons can be trained at a time.

Mr. Schrott said that WJAC-TV, operating without studios, has expanded its staff from 10 to 28, with costs running perhaps a fourth over AM.

Leonard Kapner, WCAE Pittsburgh and NARTB District 3 director, raised the question of equipment costs, with Mr. Mathiot explaining that camera tubes still cost around \$1,200 but his stations have learned how to make them last by proper resting after about 200 hours. Some tubes have passed the 2000-hour mark though only 500

hours were expected. He said WGAL-TV Lancaster uses 1,003 tubes, mostly of the receiving type.

Mr. Clammer said initial cost of UHF equipment may run below VHF, with operating expenses not likely to be any higher. He said UHF signals from NBC's Bridgeport installation are received better than VHF in New Haven, 18 miles away, and expected UHF coverage to be reasonably comparable to VHF. Converters work well on receivers, he explained, though conceding that shadows will be deeper in some valleys though not troublesome as a rule on hillsides. He did not consider the Pittsburgh terrain "at all insurmountable" for UHF. Present VHF receiving antennas will work in many cases, it was predicted.

Replying to a query by John S. Booth, WCHA Chambersburg, Pa., Mr. Clammer said there is no loss of quality due to the high gain factor in UHF transmitting antennas.

In the discussion of TV personnel, Mr. Lund said WDTV had increased from 16 persons two years ago to 175 employees (not including

talent). Of these, two score are engineers. The station operates 8:55 a.m.-1 a.m. Mr. Walsh said WDEL-TV started with nine persons but the quota quickly doubled. Panel members agreed the main factor in expansion of personnel is local programming.

Stations off the cable lines will have added costs because of relay facilities, Mr. Rogers said, referring to the \$125,000 overland system built by WSAZ-TV. People will not buy sets to see kinescope programs, he warned, noting that his station has 14 hours of local programming a week in addition to network service. Local programs create the interest that increases TV circulation, he said.

Standardization of TV rate cards is far from realized, it was indicated. Mr. Rogers said his station has a basic rate plus a local structure which simply deducts the agency commission. WJAC-TV has three rates, according to Mr. Schrott, the local rate being about half the spot rate. Mr. Rogers said his TV circulation, with wide coverage, is larger than radio and newspapers combined.

AVERAGE SPOT RATES

COST of placing a 20-second spot on the 109 stations covering the U. S. audience was \$15,149 as of Nov. 1, according to the third annual study conducted by Peter B. James, manager of the Weed & Co. television department.

Rates are up 10% to 20% in the various classes over the averages of 1950, according to the study. Rates are based on Class A one-time film charges.

It was found that 86 stations list one rate for a spot announcement of a minute or less; 23 have a separate rate for one minute and 20-second spots and 89 list the eight-second "ID" or identification spot.

The Weed 1950 report showed only 46 stations with such an identification spot compared to 89 this fall, described as proof of the growing importance of the eight-second spot.

Set circulation increases were analyzed by Mr. James. He found only 29 markets having under 100,000 television homes; 28 have between 100,000 and 500,000; four between 500,000 and 1 million. Again using the fall 1950 figures, 46 cities were under 100,000; thirteen were between 100,000 and 500,000; three

had between 500,000 and 1 million sets, and only one market had over a million.

The following analysis is based on the Class A one time basic rate for film facilities. The low to high rate range is given for each group, together with the average:

Under 20,000 circulation: 3 stations, 3 cities (Albuquerque, Bloomington, Brownsville). One hour—\$195 to \$250 (average \$215); Half-hour—\$117 to \$150 (average \$129); One-minute or less—\$20 to \$35 (average \$28.33); 8-seconds—2 stations, \$15 to \$17.50 (average \$16.25).

35,000 to 50,000: 4 stations, 4 cities (Binghamton, Jacksonville, Nashville, Phoenix). One hour—\$300 to \$325 (average \$306.25); Half-hour—\$180 to \$195 (average \$183.75); One-minute or less—\$40 to \$60 (average \$49.69); 8-seconds—3 stations, \$24 to \$29.25 (average \$26.08).

50,000 to 75,000: 14 stations, 10 cities (Ames, Birmingham, Davenport-Rock Island, Erie, Huntington, Lansing, New Orleans, Salt Lake City, San Antonio, Utica). One hour—\$300 to \$500 (average \$361.43); Half-hour—\$180 to \$300 (average \$216.69); One-minute or less—11 stations, \$50 to \$90 (average \$51.57); One-minute—3 stations, \$50 to \$80 (average \$63.33); 20-seconds—3 stations, \$40 to \$65 (average \$51); 8-seconds—10 stations, \$25 to \$60 (average \$34.30).

Weed Sets Up List

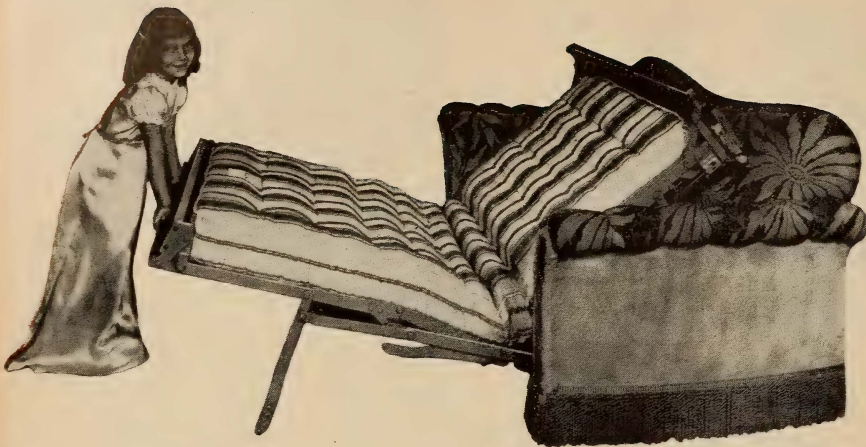
75,000 to 100,000: 13 stations, 12 cities (Charlotte, Greensboro, Houston, Memphis, Miami, Norfolk, Omaha, Richmond, Rochester, Seattle, Tulsa, Wilmington). One hour—\$400 to \$600 (average \$476.15); Half-hour—\$240 to \$390 (average \$328.75); One-minute or less—10 stations, \$65 to \$120 (average \$87.50); One-minute—3 stations, \$100 to \$110 (average \$103.33); 20-seconds—3 stations, \$75 to \$90 (average \$81.66); 8-seconds—9 stations, \$32.50 to \$50 (average \$38.04).

100,000 to 150,000: 16 stations, 11 cities (Atlanta, Dallas, Fort Worth, Oklahoma City, Johnstown, Kansas City, Lancaster, Louisville, San Diego, Syracuse, Toledo). One hour—\$400 to \$650 (average \$493.75); Half-hour—\$240 to \$390 (average \$326.25); One-minute or less—13 stations, \$60 to \$110 (average \$91.08); One-minute—3 stations, \$75 to \$104 (average \$89.66); 20-seconds—3 stations, \$60 to \$78 (average \$71.66); 8-seconds—15 stations, \$36 to \$52 (average \$43.57).

150,000 to 200,000: 6 stations, 6 cities (Grand Rapids, Indianapolis, Kalamazoo, New Haven, Providence, Schenectady). One hour—\$450 to \$700 (average \$585); Half-hour—\$298 to \$450 (average \$339); One-minute or less—\$90 to \$132 (average \$104.50); 8-seconds—3 stations, \$45 to \$80 (average \$62.50).

200,000 to 250,000: 6 stations, 3 cities (Buffalo, Dayton, San Francisco). One hour—\$600 to \$750 (average \$645.83); Half-hour—\$360 to \$450 (average \$387.50); One-minute or less—\$100 to \$125 (average \$116.75); 8-seconds—4 stations, \$80 to \$90 (average \$82.50).

250,000 to 300,000: 10 stations, 4 cities (Columbus, Milwaukee, Minneapolis—(Continued on page 76))



ONE of the strongest selling points for television has been its ability to substantiate the claims of advertisers. It has taken the showroom, factories and laboratories into the American public's living room to demonstrate sponsors' products. This is how one New York manufacturer chose television in its infancy to prove the worth of his product in a large and competitive market. His business, with three years of TV advertising, has grown by leaps and bounds.

Castro Claimed 'So Easy a Child Can Do It'

...AND TV PROVED THE SLOGAN

BERNARD CASTRO has built his New York business—the manufacture of Castro Convertible beds—literally from the floor up; as an upholsterer's apprentice, he had knelt beside many a broken-down piece of furniture, visualizing its possibilities. He also spent many hours listening to housewives' complaints about ugly beds that took up too much space, before he went out to borrow the \$300 with which he started his own organization.

That was 20 years ago. Although the Castro cash registers were ringing up some \$400,000 in sales 17 years later, it was the next three years that were the really important ones, for Mr. Castro's gross has now reached several million dollars annually. Television is responsible for the growth, Mr. Castro says today, for it was three years ago that he started his first advertising in that medium.

The manufacturer had long said that the swift conversion of the sofas he built was "So easy a child can do it"—a glib phrase but one that stood the test—for a child *did* do it. He proved the point with his daughter, Bernadette, then only three and a half, by guiding her in opening the family's convertible sofa. In a few weeks, she did it with such ease that Mr. Castro sought a way of bringing the unusual demonstration before the public.

Mr. Castro chose television and

* called upon WABD, DuMont affiliate in New York, because it was the station he watched and enjoyed the most. TV sponsors were not exactly rushing television sales departments at that time, so the station guided Mr. Castro in preparing a one-minute film commercial of Bernadette opening a couch. In July of that year (1948), Castro Decorators Inc. ventured into the medium with the one-minute film shown twice weekly.

During the first week of the Castro advertising, customers sought the out-of-the-shopping-district store, asking to see "the couch the little girl opens on television." Many of them brought along their own youngsters and stood by skeptically as they prodded the child: "Go ahead, see if you can do it." With great regularity, the child could follow the demonstration he had seen Bernadette give on television, and the parents would be sold.

Although the spots began to pay off immediately, Mr. Castro decided a few weeks later that one commercial a week would suffice. But with the dropping of one spot,

he noticed a corresponding decrease in business and reinstituted the second commercial at once.

The WABD spots have continued steadily since, and the Castro organization has expanded its campaign to other TV stations, as well as backing two 15-minute radio shows and utilizing newspaper advertising. Asserting his belief in keeping his product name before the public, Mr. Castro says that even in 1948, when there were only 40,000 TV sets in the country, "our two spots yielded dozens of sales each week, which I could trace directly to television."

MR. CASTRO has moved his business from the small, one-story showroom-factory it occupied three years ago to separate factory, warehouse and office buildings in Manhattan. He has built a new factory in Babylon, N. Y., a new store in Westchester, and has plans for opening sales rooms in Hempstead, L. I., and Newark, N. J., to accommodate the increase in customers.

The Mamaroneck home in which the Castros now reside is quite a step, literally and figuratively, from the place in Italy which Mr. Castro left as a 15-year-old. Although television did not raise the industrious Mr. Castro from the

comparative poverty of his \$8 per week apprenticeship to his present position, it did accomplish in a short time what years of hard work failed to do: It dramatized before the public gaze a selling point that had to be seen to be believed.

Mr. Castro's only problem today is his three-year-old son, Bernard Jr.,—he still can not open the Castro Convertible.

* * *



MR. CASTRO

PIGSKIN CONTROLS

NCAA'S Troubles Mount

THE NATIONAL Collegiate Athletic Assn. last week appeared to be facing more problems than needed solving as a result of its so-called controlled football TV plan than the plan, itself, had been expected to solve when first devised.

Public pressure continued to mount, following the retreat of NCAA before the fans' wishes in the Detroit and Washington areas [B•T, Nov. 12].

To add to NCAA's troubles:

- WKZO-TV Kalamazoo worked a surprise play that caught NCAA with its defenses down. Station telecast the Michigan State-Notre Dame Nov. 10 game although neither NCAA nor NBC-TV—network carrying the collegiate TV schedule—had authorized the pick-up.

- NCAA, initially denying authority was given to WKZO-TV to air the game, said it was awaiting an official report from NBC-TV, before taking any position on the reported incident.

- In Philadelphia, Francis T. Murray, long a critic of NCAA's controlled telecasts, thought the restrictive plan was doomed. Mr. Murray is U. of Pennsylvania athletic director. The school had been a holdout against NCAA's plan early in the season but backed down when other Ivy League schools threatened to break off relations.

John Fetzer, president and general manager, Fetzer Broadcasting Co., licensee of WKZO-AM-TV, asked about the alleged pirating of the East Lansing game, said:

"We have no comment at this time except to say that compelling public interest in the Michigan State-Notre Dame game dictated the necessity for the WKZO-TV telecast. At the proper time and

place we will have plenty to say on this subject."

Two Michigan outlets had been granted NCAA permission to ignore the blackout. They were WWJ-TV Detroit and WJIM-TV Lansing. WWJ-TV was granted authority because of public demands (the game was a sell-out last July), and WJIM-TV carried the game because it was the originating station for NBC, and if unable to carry the game could program nothing else for local viewers.

In addition, WNBW (TV) Washington was permitted to telecast the game although the Washington area had been slated to be a "black-out" region that week. Reason was similar to that in Detroit which allowed WWJ-TV's telecast.

As of late Thursday, it was not

fully explained how WKZO-TV obtained the telecast. It is not affiliated with NBC.

Mr. Murray, whose school was a pioneer in football TV, told newsmen that the Detroit incident "should convince everyone that football television cannot be nationally controlled."

Return Control

"Football television isn't a problem for the NCAA," Mr. Murray said. And, he said, it is not even a problem for such organizations as conferences or leagues. "The only thing to do is to turn the control back to the individual institutions."

"At Pennsylvania we feel that the NCAA acted without constitutional authority when it set up this 'experiment' which actually

amounts to a ban. But even if it were legal it is unwise. It has an adverse effect on the public, which wants football television, and it leaves colleges open to charges of commercialism."

Occasional complaints that TV films of games after their play displace coaches' trade secrets were denied last week by Frank Leahy, coach of the Notre Dame's Irish.

Films if properly utilized are of great help to a coach, Mr. Leahy said. "Showing them on television does little or no harm as in order to properly study a fast-moving game, a coach must run the film back several times."

TRANSMITTER TEST

Joined by Seattle Stations

FOUR Seattle stations are conducting a joint test of transmitter effectiveness at Squaw Mountain, 15 miles southeast of the city. One of the four, KING-AM-FM-TV, holds the only television license in the Pacific Northwest.

In addition to KING, other participating stations are KIRO, KOMO and KJR. These latter three, all network-affiliated radio stations, have applications before FCC for video channels.

Jim Hatfield, KIRO chief engineer, explained the test: Two transmitters have been built on Squaw Mountain, one on 50 mc, the other 150 mc. Field strength measurements are being made from a truck driving around Seattle.

The Squaw Mountain site, 2,000 ft. above sea level, is being compared for strength and effectiveness of line-of-sight transmission with the present KING-TV transmitter site, located on a hill near the center of the city.

KING-TV has an application before FCC for a change of transmitter site to Squaw Mountain and the present tests have been designed to compare the two sites.

Also cooperating in the test project are General Electric and the electrical engineering department of the U. of Washington.

realistic approach to his problem."

On industry's part there could be a greater appreciation of the value he is receiving for his investment in research, he said.

"There are companies in America that spend millions of dollars on advertising and sales promotion but refuse to spend a cent on research. They say they are putting their money where it 'pays off.'"

"I believe such companies would find, as we have found, that it would 'pay off' many times over if they were to make even a small investment in practical industrial research."

As an illustration, he cited the \$50 million RCA put in television research before getting a cent return. Was it worth it?, he asked.

"I think so. And so do our stockholders. RCA earnings, over the past few years, have fully justified our belief: For they came mostly from the television business," he concluded.

RCA EARNINGS

RCA EARNINGS in the past few years have come mostly from television, Brig. Gen. David Sarnoff told a group of leading western research scientists in San Francisco last week.

These earnings were largely the result of research, he said, the payoff for the \$50 million his company invested in research before it ever realized a penny of return.

This is an example of the benefits that can accrue from a working partnership between businessmen and research scientists, a partnership which he said was the cornerstone of American strength and a partnership on which the whole of American progress depends.

Gen. Sarnoff made his comments at a luncheon-meeting of the board of directors of the Stanford Research Institute and guests at the Fairmont Hotel in San Francisco Wednesday.

Declaring himself "an enthusiastic supporter of the Stanford Research Institute," Gen. Sarnoff said RCA, even though it has what it believes is the finest electronics laboratory in the country, has found its partnership with the institute and other independent research organizations a valuable asset in the continuous fight to solve the problems of industry and of the world.

'Partnership for Progress'

In this "partnership for progress" it is the job of the researcher to cope with the creative problems confronting industry, problems which the businessman, living "under the gun" of competition has no time or talent to solve, the RCA board chairman said. And the researchers of America are doing this job, he said.

Gen. Sarnoff drew a smile from his audience when he said one of the principal jobs of industry is to provide researchers with problems. But he explained:

"It is the businessmen of the nation, aware of the nation's needs, who can present the researcher with an outline of these needs."

"To discover the need for an in-

vention and to specify it, constitutes 50% of the invention itself," he said. "My entire business career has been built on my faith in the ability of our men of science to produce the things for which we could discover a public need. I have had a very happy time contributing that easy 50% and watching my research partners come up with the hard 50%."

Another important contribution of business to the partnership, he said, is money. High taxes are removing from the American scene, he said, the private philanthropist who once sponsored men of science. The money for research today must come from industry.

"Some people say let the government supply the money," he said, "and you may be sure that if industry doesn't do it, the government will have to."

But he cited three basic reasons why he believes government is not the best agency to take over this role in the partnership.

Government control is not the American way. Such control would establish rigid policy and lines of endeavor that would be stifling to research. Thirdly, the only money government would have to support research would have to come from industry and the people industry serves anyway.

Both the researcher and industry could afford a greater appreciation of what each has to offer the other in the partnership, Gen. Sarnoff said.

"Our scientific friends," he said, "should keep in mind that any product, no matter how fine it may be technically, is worth little unless it can be produced and sold at a price the public can afford. This is what the businessman has in mind when he talks about a

Mostly From TV, Sarnoff Says

SWG-ATFP TALKS

Date and Place Asked

REQUEST to open bargaining discussions has been made by the Screen Writers Guild to the Alliance of Television Film Producers, Los Angeles.

The Guild action was made in the form of a letter which asked that the television producers' group set a date and place for such discussions. SWG has authority over television writers west of the Rockies, in accordance with an edict of the Authors League, with which it is affiliated.

Among demands expected to be made on the producers by the Guild are advance payment against future royalties, which are to be determined on a percentage of the gross; reversal to a writer of his material after he has granted TV rights on it for specified time, as well as recognition of SWG by the Alliance as the only bargaining agent for its writers.

Karl Tunberg, president of SWG, is chairman of the television negotiating committee.



BEST-OF-INDUSTRY award is presented to Harold Smith (l), NBC-TV Chicago advertising and promotion manager, for NBC Television from the Direct Mail Adv. Assn. C. B. Larrabee (c), a member of the judging committee, and L. T. Alexander, president of association, make presentation.

SET INTERFERENCE Solutions Urged In FCC Plan

ALL-OUT PUSH to lick the TV set interference problem has gotten underway at the FCC. It is taking two forms:

(1) The Commission is engaged in an effort to get all set manufacturers to commit themselves to act when an interference problem is reported to them involving one of their sets.

(2) Formation of committees comprising amateurs, servicemen, set distributors and TV set owners in each city is being aided by FCC field engineers.

Almost from the inception of commercial TV following the end of World War II reports of spurious radiations from TV sets—or from other radio receivers or transmitters—began to plague the FCC. Initially, harmonics from amateur transmitters played hob with proud early TV set owners. This was remedied in good part by the amateurs own efforts in shielding their transmitters. Next big fuss was caused by oscillator radiation from TV and FM sets themselves. This pretty well subsided when manufacturers agreed to an RTMA recommendation changing the intermediate frequency of TV sets from the 25 mc area to the 40 mc band.

TV Complaint

However, the FCC still gets several thousand interference complaints a year—and most of them are concerned with TV sets.

Measures to get manufacturers into a cooperative venture so that complaints can be handled expeditiously is the brain child of Harold R. Richman, engineer in the Field Engineering and Monitoring Division of the FCC's Office of the Chief Engineer. Mr. Richman has been working on this for past several months and has gotten it into practically its final form.

So impressed were his superiors with the plan that he was given a "superior accomplishment award" for his outstanding work in this connection. Award was the first made by the FCC's newly organized Efficiency Awards Committee,

set up to reward employees for suggestions. Mr. Richman received a raise in pay for his recommendation.

Idea for interference committees took root after an article on the accomplishment of Dallas amateurs in overcoming TV interference problems due to "ham" radiations which appeared in the June issue of *QST*, magazine of the Amateur Radio Relay League.

Article, entitled "The Dallas Plan for TVI," told how Dallas "hams" banded together to track down and correct interference that was due primarily to shortcomings in TV set selectivity. When it was found that RCA sets were particularly susceptible to amateur radiations, local Amateur Radio Club wrote directly to Brig. Gen. Sarnoff, RCA chairman, article disclosed. Within a short time, RCA engineers were on the scene, checked "hams" findings, undertook to correct deficient sets, according to the *QST* article.

Article reported Dallas findings indicating that some TV sets lacked discrimination up to as high as 2,000 ft.

It is that type of cooperative effort that is being fostered in TV cities throughout the country. It is believed that a concerted effort could clean up most bad spots in a short time.

Although the FCC is not sponsoring the establishment of such committees directly, most field engineers have been lending a helping hand. One of their great hopes is that such committees will eliminate to a great degree the complaints they receive and the investigations they are called on to make to discover the cause and cure of such interference.

TV ON TAPE

A NEW magnetic tape recording system that will take sight and sound at the same time and thus "reduce cost of making television shows on film to about one-tenth of what it is today" has been developed by the electronic division of Bing Crosby Enterprises.

Perfectred after two years of research by John Mullins, chief engineer, and his assistant, Wayne R. Johnson, under supervision of Frank Healy, head of the electronic division, the "filmless camera" eliminates need for using motion picture film by recording directly electronic impulses which are facsimile of images on the magnetic tape.

Capable of absorbing pictures, sound and color at the same time, the new process at a recent Hollywood demonstration in the Crosby laboratory "picked up" for later re-recasting the sequences of a movie being televised on a standard TV set.

The tape was then fed back through the TV receiver. Although the picture was hazy, it was viewable. Wider tape would improve the definition and resolution, according to the inventors.

Use of additional magnetization also would bring the film into clearer focus and result in greater clarity than the current filmed product for TV and of better quality than kinescope, it was stated.

Commercially used, it was pointed out, the tape recording would be made directly from the television cameras.

Process a Boon

Mr. Healy said the process would prove a boon to entertainers because "television shows can be made in takes, like movies and radio shows. If someone misses a line, the picture can be erased from the tape and done over."

Transformation of the television camera image to the tape is done instantaneously with no developing required. The tape can be erased and used many times.

Besides reducing production expenditures as claimed, it was pointed out further benefits to be derived by TV producers through the new method would be (1) safety factors of tape over film; (2) simplicity of editing tape by merely cutting it and allowing sound and music tracks to remain integrated without necessity of juggling; (3) elimination of separate tracks for sound and images, with erasure of portions or all, and re-use of same tape for inserts permissible; (4) no laboratory processing; (5) no additional costs foreseen for color; (6) tape-to-tape recording for multiple prints needed for TV distribution simplified with cost cut to a minimum.

It was pointed out that the quality of re-transcribed shows and films will be higher than current standards because of renewal qualities of the original content as it is recorded from new tape to new tape instead of from a master negative. Cost of tape is about

Bing Crosby Unit Develops

★ one-tenth that of film over a period of time, it was explained.

Actual manufacture of the equipment will not take place for six months to a year, it was said. During that time it will be standardized for use of a one-inch tape. Bing Crosby Enterprises will handle distribution. Manufacture of equipment will be shipped out.

LUCAS NAMED

To ABC TV Sales Post

RUPERT LUCAS has been appointed to the newly-created position of manager of television program sales for ABC, Harold L. Morgan, vice president of the television program department, announced Thursday.

A veteran of radio, Mr. Lucas started as announcer-director at various Canadian AM stations until 1932, when he was appointed manager of CKNC Toronto. When radio was nationalized in Canada in 1934, he was named general manager of CKNC and CRCT, the latter eventually becoming the key station of the CBC network.

Appointed director general of production for CBC in 1937, Mr. Lucas was instrumental in organizing and developing the network program division. During the war, he was in charge of radio war loan drives, working in cooperation with the Canadian War Finance Committee.

Leaving Canada in 1942, Mr. Lucas joined the Hollywood office of Young & Rubicam as production supervisor. He became producer-editor of *The March of Time* series in 1944, moving to New York at that time, and was named program manager in the Young & Rubicam New York office in 1945. He resigned from the agency in 1949 to accept a public relations commission from the Canadian Dept. of State.

WHAS Grid Award

SECOND annual "Leadership Award" to an outstanding U. of Kentucky senior football player will be presented at the close of the 1951 season by WHAS-AM-TV Louisville. Award recognizes the player's character, leadership on the field, scholarship and all-around team value. It will be given to the winner during film presentation of the Kentucky-Tennessee game Nov. 25, last in WHAS-TV's football film series of Wildcat 1951 games.

TELEVISION broadcasting career conference will be held in New York Dec. 8 by Brooklyn College's Div. of Vocational Studies and School of Radio Technique-TV.

TV'S MORAL FORCE

Noted by Dr. DuMont

TELEVISION has "an invariable quality of honesty" that separates the sheep from the goats, the wheat from the chaff, "the phony from the genuine," Dr. Allen B. DuMont declared Wednesday in a speech before the annual dinner of the Passaic Chamber of Commerce.

Accepting a citation from the Mayor of Passaic for his television achievements and those of his organization which is celebrating its 20th anniversary, Dr. DuMont said that "in crime hearings and political campaigns, (television) has displayed an unerring ability to sift insincerity and demagoguery.

"The results of some of the recent political campaigns already have been attributed to this quality of television," he said. "Already the politicians high and low, at the local level and at the national level, are wondering and planning. They are wondering what television is going to do to them or for them next year. They are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman."

Attacking the federal government for killing incentive and for forcing business "to consume an unnecessarily high percentage of our time, efforts and manpower on red tape and paper work for the government," Dr. DuMont stated:

TV's Spotlight of Truth

"I cannot help but wonder how much longer television would have been in getting here if those of us who worked on its development had been compelled in those early days to pay as much paper-work tribute to bureaucracy as we do now.

"I cannot help but wonder whether television would have not weeded out for the voters those who have imposed this creeping socialism on us.

"I cannot help but wonder whether television would have not exposed for the voters some of the demagogues and insincere officials responsible for the wave of graft and dishonesty which seems to have gotten such a stranglehold on some of our government agencies.

"I cannot help but wonder what is in store for us next year and in succeeding years when the honesty of television is put to work in earnest in the cause of good, clean, honest government and a return to the fundamentals of the American enterprise system.

"It is conceivable, too, that in the working of that accomplishment, television at its efficient best could fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve the public interest and welfare by means of the application of honesty and sincerity.

"If that dream could become a reality, television could move for-

ward, unhampered, for fulfillment of its destiny in the full and complete service of mankind."

Dinner marked the adoption of "Passaic, The Birthplace of Television," as the official civic slogan. Passaic, Mayor Morris Pashman noted in his remarks, "is the city in which Dr. Lee de Forest conducted his experiments more than a quarter of a century ago, when television was a concept rather than a reality, and before the amazing growth of the electronics industry began. It was in the Brighton Mills, now part of Raybestos-Manhattan's great mechanical rubber goods plant, that television, crude as it was then, was

first put on the air.

"It was here in Passaic that Dr. DuMont began mass production of his cathode ray tube after his earlier work in a little shop in nearby Upper Montclair—a mass production enterprise which may truly be described as the birth of an industry," Mayor Pashman said.

Dinner program, telecast by WABD (TV) New York, also included addresses by Lloyd B. Marsh, New Jersey Secretary of State, and Thomas E. Prescott, president of the Passaic Chamber of Commerce, and a film, *The DuMont Story*, presenting in dramatic form the history of the Allen B. DuMont Labs.

EIDOPHOR-CBS

New projection unit for use with television, demonstrated Tuesday in Zurich, Switzerland, was considered by Spyros P. Skouras, president of 20th Century-Fox Film Corp., as important as the advent of talking pictures and equally as certain to revolutionize the United States entertainment industry.

Describing the exhibition—held at the Zurich technical university—as "a magnificent success," Mr. Skouras said the colors were true and the unit was capable of projecting color shows—live or on film—on almost any size screen in the largest of theatres.

New York demonstration of the unit, which projects color via the CBS system, is planned by 20th Century-Fox, he said, for sometime in December. A springtime target date for starting production of the units has been planned, he added, although material shortages may delay this somewhat.

Eidophor was originally invented by the late Dr. Hans Fischer of the university and his associates, and has recently been developed by Dr. Edgar Gretener, an expert in color film and arc lighting. Dr. Gretener explained that the new high-intensity arc lighting now used in the projection unit can produce light "up to double the brilliancy of the sun" in ample enough quantity to fill the largest indoor theatre screen.

Brother Champions

Opinion of Mr. Skouras, who has reportedly invested more than a million dollars in the system, was supported by his brother, Charles, President of National Theatres Corp. "We'll produce shows in color and put them in movie theatres across the country," he said.

Dr. W. R. G. Baker, vice president in charge of the Electronics Div. for General Electric, Dr. Peter C. Goldmark, vice president in charge of engineering research and development for CBS Labs Division, and a few American theatre owners were among the small group

New Projection Unit Hailed by Skouras

Eidophor-CBS large-screen theatre in Zurich, Switzerland, was considered by 20th Century-Fox Film Corp., as important as the advent of talking pictures and equally as certain to

★ to see the demonstration, which John Martin of CBS Labs produced.

Dr. Baker was quoted as saying the Eidophor system "is probably the most outstanding theatre television system in the world." The outstanding advantage, he observed, is that there "is no limit on the light that can be pumped through the unit.

SET SERVICING

RTMA Program Begins

PROGRAM designed to raise the standard of TV set service was started last week by Radio-Television Mfrs. Assn. under direction of E. W. Merriam, recently named RTMA service manager. The program is sponsored by the RTMA Service Committee.

Education of young men in TV servicing is planned, with RTMA recommending courses of study to the 2,500 vocational schools as well as adult schools. RCA Institute has been engaged by RTMA to write a three-year vocational high school syllabus on radio and TV and a 10-12 month syllabus for adult schools. Gilbert Weaver, training director of the New York State Board of Education, is editing the courses.

The three-year course will provide full training for high school youths whereas the shorter course is designed for radio technicians who are untrained in television.

RTMA also is cooperating with National Better Business Bureau and its local bureaus in distributing a booklet on care of TV sets. It is designed to tell TV set buyers what they may expect of their receivers. Other phases of the program include cooperation with TV servicemen's associations and technician groups.



Dr. DuMont (r) receives scroll from Mayor Pashman during Passaic fete.

NBC UHF TEST

Set for Boca Raton

WORTH of UHF is going to be demonstrated to NBC affiliates during the network's affiliates convention in Boca Raton, Fla., Nov. 28-Dec. 1. NBC last week got FCC authority to operate experimental TV transmitter on UHF Channel 23 (524-530 mc) at Boca Raton Nov. 18 to Dec. 1. Transmitter will be installed at Lions Club, with signal to be transmitted to Boca Raton Club, 1½ miles away, where six UHF receivers and converters will be installed.

Demonstrations will include both live and film programming, pickups from convention attractions as well as kinescopes of best NBC-TV shows of the year.

Purpose is to demonstrate not only how good UHF is, but to show affiliates in UHF cities that they should not delay applying for such frequencies, or getting on the air with them as soon as FCC approves, according to NBC officials.

DETAINED BY REDS

CBS-TV Engineers Held

CBS-TV technicians Pat Fox and Cyril Bliss, working in Germany on new *See It Now* series, which was slated to make its debut yesterday, were held in custody by Russian officials in Helmstedt Nov. 11 on the claim that their documents were not in order.

According to CBS-TV spokesman, a Russian Army major—after a lengthy argument—asked proof of the CBS technicians' American employment, and was shown same papers previously called invalid. Mr. Fox and Mr. Bliss were then released along with a British liaison officer and his interpreter who had interfered for them.

Drops TV Show

HAZEL BISHOP Lipstick, New York, through Raymond Spector Agency New York, will drop sponsorship of *The Freddy Martin Show* on NBC TV, Wednesday, 10:30-11 p.m. after Nov. 28 due to dissatisfaction with the time and with the inability of the network to clear desirable time on more stations throughout the country.

MAY WE



Lyle Van—WOR

Important news, too (we think)! Because this year—for the **FIRST** time—**BROADCASTING • TELECASTING** will publish a *separate* Yearbook for the television industry . . . a volume packed cover-to-cover with important facts about fast-growing TV and the people who are making it grow.

Behind the new **TELECASTING** Yearbook stands the 18-year tradition of the nationally famous **BROADCASTING** Yearbook, a veritable encyclopedia of information referred to every day of the year by thousands of advertisers, agencies and other decision makers.

TELECASTING Yearbook will be no less informative, no less invaluable to some 10,000 buyers of TV programs and time when the first, 1952 edition reaches their desks by February 15. And its publication, we believe, is important enough for you to interrupt whatever you're doing and send in that space-reserving coupon at the **lower** righthand corner of this announcement!

If you have a message for the people who are making TV such a great industry today—here's the place to tell it!

INTERRUPT YOU . . .

with a special news bulletin?

TIME IS RUNNING SHORT . . .

The staff of TELECASTING is already hard at work on this new, first Yearbook. Publication date is February 15, 1952. That means the advertising deadline has to be January 1, 1952.

Mechanical Requirements

Space	Width	Depth	Width	Dep.
Full page	8½"	11"		
Bleed page	9"	12¼"		
Three-quarters	6"	11"		
Half page	4 1/16	11"	8½"	5½"
Quarter page	2"	11"	4 1/16	5½"
Eighth page	2"	5½"	4 1/16	2¾"

Double page spread 17½x11". Bleed 18½x12¼". Color: \$110 per extra color per page. Bleed \$40 per page. A horizontal half page is minimum space in the station directory.

RATES

RATES	1	7	13	26	52
time	times	times	times	times	times
Page	\$395	\$350	\$325	\$285	\$265
½	230	215	190	170	150
¼	130	125	120	100	80
⅛	75	70	65	60	50
1/16	45	42	40	35	30

SOME GOOD REASONS WHY TELECASTING YEARBOOK . . .

will be studied, referred to regularly, and kept close beside the most important people in TV throughout 1952:

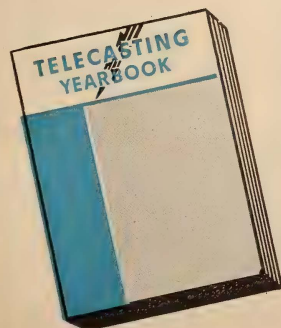
- Analysis of TV Advertising, 1951
- TV Billings by National Advertisers
- TV Station Listing and Personnel
- "Where to Buy It" Directories
- TV Audience Analysis for 1951
- TV Billings by Networks
- TV Billings by Adv. Agencies
- Billings by Product Categories

plus (of course) pages and pages more of worthwhile, *working* facts about television that have *never before been assembled into a single, handy Yearbook.*

(And a good place, obviously, to list a few significant *sales* facts about yourself!)

RESERVE YOUR ADVERTISING SPACE TODAY!

Just fill out this coupon and get it in the mail right away. Or, better yet, wire or phone the nearest office of BROADCASTING-TELECASTING now!



BROADCASTING TELECASTING

870 National Press Building
Washington 4, D. C.

BROADCASTING-TELECASTING

National Press Building
Washington 4, D. C.

Yessir . . . we like to be in on the start of things. Put us down for _____ pages in the new, FIRST annual edition of TELECASTING Yearbook. We'll have a plate (copy) to you by _____.

Name

Organization

Address

City State

BLACKLISTING

BLACKLISTING actors and other personnel because of alleged "subversive" political opinions is a "pattern that tends to become dominant in the radio and television fields," Playwright Elmer Rice charged last week.

The Pulitzer Prize winner made the charge last Tuesday when he resigned from Playwrights Television Theatre, group of nine authors whose dramas are being produced on ABC's *Celanese Theatre*.

Letter of resignation—announced to newsmen at New York's Fulton Theatre where Mr. Rice is conducting rehearsals of his new play—was submitted to Stellar Enterprises Inc., a packaging corporation formed by the William Morris Agency to produce the *Celanese* series.

Citing contract clauses giving the playwrights control over scripts, casting and production, Mr. Rice wrote, "I now find that the names of actors selected by you [Stellar Enterprises] are submitted for approval to the Ellington Advertising Agency, whose client, the *Celanese Corp.* of America, is the sponsor of this program. The agency, it appears, then submits these names to its attorney, Walter Socolow, for 'clearance' from the point of view of what is euphemistically called 'public relations.'"

Charges Political Inquiry

"What this means in effect," Mr. Rice continued, "is that Mr. Socolow conducts an inquiry into the alleged political opinions and activities of the actors and bases his acceptance or rejection upon his judgment of the propriety of their political beliefs."

"As an anti-Communist and a militant opponent of totalitarianism," Mr. Rice said, "I have repeatedly denounced the men who sit in the Kremlin for judging

artists by political standards. I do not intend to acquiesce when the same procedure is followed by political commissars who sit in the offices of advertising agencies or business corporations."

In a revival of the controversy that has centered around *Red Channels* since that booklet's publication more than a year ago, Mr. Rice reportedly asserted that Mr. Socolow was under pressure from *Red Channels'* publishers.

Mr. Socolow, identifying the statement as a "distortion" of the facts as he knew them, said: "I never conducted any inquiry into the political opinions and activities of any artists and have never passed judgment upon their political faiths. I do not possess a

copy of *Red Channels* nor have I seen one, nor am I under any pressure from any outside source."

Dispute arose from casting of Mr. Rice's *Counselor-at-Law*, television version of the author's long-run drama which opened on Broadway in 1931 with Paul Muni playing the lead. For the *Celanese Theatre* the playwright had reportedly suggested Mr. Muni and Gregory Peck—neither of whom was available—and three other actors, whom he contended the agency rejected.

'Lean Over Backward'

Jesse T. Ellington, president of Ellington & Co., agency for the *Celanese Corp.*, said, "we've tried to lean over backward to live up

to the best traditions of the theatre and to avoid any of that political thing in casting... but when you get somebody who may cause a lot of bad publicity for your program, you do have to be a little careful. It's an ordinary business safeguard."

It was reported that one of the actors cast in the television play had been listed in *Red Channels*, but disavowed Communist ties.

Mr. Ellington said that production of the *Celanese Theatre* series—including casting—rests entirely with Stellar Enterprises and that no actor engaged by the producer had ever been disapproved by his agency. The policy in selecting talent has been one of common sense and is not based on political views or pressure from outside sources, he explained, although a necessary criterion is "the degree of public acceptance of the individual." This involves the usual standards of good taste and freedom from notoriety and association with scandal, he explained.

The agency's attorney, he said, is responsible only for legal advice pertinent to program contracts.

By week's end, *Counselor-at-Law* was still scheduled 10-11 p.m. EST, Nov. 28 over ABC-TV. Alfred Drake will play the title role, with Mr. Rice's "wholehearted approval," according to an agency spokesman.

TALENT GROUPS

Delay of TVA Meet Rejected by 4-A

AMERICAN GUILD of Variety Artists' move of two weeks ago to postpone the TVA convention scheduled for early December was rejected last week by the Associated Actors and Artistes of America board, parent body of entertainment unions.

Move was discussed during the week, with board members taking it up with their respective unions, and was voted against by Actors Equity, American Federation of Radio Artists and American Guild of Musical Artists at a 4-A meeting, Nov. 9.

Emphasizing that AGVA has no quarrel with TVA, Albert J. Westbrook of the Variety Guild reiterated that his group has been and continued to be definitely committed to any kind of merger plan that will lead to integration of all entertainment unions. "All we're working for is a vertical structure—one that will give the actor strength and responsibility," he said.

The AGVA defeat in moving for postponement has not affected the Variety Artists' subsequent move for total merger [B•T, Nov. 12].

★ Invitations sent out to all 4-A unions for consideration of this project had resulted in affirmative answers from AFRA, AGMA and the Hebrew Actors Union, Mr. Westbrook said. Screen Actors Guild is presenting the proposal to its governing board, while Actors Equity and Chorus Equity had not replied by week's end. Invitation to discuss a total-merger plan left designation of meeting time and place to AGVA, once all replies were received.

December convention of TVA—scheduled when the television body was first established—will consider future course of the group, with specific attention to be given the AFRA proposal to merge. Alternatives include continuation of TVA under its present status as a trusteeship of the 4-A—with 10

members from each union on the board, establishing it as a separate union with its own officers and dues structure, or merger with other 4-A combinations.

George Heller, TVA executive secretary, indicated that although his group endorses an all-AAAA merger, working it out in practical terms raises too many questions to make it seem the practical course at this time. Since all unions give vocal support to merging into a single entertainment group, the proposal should be given serious consideration, he contends.

He suggested testing the sincerity of the proposals, however, by setting a July 1 deadline for the plan. If a total merger can't be worked out by that time, AFRA and TVA should be allowed to join together, he said.

Fear Lead Hand

Other 4-A members fear the latter not only because it would give the radio-television combination a lead hand in AAAA policies, but because they would also be deprived of the fat returns expected when TV performers are put on an official dues scale.

Meanwhile, AFRA officials argued that merger now of television and radio units would give direct representation to associated fields under a combined administration, which would result in stronger bargaining positions. The merger—while saving performers a duplication now—would not necessarily delay an all-AAAA union, but would speed it by accomplishing an initial step in that direction, they maintained.

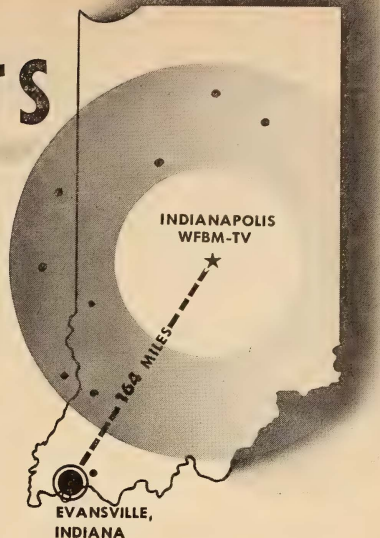


MARKING third birthday of WAAM (TV) Baltimore at a celebration held Oct. 31 at the Phoenix Club in Baltimore are (l to r): Herman Cohen, vice president, WAAM Inc.; Volney Righter, partner, Harrington, Righter & Parsons; Fred Allman, WAAM Inc. consultant; Chris Witting, director and general manager, DuMont Television Network; Richard Rawls, ABC-TV station relations manager;

Dr. Detlev W. Bronk, president of Johns Hopkins U. and chairman of station's program advisory council; Ken Carter, WAAM general manager; Ben Cohen, president, WAAM Inc.; Norman Drescher, station relations manager, DuMont; Norman Kal, executive vice president, WAAM Inc. Members of advisory council were guests of honor. Dr. Bronk was principal speaker.

You get a BIG BONUS IN SETS

ON



Says JAMES W. BAISE
BAISE RADIO SALES AND SERVICE
1274 E. Division Street
Evansville, Indiana

"Evansville is a WFBM-TV town. I receive the station consistently and better than any other station."

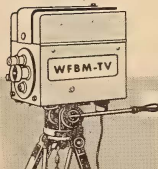
● Leading Evansville, Indiana, television retailers like Jim Baise estimate there are approximately 2000 television sets installed in Evansville and Vanderburgh County.

That's good news for every WFBM-TV advertiser . . . it's still more proof that you couldn't spend a TV dollar better than on the Hoosier State's first station. Because, on this great Indianapolis TV station, you're not only hitting the 60-mile bull's eye area in the heart of high-income Hoosier-land, but you're also picking up a sizeable bonus in the lush fringe regions. Planning next year's promotions now? You owe it to your clients to recommend WFBM-TV!

The home of WFBM-TV at 1330 North Meridian Street in Indianapolis is a beautiful new building, designed exclusively for radio and television. Complete facilities for both studio productions and film presentations are available.



First in Indiana



Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

VIDEO STUDY

Public Reaction Measured

A NEW continuing study on the effects of TV on home life and public reaction to program trends has been launched by Erwin, Wasey & Co., New York, according to James C. Douglass, vice president in charge of radio and television.

The most significant reaction of the report just compiled is that the public is rapidly tiring of "old" television faces and unimaginative program formats.

The report was conducted by MarketScope Research Co., New York, in a "typical" eastern city. It held that the type of program needing most improvement is the television movie, criticized by twice as many persons as any other type of entertainment. The greatest complaint was that the movies are too old.

"However, without the vast back-

log of old movies," Mr. Douglass said, "Even the networks, to say nothing of independent stations, could never have inaugurated continuous transmissions.

"But if fresh program ideas are not initiated soon, television will find itself going down hill as rapidly as it rose in the past three years."

Checks Networks

Mr. Douglass reported also that the agency had completed a detailed analysis of every network show telecast last year. This revealed that a vast majority of the shows could attribute poor ratings to hasty preparation, poor organization and lack of advance planning. Conversely, the top-rating shows have a substantial measure of all three of these fundamentals, he said.

"It is our feeling that the public does not know what it wants. It knows generally that it wants to be entertained but not hoodinked by an advertising hook baited with a dead shrimp of banality,"

it was pointed out.

"If in the months to come we find out a little about what the public does not want or is tired of, we will at least eliminate some of the undergrowth which must be cleared away before fresh program ideas can sprout."

As for evaluating shows on the basis of ratings (Videodex, Telepulse, Nielsen, etc.) Mr. Douglass pointed out that they are useful only in determining broad trends since such samples are influenced by a number of elements.

Particular emphasis in the initial study, Mr. Douglass said, was placed on the attitude of parents in regard to their children.

Three-quarters of the parents with children from three to 13 years of age believed television viewing to be beneficial. Of this group 70% felt that television on the whole was educational, 15% cultural, 6% relaxing to the child, and 3% found it kept youngsters out of mischief. About one-quarter opposed TV for their children.



HOPEFULLY looking toward Dec. 5 finals for title of Miss U. S. Television over DuMont Television Network are (l to r) Marty Hogan, m.c.; Patricia Stevens, owner of modeling and fashion school which sponsored Chicago finals; Singer Lucille Reed, Miss Chicago Television, and Walter Schwimmer, president of the package firm which syndicates program in 13 cities.

It's Results That Count...

In October, an advertiser wrote,

"I am sure it will be of interest to you to know that WGN-TV produced the lowest cost leads for us of any Television station in the country."



If it's results you want... it's WGN-TV in Chicago



The Chicago Tribune Television Station

EDUCATION WEEK

'Life,' WHAS-TV Join Forces

'LIFE' magazine joined WHAS-TV Louisville in presenting *Inside Our Schools* during National Education Week, Nov. 11-17.

Victor A. Sholis, vice president and director of WHAS-TV, explained that the special educational project included a series of telecasts from schools in Louisville and in the surrounding area. *Life* representatives had discussed the plan with WHAS-TV for weeks, Mr. Sholis added.

About 13 hours of the WHAS-TV schedule was devoted to what takes place in classrooms, both public and parochial, elementary and high school. Monday through Friday, telecasts originated from one or more schools in the area. In addition, several classes were brought to the studio and other regular WHAS-TV programs were devoted to some phase of National Education Week.

Life sent a mailing to all its subscribers in the Louisville area, urging them to watch the telecasts. The mailing included a checklist with which viewers could rate their schools. *Life* also provided WHAS-TV an edition of *March of Time* and other films on our educational system for showing the preceding week.

TVA Elections

WEST COAST delegates to the national Television Authority convention in New York Dec. 7-9 are expected to be announced later this week. All mail election ballots were to be in the Los Angeles office today (Nov. 19). Total of 16 delegates will be selected representing various categories in TVA. Among those nominated were Peter Prouse, former head of TVA West Coast section; Lee Hogan; Eve McVeagh; Whit Bissell; June Whitley; Tyler McVey.

SOLD DOWN THE RIVER

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



WOC-TV Sells!

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



The QUINT CITIES

Col. B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*

WOC-TV

AM FM

COMMUNITY TV

Replace Small Station?

FEAR that community antenna TV systems may mean the doom of small-market TV stations is one reason why FCC has not yet made up its mind on the application for common carrier frequencies made by J. E. Belknap & Assoc. of Poplar Bluff, Mo. [B*TV, Oct. 15].

That is one impression Mr. Belknap and C. B. Bidewell, one of his associates, carried away with them after a one-day visit last week with FCC Chairman Wayne Coy and General Counsel Benedict Cottone. They were told, also, that the whole question of community antenna TV systems has not been resolved and that it merged to some degree with the Commission's consideration of subscription TV, theatre TV, and other forms of paid telecasting. Also involved, they were informed, was the question of satellite TV operations.

Reason Indicated

Reason the Commission is worried about community antenna TV systems is pointed up by this touchy question:

Will anyone be interested in investing several hundred thousand dollars in a small-market TV station, probably on not-well-established UHF, if someone else can furnish big city TV programs to subscribers at a nominal monthly fee merely by picking up a metropolitan station's signals and feeding them to subscribers via coaxial cable?

Some at the FCC feel such a



RECEPTION was held for Peggy Wood, star of CBS-TV *Mama* series, who received Royal St. Olav Medal for advancing American-Norwegian cultural relations on her program. Chatting with Miss Wood at presentation are (l to r): Frank Stanton, CBS president; Erling S. Bent, Consul General of Norway in New York, and J. L. Van Volkenburg, president, CBS Television Division. Mr. Bent made presentation to Miss Wood at direction of King Haakon VII of Norway.

situation would be a stumbling block in the path of small TV stations and still uncertain UHF.

Application by Mr. Belknap asked for permission to use two microwave relay stations in the 5925-6425 mc band to pick up WMCT (TV) Memphis and feed the signal northwest to Kennett and Poplar Bluff, Mo. If successful, the applicant proposes to extend the service eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, Mo., Cairo, Ill., and Paducah, Ky.

After that, the firm plans to

pickup KSD-TV St. Louis signals, feed them to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston, Marion and Carbondale, Ill.

Service in each of these cities would be rendered by individual distributing firms, the application stated. The Belknap organization would only transmit signals from one city to the other. In its hometown of Poplar Bluff, the Belknap firm did plan to enter the distribution end of community antenna service for individual subscribers.

Hearing on the Belknap application was asked by WMCT and KSD-TV [B*TV, Nov. 12]. The stations raised several questions regarding the rebroadcasting of their programs, license rights in the properties, etc.

BLOODWORTH NAMED

To Hal Roach Post

HAL ROACH Studios, Culver City, Calif., has appointed James Bloodworth as manager of its TV commercial spot film department. Besides directing sales, Mr. Bloodworth will coordinate the studios' production of commercial films, according to Hal E. Roach, president. After expanding the studios' sales division of TV commercial films in the Southern California area, he will appoint sales representatives for Chicago, New York, San Francisco and other major cities.

Writer-producer of short subjects at Warner Bros. Studios until recently, Mr. Bloodworth has been a Mutual-Don Lee producer in Hollywood and was associated with various national advertising agencies in similar capacity. Hal Roach Jr., vice-president and executive producer of the firm, is currently in New York negotiating with advertising agencies and sponsors for the production of three new half hour weekly series film shows for television.

ABC-TV FILM USE

Most From Hollywood

SEVENTY-FIVE percent of the film used by ABC-TV has been produced in Hollywood, according to Donn Tatum, director of television for the network's western division and manager of KECA-TV Los Angeles. Mr. Tatum made the observation in a talk on "Films in Television" at a regular monthly meeting of the National Society of Television Producers, Los Angeles.

The network, he said, devoted 50% of its time to film entertainment. This and the 75% figure, he noted, would hold good for a long time, with the possibility that in the future they might even be increased.

During the business portion of the meeting it was announced that a New York branch of the Society had been opened at 35 West 53d St.

It was further reported that Bob Mendelsohn, partner in Gilford & Mendelsohn, Los Angeles law firm, had been named to replace Max Gilford as counsel for NSTP. Mr. Gilford resigned to become executive producer for Pegasus Productions.

Membership also heard a telegram sent to NARTB under authorization of the NSTP board approving the broadcasters' code of ethics.

Spot Cost

(Continued from page 66A)

St. Paul, Washington). One hour—\$550 to \$850 (average \$600); Half-hour—\$350 to \$480 (average \$390); One-minute or less—9 stations, \$100 to \$160 (average \$125.55); One-minute—1 station, \$110; 2 seconds—1 station, \$100; 8 seconds—9 stations, \$30 to \$80 (average \$56.66); 30 seconds—1 station, \$100; 4 minutes—1 station, \$100; 8 stations, \$40 to \$75 (average \$55.55).

300,000 to 350,000: 8 stations, 4 cities (Baltimore, Cincinnati, Pittsburgh, St. Louis). One hour—\$650 to \$850 (average \$750); Half-hour—\$350 to \$480 (average \$465); One-minute or less—6 stations, \$113.75 to \$150 (average \$132.29); One-minute—2 stations, \$125 to \$150 (average \$137.50); 20 seconds—5 stations, \$100 to \$135 (average \$117.50); 8 seconds—8 stations, \$40 to \$75 (average \$55.55).

500,000 to 600,000: 3 stations, 1 city (Cleveland). One hour—\$750 to \$800 (average \$783.33); Half-hour—\$450 to \$480 (average \$470); One-minute or less—2 stations, \$150 to \$160 (average \$155); One-minute—1 station, \$200; 20 seconds—1 station, \$165; 8 seconds—3 stations, \$75 to \$80 (average \$77.33).

700,000 to 800,000: 5 stations, 2 cities (Boston, Detroit). One hour—\$1,100 to \$1,250 (average \$1,175); Half-hour—\$650 to \$750 (average \$695); One-minute or less—\$200 to \$250 (average \$220); 8 seconds—2 stations, \$75 to \$100 (average \$87.50).

800,000 to 1 million: 3 stations, 1 city (Philadelphia). One hour—\$1,400 to \$1,500 (average \$1,450.55); Half-hour—\$840 to \$900 (average \$870); One-minute or less—\$250 to \$300 (average \$283.33); 8 seconds—\$125 to \$150 (average \$141.66).

1 million to 2 million: 11 stations, 2 cities (Chicago, Los Angeles). One hour—\$750 to \$1,500 (average \$1,140.90); Half-hour—\$450 to \$480 (average \$465.90); One-minute or less—6 stations, \$200 to \$325 (average \$261.66); One-minute—3 stations, \$125 to \$250 (average \$194); 20 seconds—5 stations, \$90 to \$230 (average \$163); 8 seconds—10 stations, \$40 to \$150 (average \$112.55).

Over 2 million: 1 station, 1 city (New York-Newark). One hour—\$800 to \$2,750 (average \$2,371.42); Half-hour—\$250 to \$2,250 (average \$1,422.86); One-minute or less—2 stations, \$775; One-minute—5 stations, \$165 to \$650 (average \$383); 20 seconds—5 stations, \$130 to \$350 (average \$301); 8 seconds—6 stations, \$80 to \$387.50 (average \$252.92).

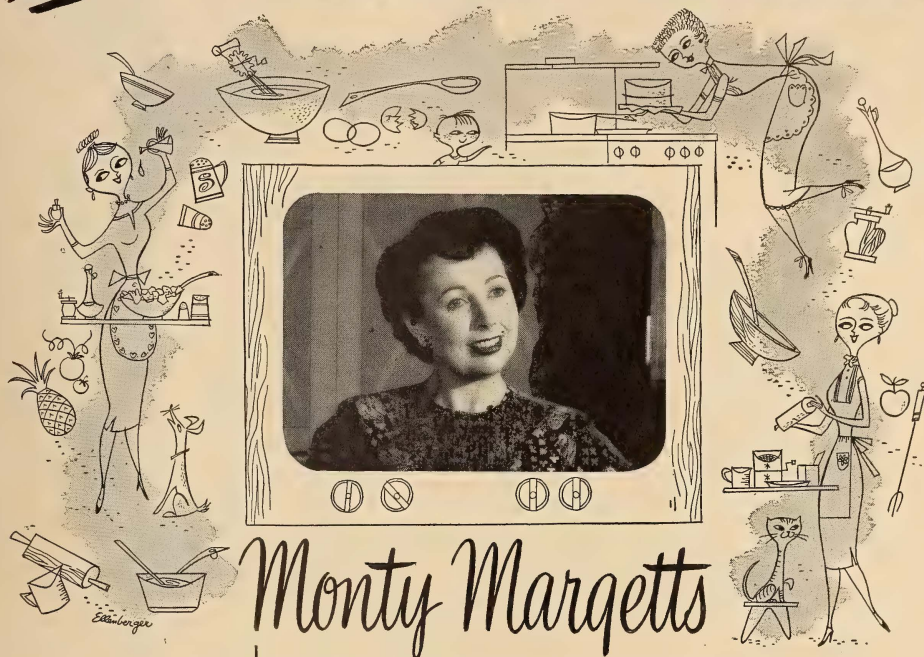
**We've
really got
connections**



And we are pretty smug about our connections too. KSL-TV not only gets the "cream of the TV crop" through affiliation with three important networks, CBS, ABC and Dumont, but KSL-TV offers great programming directly from the networks. Yes, sir coast to coast telecasting is now a reality in the hustling "Center of Scenic America Market" through the up-to-the-minute facilities of **KSL-TV**

HAL JANE CITY, IOWA • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

ANOTHER LOS ANGELES TV HEADLINER!



Monty Margetts

**HER
INFORMAL
COOKING
PROGRAM SELLS
SO HARD...
IT'S NEARLY
SOLD OUT!**

Want a sure-fire women's participation show on TV to sell *your* food product in the great Los Angeles market? Take a look at Monty Margetts! And buy time on this friendly, intimate show — *if there's any left!* We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen... letters often running into the *thousands* a week. Yes, Monty may not be an expert cook... but how she sells! Food products presented on her TV show get the support of dealers... and the patronage of customers in the booming Los Angeles market. Spots are available at the moment on the Monty Margetts program... *they won't be for long!* Time is 2:30 to 3:00, Monday thru Friday. For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.



**TO SELL THE BUYING
MILLIONS IN AMERICA'S
2ND LARGEST TV MARKET**



BANNISTER FLAYS CODE CRITICS

Reiterates Determination to Urge Immediate Adoption

(The editor last week received the following letter from Harry Bannister, general manager of WWJ-AM-FM-TV, Detroit, NARTB television director, and member of the NARTB committee that drafted the television code.)

EDITOR:

I'm very much disturbed over the contents of a story in your [Nov. 5] issue. It summarizes the reactions of Washington lawyers to the NARTB television code, and they're not good.

In fact, to me, it looks as if the old axe is out—sharpened and ready for the kill.

According to the story, certain lawyers allege that the code has been "hastily processed," that it "faces serious rewriting," that "discovery of loopholes might delay final adoption," that it sets up a "kangaroo court," that "withdrawal of seal would be tantamount to loss of station license," that "a number of attorneys could not advise their clients to subscribe to Code," etc. etc. *ad infinitum, ad nauseum.*

I'm not really surprised. What irks the lawyers like all hell is that THEY did not write the code—that it was written by laymen—with fine legal counsel, I might add.

Furthermore, the way it looks to me, all the legal objections made to the code are of the same nature that one could make to any law ever written and enacted into law,—by lawyers.

Written by Lawyers

As a matter of fact, the basic law of the land, our hallowed Constitution, was written by lawyers, and the lawyers still write and pass laws which other lawyers declare to be unconstitutional, despite the fact that over 150 years have gone by since the Constitution was adopted. You'd think that by now, the lawyers would have learned what the Constitution really means.

Every point raised in your story was considered and talked out in the code committee meetings. When counsel advised that we were up against legal obstacles, we tried in every way to meet the situation. When a head-on collision was in-

evitable, we either backed away or decided to take a calculated risk. We took the most important calculated risk in the case of liquor, deciding to ban it on television. We do so, realizing that some shyster might start a distilling business with no end in view other than to try to buy television advertising, knowing it would be refused, then sue everyone in the industry for a million dollars. We decided that such an eventuality would be a great thing for television, and that no jury in the country would find for the shyster.

As to the charge that the code was "hastily processed," it is now 11 months since the FCC issued its call for an industry meeting to consider television programming standards. If anything, we've allowed too much time to lapse, without settling the matter.

As to the withdrawal of seal being tantamount to loss of license, which of course reveals lack of understanding of our laws—because the Commission is NOT bound by NARTB action—I only say, "So what?" Anyone who can't run a television station well enough to retain the seal should go back to the coal mines, or study law.

The code was written by and for policy makers, not lawyers. Any television operator who is silly enough to allow his lawyer to determine policy, ought to have his head examined. As I see it, a lawyer is a guy you hire to tell you how you go about doing something which you feel should be done.

This television business is NOT radio. It's too powerful, too vivid, too compelling to be allowed to run loose. It needs a code, but quick. If it doesn't come up with a code, quickly, from within the industry, it will have something infinitely more restrictive imposed on it from without. That was in our minds at all times. Apparently it hasn't yet dawned on some members of the Washington bar.

The board of review cannot have its functions completely spelled out

and defined in detail at this time. It needs, first, to be set up so it can function; then it will be a developing mechanism, crawling at first, then walking slowly, and eventually, getting into high gear. But, it must be established, now.

Valid Objections

If the broadcasting lawyers really have at heart the best interests of their clients, they will in all cases figure out how the Code can be revised to take care of valid objections without in any way weakening it, and above all, to retain the teeth we gave it so that it will not be a mere gesture or a bunch of well-meaning platitudes. Then it should start to function at the earliest possible moment, while television is still in the hands of the top operators of the nation, before the cats and dogs who killed the radio code get a chance to do likewise to television. We've got to establish the seal and the board of review on a firm basis (which means at least two years of operation) before the cats and dogs arrive. By that time, I hope we'll be so strong that newcomers will either abide by the rules, or else.

I'm going to the December meeting of the NARTB Board, prepared to urge adoption immediately, with no weakening, no weasel words, and I urge everyone in the industry, including the Washington bar to work to that end, without respite or delay. Time's a-wasting.

PILOT FILM

CBS-TV, Cornell Announce

PILOT film in the CBS Television-Cornell U. exploration of joint production of educational TV programs will go into production this week and will deal with the Cornell Aeronautical Lab's research on aviation speed and safety [B*W, Nov. 12].

Plans for the half-hour test film, which CBS-TV spokesmen described as the possible forerunner "of a series of Cornell-CBS Television educational programs covering virtually the full range of human interest," were announced jointly last Thursday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, and President Dean W. Malott of Cornell.

The announcement said the plans "contemplate the possibility of the university contributing to the development of educational television in many departments of its far-flung interests," utilizing both its experts and many of its 15 schools and colleges. CBS-TV's role would involve providing technical know-how to present the programs dramatically and interestingly, as well as financial backing. CBS-TV gets exclusive network rights to use of the film.

The Cornell Aeronautical Lab, where the pilot film will be developed, is a \$5 million air facility located at Buffalo and operated by Cornell for all phases of aviation research and development.



ADMIRING new CBS Television symbol are (l to r) J. L. Van Valkenburgh, TV division president, and William Golden, creative director of Advertising & Sales Promotion Dept., who designed symbol. In use since Oct. 20, new symbol resembles an eye against background of cumulus clouds.

THEATRE TV

New Firm Announced

THEATRE Television Authority, with a nationwide theater-TV network as ultimate goal, has been organized in Los Angeles. Articles of incorporation have been filed with California Secretary of State in Sacramento.

In addition to assisting exhibitors in purchase and maintenance of large screen theatre TV equipment, new group also will service those houses with special video programs, according to Kenneth E. Wright, managing director.

Although starting date wasn't announced, Mr. Wright said TTA will launch its service with approximately 30 theatres in California, the majority of them in the Los Angeles area. He hopes to expand service to include the 11 western states and ultimately go national.

Conceding there is difficulty at present in obtaining equipment because of shortages, Mr. Wright declared groundwork is being laid now for the long-range goal.

Special Programs

Program fare, he said, will consist of sports, special events and specially produced shows, with a guarantee to the producers. All such shows will be exclusive to TTA, it was pointed out.

Organization will be partly financed by a \$100,000 stock issue, with additional money already available, according to Mr. Wright.

Besides Mr. Wright as managing director, Rodney C. Richardson is secretary. They also serve on the board of directors with Jack Brahear, Frank A. Prior and Les C. Schwimley.

A request for recognition as a public utility has been filed with California Public Utilities Commission.

KTTV (TV) Los Angeles coverage of Los Angeles County Fair, Pomona, in September was named best public service programming of the year in 1951 popularity poll conducted by Terry Vernon, television editor of the *Long Beach* (Calif.) *Independent*. Fair coverage won over Kefauver hearings, and MacArthur arrival in San Francisco telecasts.

Futuristic-Incomparable Productions, Inc.

PRESENT

HIGH-GRADE EDUCATIONAL FEATURE FILMS

RADIO — TV — STAGE — ANIMATED CARTOONS

Tailor-Made for Individuality

Write to:

Futuristic-Incomparable Productions, Inc.

Box 1111, Cleveland 3, Ohio or Box 1452 Miami Beach, Fla.

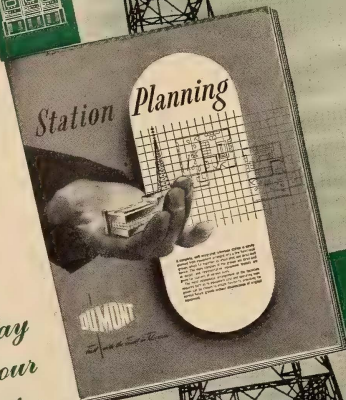
Guessing?

...

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

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



LIVE commercials are preferred by 45.2% of the television audience, according to a survey of television commercials by Advertest Research, New Brunswick, N. J. Cartoon types were shown to be preferred by 44.5%.

Listing the singing or dancing type as the best method of commercial presentation were 55.6%; story or dramatic type presentation was rated second.

When it comes to presenting the product, the Advertest survey indicated that "showing the product in use" is the method preferred by 38.5% of the TV audience.

Generally, video commercials are considered in a favorable light, the survey showed, although the amount of advertising time is thought to be 40% greater than it should be. As for interest in the commercial, education is a criterion in that, as the amount of education increases, interest in TV commercials decreases.

Most respondents thought that TV commercials were improving. Lucky Strike led in that best-liked division, replacing last year's leader, Ballantine. Philip Morris continued to lead the most disliked list, the Advertest survey showed.

The study, part of Advertest's "The Television Audience of Today," was conducted to ascertain which commercials were best remembered, best liked, least liked,

and an evaluation of the TV commercials.

Ronson surpassed Bulova's 1950 record as the best remembered commercial and was followed by Chesterfield, Lipton and Beech-nut, in that order. For best-remembered commercials in each category, see accompanying table.

PRODUCT	1950	1951
Appliances	General Electric	Westinghouse
Automotive	Ford	Ford
Auto. Equip.	Texaco	Texaco
Beer & Wine	Ballantine	Scheffer
Clothing & Access.	Howard	Howard
Confectionery & Gum	Chiclets	Beech-nut
Drugs & Toiletries	Whelans	Stopette
Toilet Soap	Ivory	Lux
Foodst.	Bird's Eye	Bird's Eye
Food Beverages	Lipton	Lipton
Laundry Soaps	Ajax	Ajax
Lighters & Silverware	Ronson	Ronson
Household Equipment	Congoleum	Armstrong
Publications	Nairn (Not reported)	TV Guide
Radio & Television	DuMont	Philco
Soft Drinks	Pepsi-Cola	Pepsi-Cola
Travel & Utilities	TWA	Con. Edison
Tobacco & Cigarettes	Chesterfield	Chesterfield
Watches	Bulova	Bulova

TV Programs Classified By National Board

FOUR children's television programs and eight for adults were found "objectionable" by the National Television Review Board, Chicago, in its October report.

Live Commercials Top Advertest List

(Report 190)

Three children's shows and 16 for adults were tagged "variable."

In the children's class, "objectionable" programs were *Captain Video*, *Foodie the Great*, *Howdy Doodie* and *Space Patrol*, while *Cisco Kid*, *Cliff Norton* and *Tom Corbett* were labeled "variable." For adults, "objectionable" shows were *Bride and Groom*, *Eloise Salutes the Stars*, *Juvenile Jury*, *Marigold Wrestling*, *Milton Berle*, *Rainbo Wrestling*, *Stork Club* and *What's My Line?*

KNXT Issues Card No. 1

AS OF December 1, KNXT (TV) Los Angeles puts into effect Rate Card No. 1. The station has been operating on the rate card of KTSW whose call letters were recently changed to KNXT.

New hourly rates for Class A time will be increased by \$300 to \$1,500. Spots become \$800; shared station identifications, \$150. Class B and Class C rates are being adjusted accordingly. Old rates will apply on orders placed and accepted prior to Dec. 1.

Station rate increase was prompted by the move of its transmitter to Mt. Wilson, a tenfold increase in power in addition to an increase in TV set sales, in the Los Angeles area, the station said.

Weekly Television Summary—November 19, 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
Amesbury	WOI-TV	71,125	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000	Brownsville, Tex.	XELD-TV	10,500
Baltimore	WAMM, WBAL-TV, WMAR-TV	337,687	Memphis	WMCT	104,129
Birmingham	WBHF-TV	44,750	Miami	WTVJ	89,300
Birmingham	WAFB-TV, WBRC-TV	65,000	Milwaukee	WISN-TV	280,113
Bloomington	WTTV	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Boston	WBZ-TV, WNAC-TV	786,790	Nashville	WSM-TV	43,393
Buffalo	WBBN-TV	221,972	New Haven	WNHC-TV	200,000
Charlotte	WBTV	100,230	New Orleans	WDSU-TV	67,148
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630	New York	WABD, WCB5-TV, WJZ-TV, WNBC	2,625,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000	Newark	WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	529,548	Norfolk	WTAR-TV	85,742
Columbus	WBNS-TV, WLWC, WTVN	299,000	Oklahoma City	WKY-TV	103,217
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	140,808	Omaha	KMTV, WOW-TV	100,231
Dayton	WDTN-TV	67,805	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	939,800
Davenport	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	215,000	Phoenix	KDHO-TV	44,700
Dayton	WHIO-TV, WLWD	205,000	Pittsburgh	WDTV	342,300
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Providence	WJAR-TV	170,000
El Paso	WICU	76,875	Richmond	WTVR	95,071
El Paso	WBAP-TV, KRLD-TV, WFAA-TV	140,808	Rochester	WHAM-TV	93,260
Grand Rapids			Rochester	WHBF-TV	67,805
Kalamazoo	WOOD-TV	160,413	Quincy, Ill.	WISN-TV	
Kalamazoo	WFRM-TV	84,049	Salt Lake City	KDYL-TV, KSL-TV	59,400
Kalamazoo	KPRC-TV	98,902	San Antonio	KEYL, WOAI-TV	56,363
Charleston	WMAZ-TV	63,167	San Diego	KFMB-TV	111,985
Indianapolis	WFBM-TV	187,250	San Francisco	KGO-TV, KPX, KRON-TV	247,000
Jacksonville	WMBR-TV	42,000	Schenectady		
Jacksonville	WJAX-TV	120,000	Albany-Troy	WRGB	180,500
Kalamazoo			Seattle	KING-TV	99,000
Grand Rapids	WKZO-TV	160,413	St. Louis	KSD-TV	327,000
Kansas City	WDAF-TV	157,251	Syracuse	WHEN, WSYR-TV	143,494
Lancaster	WGAL-TV	117,280	Toledo	WSPD-TV	127,000
Lansing	WJIM-TV	67,000	Tulsa	KOTV	89,263
Los Angeles	KECA-TV, KFI-TV, KLCV-TV, KNBH	1,334,899	Utica-Rome	WKTV	56,200
	KNXT, KTLA, KTTV		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	301,000
			Wilmington	WDEL-TV	84,063

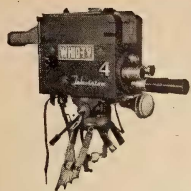
Total Markets on Air 64

* 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*

Estimates Sets in Use 14,496,000



Eyes and Ears of a GOOD CITIZEN



"This would seem to indicate television on the local level is reaching for adulthood," says the Dayton Daily News' Bill Barton. "Moderator Stuart Strand passed along many telephoned questions during the half hour. He was still clutching a handful when time ran out and citizens were still telephoning WHIO-TV for some time after the show."

Here's something hot in public service shows—so hot, in fact, that we may change the name to "Fireworks on Sunday Afternoon!"

Actually, the name is—"The Citizen Speaks." WHIO-TV supplies the prime half-hour (2 P. M. Sundays) and the moderator. The rest of the cast is Dayton city officials and Dayton citizens.

A subject of city-wide interest is announced each week. Qualified city officials appear before a panel of citizens who want to know *What? Why? Where? When? How Much?* During the show, viewers can phone in additional questions, thus making it a widespread free-for-all.

To use an overused phrase—*this is democracy in action*—and we do mean action. It was launched with much finger-crossing. Would the people of Dayton take an interest? If you doubt it, you should be on our

switchboard and read our mail. Would city officials like the notion and cooperate with it? The answer is: Both!

To quote Mayor Lohrey, "This is one of the healthiest things in city government I've ever experienced. The public response is amazing. On this WHIO-TV program we're able to bring the democratic processes of local government into the living rooms of Dayton. This program answers a real need." To quote ourselves, "Here is public-service programming with a BANG!"

City Manager McClure, Mayor Lohrey and Moderator Stuart Strand (below) discuss program details. With members of Dayton City Commission (above) they appear on premiere of "The Citizen Speaks."



Pulse for September shows 8 out of top 10 weekly shows were aired via WHIO-TV.

TV IN JAPAN

Plans Group Returns to U. S.

PLANS for creation of a commercial TV network in Japan have been laid before telecommunications officials of that country and the proposed 22-station hookup is now in the blueprint stage.

This was learned after the return of a three-man group from Tokyo last month. The delegation was headed by a Maj. Harry Holthusen, affiliated with a New York legal firm.

Maj. Holthusen and two other representatives had drawn up plans for creation of the network in line with recommendations of Sen. Karl Mundt (R-S. D.), advocate of a global TV project for Japan and Turkey. One of the representatives, presumably an engineer, is associated with RCA.

The military official followed up his Japanese trip with a conference at the headquarters of the Turkish delegation in Washington, D. C. He is heading a similar delegation to Turkey.

Japanese communications authorities were described as gratified with the plans submitted by the American group. They had solicited counsel on the TV and also a commercial radio project during a visit to New York, Washington and other cities last summer, conferring with radio-TV broadcasters [B*T, July 23].

Financing in Japan

The Japanese TV network will be underwritten by private firms there at an estimated cost of \$4-670,000, with provision for the U. S. State Dept. to lease facilities for information programs. The first Japanese commercial radio station got underway last September.

Another member of the Holthusen unit is a representative of Philips-Eindleven, Dutch manufacturer, who will accompany the group to Turkey with similar plans. Maj. Holthusen reportedly obtained reassurances from the Turkish delegation on the diplomatic aspects of that project.

The Turkish plan is geared along



FLICK of a switch by Chris J. Witting (r), director and general manager of DuMont TV Network, launches operation of WABD (TV) New York transmitter from atop the Empire State Bldg. in New York. Signal is given by Rodney D. Chipp (c), network director of engineering, while Clarence G. Alexander, DuMont operations director, looks on. Station's transmitter went on the air from new site Oct. 26.

similar lines, with an estimated initial expenditure of between \$3 and \$4 million covering a few stations and a long range outlay of between \$50 and \$40 million for additional transmitters and community-type receivers. Network would be used for educational and cultural programs [B*T, Sept. 3, Aug. 20, July 30, 23].

U. S. military authorities are expected to confer with Gen. Dwight Eisenhower at Supreme Headquarters, Allied Powers of Europe, on the feasibility of launching the project from that juncture. Turkey is earmarked for membership in the North Atlantic Treaty Organization. Discussions may be held shortly.

Heads Telethon

HOWARD S. CULLMAN, chairman of New York Port Authority and chairman of the city Cerebral Palsy Drive, will head the general committee in charge of the 14-hour telethon to be carried on WJZ-TV New York Dec. 8 and 9. Trevor Adams, general manager of the ABC key station, will be general coordinator of the night-long celebrity parade.

UHF BOUNCES FROM MOON

Collins' Iowa Signal Lands in D. C.

BOUNCING radio signals off the moon seems to be no trick at all any more.

Collins Radio Co. in Cedar Rapids, Iowa, did that very thing twice in the last few weeks—and the signal was received in Washington, 775 miles away.

However, this was the first time that UHF was used. Previous experiments were done by the Army Signal Corps in 1946 under the direction of Col. John H. DeWitt Jr., now president of WSM Nashville, using 100-mc radar equipment, and by Australian scientists in 1950 using 20-mc transmissions.

Collins used a 20-kw transmitter on 418 mc, putting out an effective radiated power of 5,000 kw. It transmitted a continuous-wave telegraphic message for 30 minutes on Oct. 28 and again on Nov. 8, using a highly directional transmitting antenna. Both messages were received at the National Bureau of Standard's Sterling, Va., field office, about 30 miles west of Washington, using a highly directional receiving antenna. Collins has been working under contract with NBS for a number of years.

The received signal strength of the moon-reflected signal was 0.0002 micro-microwatts. The received signal from a 50 kw AM broadcast station over the same distance would have been 0.01 microwatt, according to NBS officials.

The message was Dr. Samuel F. B. Morse's "What hath God wrought."

Experiment evoked lot of comment, with some reports speculating on the possibility of using the moon to extend UHF TV signals. This was doubted by some consulting engineers who questioned the efficiency and economy of using the moon as a reflector of radio beams.

One of the drawbacks, according to consulting engineers, is that the moon must be over the same part of the earth as are the transmitter and receiver to be used. Secondly, they say, tremendous power would

be needed to get a usable signal, since attenuation is extremely high.

On the asset side is the information that is gained from such experiments—particularly in UHF. Since UHF is fairly unknown spectrum-territory—scheduled to be used for TV when the three-year-old TV freeze is lifted early next year [B*T, Nov. 5]—consulting engineers feel that every piece of data gathered on the propagation characteristics of this part of the spectrum is valuable.

NBS said that possibilities of using the moon as a reflector for communication purposes was feasible. It said "scientists believe that a dependable radio system might be arranged if the transmitter and antenna were engineered for these specific purposes." Actually, the experiment took place to test out theoretical calculations made by NBS engineers. Results proved them correct, according to the NBS statement.

Meanwhile, 14,000,000 TV set owners, many of them plagued by ghosts and other forms of reflected signal interference, have begun cocking a wary eye at the earth's satellite.

RCA Victor Buys

RCA Victor has signed to sponsor Ezio Pinza and Dennis Day in a new half-hour show on NBC-TV starting Friday (8-8:30 p.m.). Mr. Pinza will appear weekly in his own show until after the first of year, when Mr. Day will alternate with him.

Aniline Media Plans

RADIO and TV are being considered by the National Aniline Div. of Allied Chemical & Dye Corp., New York, which recently named Price, Robinson & Frank, Chicago, to handle its advertising for Swerl. Clinton E. Frank and Robert G. Everett handle the account.

CONTRACT TALKS

ALA Meets With Networks

NATIONAL Television Committee of the Authors League of America met with network representatives Thursday—for the first time since July 24—to resume contract negotiations, halted when the Radio Writers Guild sought an NLRB vote to settle jurisdiction over television writers.

Screen Writers Guild on the West Coast also started negotiations last week with producers to settle contracts for writers on filmed television shows. Any agreement reached will be signed by the SWG for writers west of the Rockies and by the ALA, which retains its jurisdiction over TV writers east of the Rockies.

Television Film Distributors and Sales Agents

Servicing the South-Eastern Market
Would like to represent producers of Package Shows, Open End Films, Shorts, Soundies, and etc. Send complete information of your product and your catalog to: the most progressive sales agency in this area calling on Agencies, Advertisers, and Stations.

Contact:

ENTERPRISE CORPORATION
1612 S. W. 13th Street
MIAMI, FLORIDA



If you still think

**THERE AIN'T NO
SECH ANIMAL**

You have a pleasant surprise coming! FILMACK has solved the problem of producing top-quality animated film-spots, titles, openings and closings, at big savings to TV advertisers.

33 year's experience in making trailers for the theatre industry has taught us how to put punch in TV film spots and do it at a saving of 25 per cent or more to you!

Call us for quotations on your next TV film spot.



**Filmack
STUDIOS**

1331 S. WABASH AVE. CHICAGO

8
SEC.

SPOTS
with
Audio

as
LOW
AS
\$50.

VERSATILE PERFORMERS



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE MAURER 16MM. designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



Filming marionettes for an educational film is but one of the many daily jobs of the Maurer 16mm. Professional Camera. If your film shooting demands the maximum in accuracy, quality and simplicity of camera operation, your camera is the Maurer —first choice in the professional field.

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

For details on this and other Maurer equipment write:

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

**16mm
maurer**

CABLE ADDRESS:
JAMAURER



Telerama

COMPARING notes after Oct. 9 premiere of *Keep Posted*, weekly half-hour news discussion panel on DuMont TV, are (l to r) J. D. Danforth, BBD&O v. p.; E. Huber Ulrich, asst. to pres. and dir. of pub. rel., Curtis Pub. Co., sponsor; D. E. Van Metre, manager, sls. and subscription promotion, Curtis Circulation Co.; Martha Rountree, show co-producer, and Chris J. Witting, director of DuMont network.



BEN GREER (r), news dir., WFMY-TV Greensboro, N. C., interviews Sen. James H. Duff (R-Pa.) during legislator's visit to Greensboro Oct. 19. Sen. Duff appeared on WFMY-TV's *Evening Edition* news show.

DENNIS JAMES and Julia Meade of *Okay*, Mother examine new image orthicon camera of General Precision Lab., Pleasantville, N. Y., as show, cast and camera made first appearance from ABC-TV New York studios.



EXAMINING Esskay Products are (l to r) Bob Walsh, radio-TV dir., VanSant, Dugdale & Co., Baltimore, Esskay's ad agency; Leo Carrillo (Pancho) and Duncan Renaldo (Cisco Kid), and O. B. Smith, Esskay's sls. & adv. mgr. Gathering took place at Baltimore plant of Esskay, sponsor of *The Cisco Kid* over WBAL-TV Baltimore Tuesdays.

CONFERRING about CBS Television's *What's My Line?* in New York are (l to r) Montgomery E. McKinney, v. p., Earle Ludgin & Co., Chicago, agency for Stopette; Jane Daly, radio-TV dir. of Ludgin agency; David V. Sutton, v. p. in charge network sales, CBS Television, and Dr. Jules Montanier, pres., Jules Montanier Inc., Chicago, program sponsor and maker of Stopette.



WCBS-TV TOWER

Is Nearing Completion

WCBS-TV, New York key station of the CBS Television Network, moved one step closer to transmission from the top of the Empire State Bldg. early this month when the last of 20 radiating elements for its new antenna was installed.

Weather permitting, wiring of installations will be finished by the first week of December, when the station will start transmission from the skytop site. The WCBS-TV antenna, which uses a 65-foot section of the new mast, is 1,250 ft. above street level. First radiating element was installed in September; last segment was an antenna screen which measured 8 x 11 ft. Both WCBS and network officials looked on as work was completed.

WCBS equipment was the 104th and last antenna element to go on the multiple transmitting mast, a 222-ft. shaft built during the last year atop the Empire State tower. Installations previously had been completed for WNBT, WJZ-TV, WPIX and WABD—which went on the tower in that order—as well as for four FM stations.

Although exterior of the structure is now complete, adjustments and alterations to finish the total job may require as much as a year's more time, it was said. Incomplete projects include wiring the CBS antenna, installing deicing equipment, placement of wind velocity and other weather-measuring apparatus and removal of scaffolding.

SMF PRODUCTIONS

Formed on West Coast

SMF PRODUCTIONS Inc., new Hollywood TV film production unit, has been organized with headquarters at Eagle-Lion Studios, 7324 Santa Monica Blvd.

Robert Stillman, president, and Seton I. Miller, vice president and treasurer, are partners in Robert Stillman Productions, independent motion picture company. George Frank, also a vice president, will handle distribution of the SMF product. He was formerly a talent agent.

Reported as "amply financed," SMF in mid-December starts production on its first program of 13 half hour TV musicals, *Pan American Showtime*, with Gale Robbins starred. Matty Kemp and Bill Brighton will also be associated with the TV series budgetted at \$260,000, or \$20,000 per half hour.

Mr. Miller was associate producer and writer on film version of *Queen for a Day* made by Robert Stillman Productions. It was based on the radio program by that same title.

GOVERNMENT complaint charging Covideo Inc., New York, with falsely representing that it manufactures the coin-operated TV sets it sells has been denied in an answer filed by the firm with the Federal Trade Commission (B•T, Oct. 8). Hearings were held in New York Nov. 5.

Plugs for TV

THEODORE C. STREIBERT, president of WOR-TV New York, last week urged Rudolph Halley, newly elected City Council president, to support telecasting of significant public hearings. Remembering that WOR-TV cameras were excluded from council consideration of sales tax increases this fall, Mr. Streibert wrote Mr. Halley: "While we recognize that normal government procedures such as the regular sessions of the City Council may not lend themselves to such coverage, we urge you to use the powers of your new office to support the television coverage of important public hearings in the future."

KTTV FORUMS

Seeks Opinion Balance

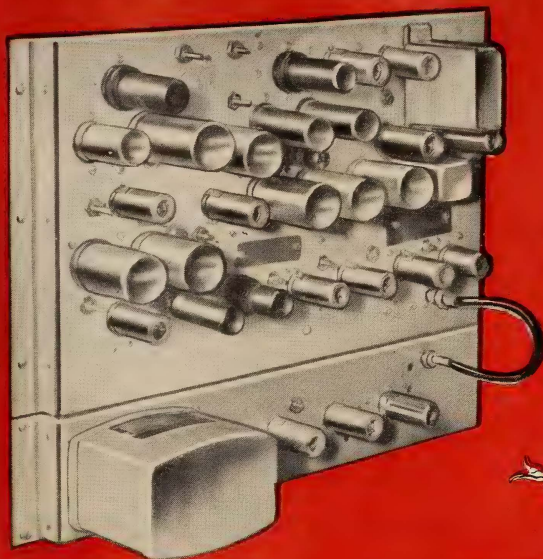
TO COUNTERACT adverse reaction and publicity stirred up by its *Straight From the Shoulder* weekly forum program moderated by Dr. James W. Fifield Jr., pastor of the First Congregational Church of Los Angeles, KTTV (TV) Los Angeles fortnight ago initiated another forum-type program, *The World In Your Hands*.

Although the *Los Angeles Times*-owned station stated it had received little criticism against the Dr. Fifield program, other local press reported considerable reaction to what was termed "the one-sided and biased nature" of the forum. Program is sponsored by the Freedom Club, which headquarters at the First Congregational Church.

The World In Your Hands is being presented under auspices of Los Angeles County Conference on Community Relations, comprising 36 diversified groups. Included are Christian Churches of Southern California; Social Action Committee of the Hollywood Congregational Church; Anti-Defamation League of B'nai B'rith; National Assn. for the Advancement of Colored People; American Council of Human Rights. The half-hour program, to follow one half-hour after the Fifield panel, is described as one "emphasizing the relationship of the individual citizen to his community and its problems."

KLAC-TV Gives Time

LENDING SUPPORT to the Los Angeles Junior Chamber of Commerce "Gift Lift" on behalf of servicemen overseas, KLAC-TV Los Angeles has "sold" the group \$53,040 worth of time on the *Al Jarvis Hollywood on Television* program during November for the sum of \$1 to promote its campaign. The "Gift Lift" was organized to collect Christmas gifts to be sent to men in the armed forces overseas. First donation to the campaign was the \$1 payment for the 100 hours of time, given by Al Jarvis.



TELEVISION DEMODULATOR



... shows you
what your customer sees!

CAN you believe what you see on your transmitter monitor? This demodulator gives you a *true* analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception... the only demodulator of its kind on the market!

- Invaluable for transient response measurements
- Absolute zero carrier reference
- Overall response—flat to 5.5 MC.
- With special preamplifier, it can be used as a high-quality re-broadcast receiver.

SEND FOR NEW BULLETINS

Complete specification sheets on G-E television equipment will be sent on request. Write: *General Electric Company, Section 2111-19, Electronics Park, Syracuse, N. Y.*



You can put your confidence in—

GENERAL  **ELECTRIC**



SAG CONDEMNS

TVA 'Continued Aggression'

RESOLUTION condemning the leaders of Television Authority for "continued aggression against the Screen Actors Guild" and "complete disregard of the welfare of all performers" was taken by the membership of the Guild at its annual meeting Nov. 11.

Guild's stand was based on the recent decision of TVA to remain on the ballot in the forthcoming NLRB elections among actors appearing in *Amos 'n' Andy* television films being produced by CBS at the Hal Roach Studios. TVA's "pitting actor against actor in a useless and meaningless contest" as the Guild termed it, went, it felt, contrary to the recent NLRB decision that actors in all forms of motion pictures should be in a separate collective bargaining unit from performers in live television.

Additional resolution taken by Guild members called for the continuation of its "splendid and successful resistance to such aggression by TVA."

Newly-elected officers were also announced at the meeting. Ronald Reagan was re-elected president of the Guild; William Holden, first vice president. Others include Walter Pidgeon, second vice president; John Lund, third vice president; Paul Harvey, recording secretary; George Chandler, treasurer.

Reagan Addresses Session

In an address during the meeting Mr. Reagan termed TVA's decision to go on the ballot in the *Amos 'n' Andy* elections, "inexcusable conduct" and an "act of aggression" against the Guild. He further expressed regret that TVAs actions in "forcing NLRB elections" for actors employed by all motion picture producers had delayed the Guild's negotiation of a new collective bargaining contract. He added, however, that negotiations with the major producers would be speeded up to be followed by negotiations with two independent producer groups and television film producers.

Night negotiating sessions were held with the majors last week and were expected to continue through this week.

**INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS**

**RKO
PATHE, INC.**

**625 Madison Ave.
N.Y. 22, N.Y. • Plaza 9-3600**

film report . . .

NEW documentary program, *Adventures in Living*, packaged by Richard de Rochemont, Curtis Mitchell and Ernest V. Heyn, will feature Quentin Reynolds as host and narrator. It is being offered by the Jaffe Agency.

Program will be based on "stories from real life as published by leading American magazines," according to Mr. de Rochemont. "Americans believe that problems are meant to be solved and that these problems are solved by action rather than meditation. We'll show people who have tackled their problems in the typical American way — by doing something about them."

Mr. de Rochemont, formerly with *March of Time*, will produce the documentaries. Mr. Mitchell, executive head, is also president of Mitchell Film Assoc. Mr. Heyn is editor of Hearst's *American Weekly*, and acts as editorial consultant for the series.

—Sterling Television Co., New York, is releasing 17 Cornell Film Co. pictures for television, including civil defense series, adventure, travel and religious films. Civil defense documentary, *Target: U.S.A.*, is based on National Security Resources Board studies and features Hanson Baldwin, *New York Times* military editor.

—Dealing in stock footage for television film programs, Holbrook's Film Library & TV Enterprises has been organized with headquarters in the Oriental International Bldg., at Hal Roach Studios, Culver City. Holbrook N. Todd, supervising editor for *Fire-side Theatre*, heads the new enterprise.

—Interstate Television Corp., a new subsidiary of Monogram Pictures Corp., has been formed to produce films solely for television. G. Ralph Branton, president of new firm, said production plans have been completed for filming of a series of 12 30-minute programs. These will be mystery dramas adapted from the "Raffles" stories and will star George Brent.

—Pan Pacific Productions, newly organized Hollywood television film production firm, has established headquarters on General Service Studios lot, 1040 N. Las Palmas Ave. Charles Otterman, president and producer, is planning series of half-hour comedy-drama programs to be filmed on the Hawaiian Islands. Troupe will leave Hollywood Dec. 1 for about three months of shooting.

—Lever Bros. - sponsored *Big Town*, now being telecast live, goes on film for the next season. Production of the first 26 of the half-hour programs gets underway by Krasne-Gross-Dewitt at General Service Studios, Hollywood, early in December. Series is expected to be completed by April of next year.

Principals in the newly-formed Krasne-Gross-Dewitt television production unit are Philip Krasne, TV producer; Jack Gross, motion picture producer, and Jack Dewitt, writer. Offices are at General Service Studios.

—Special permission has been given Jerry Fairbanks Productions by James C. Petrillo, AFM president, for musical scoring of its hour-long Thanksgiving television film, *That I May See*. Program was given complete clearance by the union with the further agreement that no royalty fee would be charged. Program is available to all TV networks and stations as a public service during Thanksgiving week.

—Lawrence Welk and his orchestra have completed a series of musical telecasts for Snader Telepictures Corp., Beverly Hills.

—Warren Wilson has been contracted by Roland Reed Productions, Hollywood, as writer for the science fiction series, *Rocky Jones, Space Ranger*, to be filmed for TV.

Sales and Production . . .

SCREEN TELEVIDEO PRODUCTIONS, Beverly Hills, has begun filming 13 half-hour dramatic shows titled *Televideo Theatre* at Eagle-Lion Studios, Hollywood. Gil Ralston is executive producer. First picture completed is *Delayed Action*, written by Sheldon Leonard, who co-stars with Lisa Howard. Director was Arthur Ripley.

TELEMOUNT PICTURES, Hollywood, has completed half of its projected series of 13 half-hour *Cowboy G-Men* filmed TV programs. The programs are built around stories of early-day government secret service men who went West to protect gold for the U. S. Treasury. Starred in the programs are Russell Hayden and Jackie Coogan. Films are being made in color.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has signed Truman Bradley and Knox Manning to announce new film announcements for TV, being produced for Oldsmobile.

Pimlico Race on TV

FIRST horse race to be telecast coast-to-coast took place last Friday when the CBS Television Network carried the Pimlico Special from Baltimore. The telecast originated from WMAR (TV) Baltimore. Radio broadcast also was carried by CBS. The race was not sponsored. Both CBS and Pimlico track facilities were used to further the Red Cross blood donation drive.

DuMONT INCOME

40 Weeks' Loss Cited

ALLEN B. DuMont Labs. during the first 40 weeks of 1951 showed a net loss of \$319,547. Company lost \$2,062,547 before taxes during the 40-week period, but recovered \$1,743,000 of 1950 federal taxes. Sales for the period totaled \$37,537,000, a drop of 29.9% from sales of \$52,273,000 during the like period of 1950.

Figures are set forth in a message to stockholders, dated Nov. 9 and signed by Allen B. DuMont, president of the corporation. Noting that instrument sales increased 138%, transmitter sales 181% and broadcasting sales 86% in 1951 over 1950, Dr. DuMont reports that "sales of receivers and tubes account for the drop in the total. There was a complete changeover, early this year, from a sellers' to a buyers' market for television receivers."

Credit restrictions, the new 10% excise tax, the FCC approval of an incompatible color system which evoked a controversy that caused "consumer hesitancy to buy receivers of any kind" and the proposed opening of the UHF band "which served to confuse the buying public still more" are cited as factors which "drastically slowed sales of the whole industry."

However, Dr. DuMont concludes, the "dark picture" appears to be "behind us." Receiver and tube sales are on the upgrade; credit restrictions have been eased; ODM has stopped the manufacture of color sets for the duration; the end of the "freeze" is in sight; "we are ready for UHF reception; more than \$60 million worth of government contracts are either in the works at DuMont plants or have been awarded to them."

"We are contemplating substantial improvement in the closing weeks of the year and expecting a 1952 business volume at least 25% in excess of our high year, 1950," Dr. DuMont states. "This increase in volume, however, will be at a lower percentage of net profit to sales than in 1950 because of the large proportion of government orders."

WTMJ-TV Tower

FIRST steps for the construction of a new tower for WTMJ-TV Milwaukee have been taken. The new tower will be 1,017 feet high, three times the height of the present tower. Reportedly, it will be the tallest structure in Wisconsin. WTMJ-TV hopes to have it completed by the middle of 1952.

Selling LIPSTICK?

WILBUR STREECH PRODUCTIONS

TV FILM COMMERCIALS

1697 BROADWAY, N. Y. • JUDSON 2-3816

TV FILMS AND FEATURES



Explorers Pictures

45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717-JU 6-4674
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN. WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIM, NAT'L SALES MGR.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.



Coronet Films

65 E. SOUTH WATER
CHICAGO 1, ILLINOIS
DEarborn 2-7676

THE LITTLEST ANGEL—Animated cartoon—popularized in picture and story book form . . . loved by millions, young and old alike . . . the Littlest Angel will capture the heart of every audience with a message as warm and symbolic as the spirit of Christmas itself. One of 52 films just released for TV by the nation's leading producer of 16mm educational sound films.

Hollywood Newsreel
HOLLYWOOD NOTABLES PAY \$100 APIECE TO CHARITY AT MOCAMBO DINNER FETE: RUNYON FUND BENEFITED

Screen Gems, Inc.

729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIM, NAT'L SALES MGR.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!



Specialty Television Films, Inc.

45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717-JU 6-4674
JULES B. WEILL, PRES.

NEW TV FIRSTS . . . Hollywood features with well known stars are now available, **CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN.** Also available features are **MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.**



Post Pictures Corp.

115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxembourg 2-4870

TWO WEEKS TO LIVE—one of 6 BIG FEATURES in our success-tested LUM N' ABNER series! 17 years of radio fun means a laugh-ready TV audience all the time! Franklin Pangborn supports this romance-and-fun film that includes a medical mixup and a rocket takeoff to Mars . . . hits the top of viewer interest and client appeal.

For more information please write direct to the distributors.

PLANT DISPERSAL

30 Areas Adopt Plans

OVER 30 industrial areas in the U. S. have initiated dispersion programs in line with President Truman's recommendation last August, business and labor leaders were told Tuesday by government authorities.

"An effective dispersion program can and will be developed within local marketing areas that will assure reasonable security at reasonable cost with no disruption to production flow, now or later," it was explained.

A briefing on the government's plans was given to business, labor, civic and other representatives attending the National Conference on Industrial Dispersion in Washington. Officials of the National Security Resources Board, Defense Production Administration, Office of Defense Mobilization and the Munitions Board participated in discussions.

Broadcasting facilities and electronics manufacturing plants were not touched on specifically, but the pattern was implied by government spokesmen.

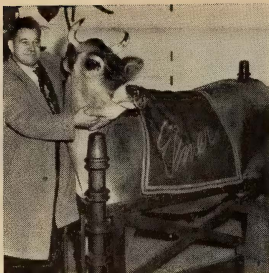
The program is designed to apply only to firms which propose to build additional plants for government projects. It does not concern "presently established and producing industries" such as would be contemplated under a decentralization program.

Principal Speakers

Principal speakers were Defense Mobilizer Charles E. Wilson; Jack Gorrie, chairman of the NSRB, which is responsible for dispersion planning; and Ethan Allen Peyser, security program director for NSRB.

Broadcasters are not directly involved in the dispersal blueprint, it was understood, save only insofar as being urged to set up emergency facilities on the outskirts of cities and towns in the light of broadcasting's sentinel and public information roles.

In the case of radio-TV and electronic manufacturers, they would be encouraged to establish proposed new and expanding plants within reasonable proximity to allied or



WLAV's Elmer with Borden's Elmer

supplying industries and in their present marketing areas.

"Plants will be constructed within reasonable distance of materials, manpower and markets, and at the same time meet the security factors that seem pertinent in this period of national emergency," Mr. Gorrie told industry representatives.

Mr. Wilson lauded NSRB's theory that existing plants should be left untouched as a "calculated risk" and described the plan as "an excellent one" tying in with the mobilization program. He suggested dispersion of new plants to a distance of 20 miles from city centers.

Current dispersal planning has proceeded since President Truman issued his executive order last August. The Chief Executive took the action after Congress had refused to consider legislation providing for dispersion of industry.

Boosts Religion

THE ADVERTISING Council is distributing special kits to all television stations as part of its November campaign to increase church and synagogue attendance. Sponsored by Religion in American Life, national non-sectarian group composed of representatives of the three major faiths, campaign kit includes two film spots, posters, balap and flip cards and spot announcements. J. Walter Thompson Co. is volunteer agency for campaign with Robert W. Boggs, Union Carbide & Carbon Corp., as volunteer coordinator.

ELMER & ELMER

DJ Meets Bovine Namesake

TWO famous Elmers exchange "moo-tual" greetings when Borden's Elsie and family appeared in Grand Rapids, Mich. For the event, WLAV there went all-out radio-wise.

Thousands of persons from Western Michigan looked in on Elsie, Borden's bovine, her husband, Elmer, a bull, and her offspring, Beauregard. WLAV's famous disc jockey and batho, known only as Elmer, did a broadcast with Elmer, the bull.

Broadcasts were made also by Dorothy Franke, WLAV home economist.

In Elsie's tours, she boasts of a boudoir manager who "cowntows" to her moods, provides "cowsmetics" for her, makes arrangements at "cowferias" for her food and plans a "cowlege" education for Beauregard.

KLAC BOOSTS RADIO

Stars Relate Data

RADIO as a medium is being promoted by KLAC Hollywood in an extensive spot campaign launched early this month under direction of Larry Buskett, sales manager, and C. G. (Tiny) Renier, program director.

Using its top talent (Sam Benson, Dick Haynes, Al Jarvis, Bob McLaughlin, disc mcs, and Sam Balter, sports director), station transcribed a series of 10-second and one-minute spot announcements which are scheduled throughout the day and directed to small businessmen as well as housewives.

No direct pitch for business is made except to say KLAC is "sold out." Plugging the medium as a business builder, they tell of the many local firms using radio successfully and how others can do likewise.

Pointing out the number of home and automobile radio sets in use during different hours of the day, suggestion is made that the small businessman consult an advertising agency and thus learn how the medium can benefit him too.

DILLON-COUSINS

New Firm Organized

A NEW corporation called Dillon-Cousins & Assoc., New York, has been formed to function as consultant for Latin America in the fields of advertising, merchandising and public relations.

It has been established by Luis G. Dillon, formerly executive vice president of Foote, Cone & Belding International and vice president of McCann-Erickson, and Richard F. Cousins, recently account executive with FCBI and McCann-Erickson. The firm opened Nov. 15, with offices at 200 W. 57th St., New York.

INSURANCE

Readjustments Seen

"A FLOOD of nuisance claims and a trickle of justifiable claims"—all attributed to the increased size and scope of network operations—is resulting in readjustment of insurance contracts between the major radio and television networks and the Massachusetts Bonding & Insurance Co., it was reported last week.

Contracts between the insurance organization—one of the most active in the broadcasting field—and NBC, ABC, and Mutual were reported to have terminated October 26, although, due to a bonding clause, they did not expire until November 9. All networks are continuing to receive coverage "for the time being," however, until new agreements can be completed—with higher premiums to be asked in order to cover higher and more numerous claims.

"It's a matter of the insurance company's being frightened by news of frequency of claim," Cecil Davis of Hagedorn & Co., exclusive agent for Massachusetts Bonding, said Wednesday. Rate readjustments, he pointed out, are a normal part of the insurance business and have been effected in automobile and workman's compensation policies recently. "It's not at all unusual for courts to urge that juries remember today's value of the dollar as compared to its value of a few years ago when they settled claims," he reported.

Contracts with the networks are wide in scope, in keeping with their breadth of activity, he explained, and cover such matters as copyright, right of privacy, libel and plagiarism. Although libel suits have not been extensive, he said that there has been much recent legal action in regard to theft of an idea, and that California courts, in particular, have seemed more unfavorable to the defendants in such suits.

Mr. Davis asserted that the networks—with whom his company has dealt for a number of years—are perfectly justified as legitimate businesses for fullest possible coverage and that contracts to maintain that level will be continued by Massachusetts Bonding as soon as they can be worked out to the reasonable satisfaction of the involved parties.

Tube Report

SALES of radio receiving tubes in September totaled 27,946,193 units compared to 23,761,253 in August, according to Radio-Television Mfrs. Assn. This brings the nine-month total to 280,795,338 tubes. RTMA reported that TV picture tube sales to set manufacturers in September totaled 294,951 units, of which 97% were rectangular and 16 inches or larger. Sales during the first nine months of 1951 amounted to 3,146,173 tubes valued at \$78,852,954.

**immediate revenue produced
with regional promotion
campaigns**

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

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

*experienced sales
personnel will sell community
programs throughout
your coverage area*



ACCIDENT PREVENTION

WFBR Baltimore began 13-week series of dramatic sketches designed to make the public safety conscious. Arranged by John E. Surrick, station vice-president and general manager, and Paul Burke, former director of Maryland Traffic Safety Commission, program will point up traffic fatalities, show "why accidents occur" and "how they can be prevented." During the program listeners will hear tape recorded descriptions of traffic accident information being officially reported to Maryland State Police Headquarters.

CRASH COVERAGE

WTIP Charleston, W. Va., special events staffer Mel Burka rushed to the scene recently to get straight story of airliner forced landing. Plane damaged in landing at Kanawha airport, Charleston, none of crew or passengers injured, but false rumors were flying. Burka had accurate story on air within few minutes after crash.

EDUCATION WEEK

STARTING with observance of National Education Week, WGN-TV Chicago last Monday began telecasting series on *Chicago Schools in Action* in cooperation with Board of Education. Special film was produced by board's Radio Council and narrated by George Jennings, council director. Weekly series is designed to provide educational content for classroom use and to interpret classroom procedure and practices to parents, Mr. Jennings said. Programs in series concern home economics, mathematics, art, safety, home nursing and civics. KWSC Pullman, Wash., owned and operated by State College of Washington, started a 15-minute, five-program salute to National Education Week, *Report Card*, last Tuesday. Series, produced by the station in cooperation with the college's school of education and Whitman County schools, shows achievements of local schools from the standpoint of students, parents and school board members.

FOOD SHOW EXHIBIT

WERE Cleveland, used booth, plugging station sponsors, at Cleveland Home and Food Show. Station reports that more than 100,000 viewed exhibit, which WERE sponsors praised. WERE presented several shows from booth giving away samples and mail-in coupons to visitors.

programs promotion premiums



RADIO PROMOTION

WTOP-AM-FM Washington, using slogan "On radio, and only on radio, can your hear..." before announcements to advertise certain programs or services. Station using announcement to promote use of radio, pointing out that radio is something special in the way of entertainment. WTOP for three weeks will devote the equivalent of \$1,000 worth of air time per week to broadcast the radio message.

MUSIC REQUEST

WATG Ashland, Ohio, asked by local high school senate to furnish music for Halloween Dance. Station carried last two hours of dance, balancing their audio equipment so that crowd noise and general atmosphere were presented even while transcribed music was being played. School truck transported console and turntable from studio to dance. Wayne Byers, station production manager, was chosen by students as their disc jockey for affair. Dance was produced to keep youngsters off streets and out of trouble during the night.

PAPER FOR SOLDIERS

WAGE Syracuse, in recent campaign, collected more than two-tons of stationery for boys serving in Korea. Station reports that contributions of writing paper were received from over 3,000 individuals. WAGE's appeal was made following request from Chaplain's Corps in Korea.

NEW QUIZ SHOW

KSIB Creston, Iowa, *Win With A Word* new quiz program, produced by Jack and Louise Mills. Mr. Mills is music director and disc jockey at KSIB. Proceeds of each show goes to local civic, school or church group. Panel of six contestant vie with each other in answering three question entitled *Win With A Word*. Contestant wins gift merchandise if he answers two questions correctly. If he answers all three correctly he wins chance to participate in "Jackpot Jamboree." Jackpot offers grand array of prizes. If no contestant wins jackpot it is carried over with additions made.

NEW OFFICES

KEYSTONE BROADCASTING SYSTEM sent invitations to trade announcing new offices in Chicago at Suite 1717, 111 W. Washington St. Invitations for network "Voice of Rural America" showed a Keystone cop "summoning" guests to appear at the open house.

'HEY BOB' ON ICE

KRNT Des Moines Bill Riley, emcee of *Hey Bob Show*, broadcast recent Saturday morning program from frozen stage where "Holiday On Ice" skating extravaganza was appearing. Cast performed before 4000 youngsters who jammed theatre. *Hey Bob Show*, national award winner promoting children's safety, recently began fourth year on KRNT.

TEACHERS TOUR

WBT Charlotte, N. C., played host to seven teachers from local junior and senior high schools recently. Teachers toured station and were given explanation of work of each department. Presentation of souvenir booklets about WBT and WBTW (TV), and recordings made during visit highlighted tour.

NEW TALENT

WSPD-TV Toledo played host to an unusual television guest recently when disc jockey Lloyd Thaxton, in search of new talent, brought in horse. Purpose was to brighten up *Leave It To Lloyd* program, twice weekly feature on WSPD-TV. Station report states Mr. Thaxton cleaned up.

CHAMP HEADS DRIVE

WTTM Trenton, N. J., Sports Commentator Fulton Arnold recently obtained World Heavyweight Champion Jersey Joe Walcott to kick-off local United Fund drive. Jersey Joe reviewed Delaware Valley United Fund parade and guest starred on Arnold's daily broadcast.

'A PACKAGE FOR JOE'

WBNS-TV, WLWC (TV), and WTVN (TV) Columbus, Ohio, pooled time, talent, and facilities in one big show as opening gun in local United Appeals and Red Cross campaign. Show entitled *A Package for Joe* with slogan "70 Campaigns In One Package" originated from WBNS-TV and featured comedians, musicians and vocalists from all three stations. Show's text and direction were under Bill Wagner, WTVN, John Haldi, WBNS-TV, Walter Jacobs, WLWC, and Jack Kavenagh and John Metzger, of Byer & Bowman advertising agency.

MUDDY ROAD AHEAD

WDDO-AM-FM Chattanooga *News In Terms Of Safety* Mon.-Fri. 7:30 a.m., newscaster Bob Kinney reports on conditions of streets and location of new safety devices. Accident reports are included giving time, location, cause, and outcome, but no names. Program is produced with cooperation of Chattanooga City Police Dept. and City Dept. of Streets and Sewers.

'LYING-IN' INTERVIEW

KSYL Alexandria, La., disc jockey Dick Biondi conducted telephone interview with bandleader Art Mooney during band's recent club-date there. Mr. Mooney, unable to appear at station, told about career and introduced several numbers from hotel bedroom. After interview Mr. Mooney said, "now this is the way I do all of my disc jockey appearances."

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



A CHAS. MICHELSON HIT!

"The Avenger"

30 MIN. TRANSCRIBED MYSTERY SERIES

for particulars

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

ORSON WELLES IS BACK!

"The Lives of Harvey 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

HOOPER SURVEYS AUTO RADIO

Describes Techniques to Rate Car Listening

WITH radios as standard equipment in postwar automobiles, so that some 75% of the cars on the road today have them, and "with a larger percent of those radios turned on during daytime hours than were ever turned on in homes," radio broadcasters now have an outdoor audience which is much more than a "mere bonus audience," C. E. Hooper, president of his own audience research organization, said Nov. 6 in a talk to the St. Louis Advertising Club.

This new outdoor audience, Mr. Hooper said, "represents a new form of advertising, a new opportunity for radio, a new and potentially vigorous competitor for printed outdoor advertising.

He announced that C. E. Hooper Inc. now is measuring and reporting on the audiences of outdoor radio advertisements, with a first survey just completed in Salt Lake City.

Intersection Auto Poll

These outdoor measurements are made at intersections with traffic signals, Mr. Hooper explained, by male interviewers wearing badges labeled "Hooper Radio Survey." When the red light stops a car, the interviewer asks three questions: "Have you a car radio in working order?" "Is it turned on?" and "To what station, please?"

While the interviewer is saying thank you, "he is noting and recording the number, sex and age of the occupants of the car, if the set is in use. The light changes. He crosses with it and introduces himself to the car pulled up 90 degrees away. He continues around those four corners, directed by the traffic light . . . we interview local cars only; their drivers know the stations. Out-of-state cars we pass by."

Noting that today's traffic conditions make it dangerous if not impossible for a driver to read billboards, Mr. Hooper pointed out that another reason for the high use of radio in cars is that "on the

road radio is without the competition of the three other great media: Television, newspapers and magazines."

The Media-Meter, adaption of the Hooper telephone coincidental survey technique to measure time devoted to reading newspapers and magazines as well as to viewing TV or listening to radio programs, was described by Mr. Hooper. He said that by reducing use of all four media to "minutes of use," the Media-Meter provides an answer to the demand for a common denominator for media research made by Louis Brockway, executive vice president of Young & Rubicam [B•T, Nov. 12, Oct. 29].

ALDIGE AGENCY

Opened in New Orleans

JAMES ALDIGE Jr., former sales and public relations representative for WWL New Orleans and ex-newspaperman, has announced the opening of his own advertising and public relations firm at 509 Pere Marquette Bldg., New Orleans. The new firm, James Aldige Jr. & Assoc. Inc., will handle general advertising for all media and offer public relations and publicity services "to advertising and non-advertising accounts."

Mr. Aldige will be assisted by W. H. Summerville Jr., who previously worked at WWL and WVEZ New Orleans. Mr. Summerville will be in charge of production, while Frank Jacques, formerly with the *Times Picayune*, will serve as account executive and artist.

Mr. Aldige has been press representative to Mayor de Lesseps S. Morrison, worked on trade journals and also was information consultant to the local office of the Office of Price Stabilization.

KXLA Pasadena starts transcribed *Smiley Burnette Show* quarter-hour weekly. Program, transcribed by Radi-Ozark Enterprises, Springfield, Mo., now on 150 stations.



THE 25TH ANNIVERSARY performance of Standard Oil of California's *Standard Hour* brought Jennings Pierce (c) general manager of KMED Medford, Ore., back to the program's microphone for the first time in more than two decades. Mr. Pierce was the first announcer on the program when it started on Oct. 21, 1926. Here he is greeted on the stage of the San Francisco Opera House by Monty Masters (l), producer of the program, and John Grover, present announcer on the show. On its first performance *Standard Hour* was heard on only four stations. Today it is on the full NBC Western Network.

Strictly Business

(Continued from page 16)

1941 as manager of out-of-town promotion. In succeeding years he became manager of direct mail and the sign bureau, assistant to the budget floor manager, assistant to the advertising manager and assistant sales promotion manager.

He has left the company twice since 1941, once to work as sales promotion manager of the H. & S. Pogue Co. in Cincinnati and again as chief administrative officer at the U. of Chicago for the Manhattan Project on atomic research.

He enjoyed his return to the U. of C. metallurgical labs., succeeding Lawrence Kimpton, now U. of C. chancellor. He had spent several years there as an undergraduate in medicine, but "went broke" during the depression and quit to publish the *LaGrange (Ill.) Messenger* in the town where he was born and raised.

Back at the U. of C. some 20 years later, he coordinated activities of engineers, civil service workers, university personnel and outside scientists in pioneering work on A-bomb research and development. Even his wife did not know where he was going when he made trips or the kind of work he was doing until the first bomb was detonated over Japan.

His wife, the former Margaret Masterson of Lincoln, Neb., was "the other half" in the sales promotion department of the *Chicago Daily News* when he was manager. They have two adopted children, Judy, 8, and Jim, 10; two foster children, Tommy a soldier in Korea, and Eddy a senior at the U. of Cincinnati, and recently welcomed to their Winnetka home 5-

year-old Christine, whom they hope to adopt. Christine, who was born in a German prison camp.

In making advertising decisions for his company, Mr. Gore adheres to a motto distributed in metal-block form to all key executives—"What is the BEST for Marshall Field & Co.?" Judy, who also has definite ideas about his allegiance, manufactured a similar block of her own, reminding her father to "Do what's best for the home."

Mr. Gore is chairman of the executive committee of the sales promotion division, National Retail Dry Goods Assn.; chief warden, Chicago Civil Defense Corps; director, Greater Chicago Air Defense Filter Center; a trustee of the Illinois Children's Home and Aid Society, director of the Advertising Executives Club of Chicago and a member of the board of advisers of the Chicago Volunteer Bureau.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW

PORTLAND, OREGON

on the efficient 620 frequency

AFFILIATED WITH NBC

TOTAL BMB FAMILIES From 1949 BMB Survey

DAYTIME	
KGW	350,930
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,829
Station C	307,270
Station D	205,440

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WDRRC

HARTFORD 4 CONNECTICUT

WDRRC-FM

3R's = 1st

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

BAB Battle Plan

(Continued from page 30)

Sweeney. First industry to be covered will be tires. It will be followed by an automotive manufacturer presentation.

Test of the effectiveness of radio vs. television in the sale of packaged goods will be undertaken by BAB. Still another project will be a direct mail campaign presenting success stories such as that of Metropolitan Life Insurance Co.

The count-your-customers technique developed by Advertising Research Bureau will be the basis for a campaign starting in the near future. It will cover specific types of retail stores. Finally, BAB's current plans call for a series of direct calls on big advertisers to acquaint them with the power of radio and its pre-eminence as a low-cost mass medium reaching the largest number of people per dollar spent.

Appearing on the BAB program were President Ryan and Lee Hart, head of BAB's Chicago office. They have been making the district meeting circuit this fall.

Sales Panel

Practical sales problems were taken up by a panel that included J. Robert Gulick, WGAL Lancaster; George J. Podynn, WHJB Greensburg; Carl Dozer, WCAE Pittsburgh; Norman R. Prouty, WFIL Philadelphia; Leonard Kapner, WCAE, and Mr. Clinton.

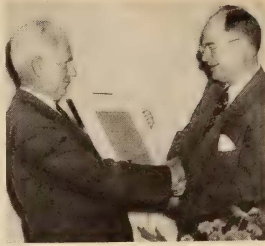
NARTB President Fellows addressed the opening morning session along with Ralph W. Hardy, NARTB government relations director. Richard P. Doherty, employee-employer relations director, conducted a management clinic Tuesday morning.

Mr. Fellows was principal speaker at a joint luncheon of the Pittsburgh Advertising Club held Tuesday noon. He was presented by Mr. Dozer, past president of the club.

Arguing that more advertising and more media are needed to meet demands of a constantly expanding economy, Mr. Fellows called on advertisers and broadcasters to tell America about advertising; to re-

dedicate the profession's energies and efforts "to the good cause of America's free economy"; to respect the profession "by committing no act which would reduce the esteem in which advertising is held, and do all within our power to increase that esteem."

"We must drive from advertising the few charlatans and chisellers who cheapen its name," Mr. Fellows said. "We must do all we can to make advertising more effective, for thus we strengthen the nation itself."



Mr. Bolton (l.), presents certificate to Mr. Terry.

COLUMBIA U. SURVEYS COURSES

Checks Effectiveness of Teaching

ABOUT HALF the students who have taken radio and TV courses at Columbia U., New York, during the past four years found them of "definite, practical help" in their work, according to a mail survey, results of which were made public last week by Erik Barnouw, supervisor of the studies.

"We wanted to learn how the students feel in retrospect about the courses, what benefits they feel they obtained and what they are doing in television and radio," Mr. Barnouw said. "All in all, the returned questionnaires give the impression that the courses are filling a need and are greatly appreciated by the students taking them."

Of the 1,224 questionnaires sent out, 245 answers were received, which, spokesmen said, is considered a high percentage for such a survey. Some 48% of those answering checked the reply that the courses had given definite practical aid. Another 38% of the replies indicated: "Although the courses have not been of practical help in my work, I feel they have been of long-range value to me in other ways." The study was considered of no help by 6% of those answering, and other 6% failed to check a reply or gave more than one answer.

Given in cooperation with NBC, the radio and television courses include a basic survey, dramatic

writing, news and special events, problems of the reporter and commentator, promotion, publicity, speech, acting techniques, technical operating equipment, sound effects, audience research, sales, production and films.

WLIB PROGRAMS

New Sponsors Added

WLIB New York, independent outlet, has reported an increase in billings and a change of program schedules.

Station's daily three-hour Negro program block was increased to four hours last Monday, from 7-11 a.m., and its Anglo-Jewish programs have been moved to the 4-5 p.m. time bracket, to follow two hours of Yiddish programs. Station also broadcasts shows designed for Spanish and Polish listeners.

Two new clients to radio were signed by WLIB when Treasure Records Inc. (Yiddish and English records of Jewish entertainment stars) and Old Dutch Mustard Co. (for Old Dutch hot sauce) became sponsors. Other accounts signed include Tifford's Furniture Co., Lander's Dixie Peach Pomade, Klinghoffer Supply Co. in connection with Crosley Division of Avco Mfg. Corp., and the Lutheran Layman's League of St. Louis. Safeway Stores of Greater New York also signed for 13-week renewal of its programming.

KLZ HONORED

Wins APRA Certificate

KLZ Denver was presented a "Certificate of Public Relations" by the American Public Relations Assn. last Thursday at ceremonies in Philadelphia's Warwick Hotel.

In presenting the award, APRA paid tribute to KLZ's outstanding work in the field of communications and its overall public relations efforts.

The Denver station, under Hugh B. Terry, general manager, was the only station to receive one of the 1951 awards, APRA said. WNAX Yankton, S. D., an APRA award winner in 1946, is the only other station to be so honored, it was stated.

KLZ was cited, along with the California Academy of Sciences, for meritorious public service work in the communication field. A trophy, one of 11 awarded by APRA, went to Illinois Bell Telephone Co., Chicago. 20 presentations were extended for industry, marketing, retailing, labor relations, trade associations, transportation, agriculture banking-finance-insurance, community service groups and government agencies.

Among other certificate winners were Lever Bros., New York, and Gimbel Bros., Philadelphia. Organizations from all parts of the U. S. competed. Editors and publishers comprised judging committee.

Advertising succeeds

with **continuity.**

Continuous advertising in

Printers' Ink develops

a **cumulative impact**

that creates a

vivid picture of

your station and

market in the minds of the

leading **buyers**

of advertising and

helps you sell

more advertising.

Jumps Iron Curtain

MUCH evidence has been obtained on the success of CBC's international service in reaching behind the Iron Curtain, according to Ira Dilworth, until recently general supervisor of the service at Montreal. Reports from Europe show CBC's 50 kw transmitters at Sackville, N. B., are reaching into central and eastern Europe and that the Russians are just as busy jamming CBC as they are the Voice of America and BBC's broadcasts.

Immediate
Delivery

IN STOCK AT **ALLIED!**

RCA-7C24 POWER TRIODE

We have the RCA-7C24 Power Triode in stock for immediate delivery. 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. **RCA-7C24, \$159.50**



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

ALLIED RADIO

Broadcast Division

833 West Jackson Blvd., Chicago 7
Call: **HAYmarket 1-7019**

PEABODY AWARDS

Entry Blanks Mailed

ENTRY blanks for the 12th annual George Foster Peabody Radio and Television Awards competition have been mailed to networks and stations by the U. of Georgia's Henry W. Grady School of Journalism, the university has announced.

Closing date for acceptance of entries is Jan. 14, 1952, to be judged on meritorious work in radio and TV for the current year. Entrants are requested to file early. Winners will be announced next spring at a meeting of the Radio Executives Club of New York.

Twelve awards—eight in television and four in radio—are administered by the Grady School to commemorate George Foster Peabody, benefactor and trustee of the university. Winners are chosen by an advisory board of 14 nationally known radio-journalism leaders on the basis of community level recommendations.

Radio entries are based on outstanding public service each by a regional and local station, news reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards will comprise citations for outstanding work in education, entertainment, news and children's programs.

Among members of the advisory board are Dr. I. Keith Tyler, director of radio education, Ohio State U.; Columbus; Paul Porter, attorney and former FCC Chairman; Ralph McGill, editor, *Atlanta Constitution* (WSB-AM-FM-TV); Mrs. Dorothy Lewis, coordinator, U. S. station relations, United Nations; Mark Ethridge, publisher, *Louisville (Ky.) Courier-Journal and Times* (WLAS-AM-FM-TV); John Crosby, radio columnist, New York *Herald-Tribune*; Philip Hamburger, television writer.

SCBA Chosen

FOR fifth consecutive year, Southern California Broadcasters Assn. will present the annual Christmas program of Los Angeles Ad Club in Biltmore Hotel Bowl on Dec. 18. Dresser Dahlstead, ABC Western Division radio program director, has been named committee chairman.



BACKING UP Jim Strain (r), sales manager, KGFI Hollywood, during his presentation of a golf trophy at the annual Whingding of the Southern California Broadcasters Assn. in Los Angeles are (l to r) Jack McElroy, ABC Hollywood m.c.; Tom Frandsen, sales manager, KMPC Hollywood; Frank Burke Jr., general manager of KFVD Los Angeles and chairman of Whingding Committee. Mr. Strain was chairman of golf committee.

GAME RIGHTS

WLAG Wins as Jury Acts

BOWING to the wishes of a county grand jury, officials of the West Point, Ga., high school reversed a long-standing practice and granted broadcast rights to WLAG-FM La Grange, Ga., for a local football game. Similar permission also was accorded WRLD-FM West Point.

Ed Mullinax, manager of WLAG-AM-FM, had tried unsuccessfully to obtain rights for the West Point-Hogansville Nov. 9 contest. School had steadfastly refused even a delayed tape version of the game, though it had requested road game coverage. WLAG-FM has carried Hogansville contests the past two years, feeding them as a public service to U. S. Rubber Co. plant employees on the job.

The Troup County Grand Jury stepped into the picture, much to the surprise of the station, and adopted a resolution recommending broadcast coverage because of tremendous public interest. School authorities relented less than 36 hours before game time and the station quickly installed lines.

Feature of Week

(Continued from page 16)

sales were up 27%. Radio built this business and radio keeps building it. I can tell my story forcefully and I can tell it inexpensively through radio and I know that my advertising cost is lower than it was when I spread my dollars around.

"Never a day passes that at least a dozen people come into the store, from areas as much as 100 miles away, saying that they'd been hearing my WMIL advertising so much that they decided, when they came to Milwaukee, they'd have to take back a case of beer."

While it's the men who usually find appeal in beer-wine advertising, WMIL is a daytime station. For explanation to that one, Mr. Davidson says daytime costs are less. In an industrial community with factory shifts around the clock, he noted men hear the theme as often as women and, anyway, when it comes to values—it's the woman who decides.

Over-the-counter sales are mandatory in this business under Wisconsin law. Since Mr. Davidson and his nine clerks meet customers face to face, they make sure the customers know that this is the store that is advertised over the radio.

The display window says it in lights: "This is the Believe It Or Not Tavern—you hear us over WMIL." The fact is repeated on the 30-foot brick wall building side with a WMIL advertisement.

Mr. Davidson tells his wholesaler, believe it or not, that if their product is radio-advertised, "I'll push it," if not, "I'm not too anxious." He knows that beer or wine, promoted over radio, makes it easier for his clerks because "the customer is sold when he walks in."

SINCLAIR NAMED

Heads IRE in '52

DR. DONALD B. SINCLAIR, chief engineer of General Radio Co., Cambridge, Mass., has been elected president of the Institute of Radio Engineers for 1952. He succeeds Dr. I. S. Coggeshall, general manager of Western Union's overseas communications.

Winners of the annual IRE radio and TV awards for 1951 have been announced by the organization's board of directors.

Dr. William Shockley, Bell Telephone Labs., won the Morris Liebmann Memorial Prize "in recognition of his contributions to the creation and development of the transistor." This award is given annually to an IRE member who has made an important contribution to the radio art.

The Vladimir K. Zworykin Television Prize Award was announced for the first time. Winner was B. D. Loughlin, Hazeltine Electronics Corp., Little Neck, Long Island, for outstanding technical contributions to TV. This award was set up by V. K. Zworykin, TV pioneer and vice president of RCA Labs. Div., who donated a \$10,000 fund to IRE to encourage TV technical development.

The Browder J. Thompson Memorial Prize went to H. W. Welch Jr., research physicist, U. of Michigan, for his paper on "Effects of Space Charge on Frequency Characteristics of Magnetrons." This recognition is annually made to an author under 30 whose paper, published by the IRE, constitutes the best combination of technical contribution and presentation of the subject.

Editor's Award, set up to encourage good English usage in technical writing, was given to Jerome Freedman, Watson Labs, Griffiss Air Force Base, Rome, N. Y., for "Resolution in Radar Systems."

Banquet Presentations

Awards will be presented at the IRE annual banquet at the Waldorf-Astoria, N. Y., during the 1952 convention, March 3-6.

Other newly-elected officers of IRE are: Harold L. Kirke, assistant chief engineer, BBC, as vice president, succeeding Jorgen Rybner, Royal Technical U. of Denmark; John D. Ryder, professor and head of electrical engineering department, U. of Illinois, and Ernest Weber, professor and head of electrical engineering department, Polytechnic Institute of Brooklyn, as directors, with terms running from 1952 to 1954.

Regional directors elected (1952-53) are: Region 1—Glenn H. Browning, president, Browning Labs., Winchester, Mass.; Region 3—Irving G. Wolff, director, radio tube research laboratory, RCA Labs. Div., Princeton, N. J.; Region 5—Alois W. Graf, patent lawyer, Chicago; Region 7—Karl Spangenberg, professor of electrical engineering, Stanford U.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

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

WCMB REPLIES

Refutes WHGB Petition

NO CONFLICT exists between the FCC's decision favoring WCMB Lemoyne, Pa., on the one hand and KFYO Lubbock, Tex., on the other, the Rossmoyne Corp., licensee of WCMB, averred last week. WCMB filed an opposition to the petition of WHGB Harrisburg, Pa., for a rehearing in the Pennsylvania case [B•T, Nov. 12].

WHGB had contended that the Commission decision in October favoring the change of WCMB from 960 kc with 1 kw daytime to 1460 kc with 5 kw fulltime and denying its own application to move from 1400 kc with 250 w to 1460 kc with 5 kw conflicted with its decision shortly thereafter granting KFYO Lubbock, Tex., authority to change from 1340 kc with 250 w to 790 kc with 5 kw day, 1 kw night.

On the one hand, WHGB argued, it was denied because WCMB proposed more local live programming. On the other hand, the Harrisburg station pointed out, the Commission granted KFYO its application even though the unsuccessful Lubbock County applicant offered more local live programming.

In objecting to WHGB's request for a rehearing, WCMB pointed out in its petition that the Lubbock proceedings involved two competing applicants, one a newcomer, whereas the Harrisburg hearing involved two existing licensees.

"It is thus clearly apparent," the WCMB petition stated, "that the cases are to each other as apples and pears and that there is no conflict between them." Accordingly, it asked the Commission to deny WHGB's petition for rehearing.

Canadian Set Sales

IN first seven months of 1951, 426,200 radio receivers made in Canada, valued at \$28,440,000, and 31,400 television receivers valued at \$11,058,000, according to figures of the Dominion Bureau of Statistics at Ottawa. During the same period 27,300 receivers were imported.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In EMPLOYMENT

GREENVILLE	45,964
Columbia	26,634
Charleston	23,217

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

RADIO-TV SETS

AN ORDER that would exempt manufacturers of radio-TV receivers from filing requirements for new ceiling price regulations, effective next month, hung fire last week.

Under an interim directive now being prepared, set manufacturers would not be required to abide by new ceilings on radio and TV sets, phonograph players and related consumer goods when the regulation becomes effective next month.

The objective is to exempt them from these products—but not on others which they may also manufacture—pending issuance of a detailed regulation more closely tailored to the needs of the electronics industry. An exemption for record manufacturers also is in the mill.

General manufacturing regulations go into effect Dec. 19, giving roughly 70,000 firms in the U. S. the option of adjusting prices to show increased advertising, selling, administration and research costs since the advent of the Korean war. Cutoff date is July 26, 1951.

This was assured earlier this month when the Office of Price Stabilization implemented CPR 22 with the so-called Capehart formula. Increases are "self-executed" upon receipt of application by the agency [B•T, Nov. 12].

The exemption order for set-makers is designed to eliminate the need for manufacturers to compute new ceilings twice—that is, under modified CPR 22 and again when tailored formulas become effective for these consumer appliances.

Issuance of Directive

Regulations governing receivers, record plays and other home goods are being drawn up on the basis of meetings between a radio-TV set industry advisory group and OPS officials. It was expected the individual industry directive would be issued late this year or early in 1952.

In its broadest interpretation, the modified price regulation, based on the plan authored by Sen. Homer Capehart (R-Ind.), will permit producers to figure advertising and related expenses when computing new prices. Heretofore, allowances were not made for these overhead costs, while producers had to sustain labor hikes.

The radio-TV set industry has sought a tailored formula to reflect particularly the growth and development of television. Manufacturers have realized slim profits, operating in many instances below ceiling prices because of set competition, substantial inventories and somewhat slackened consumer demand.

Participating in periodic conferences with government officials are representatives of such firms as RCA, Allen B. DuMont Labs, Sylvania Electric Products, Admiral Corp., Hallicrafters Co., Philco Corp., Emerson Radio & Phonograph, Pilot Radio Corp. and CBS-Columbia Inc. A select five-man

OPS May Exempt In Price Order

being prepared, set manufacturers

* committee has worked on a proposed draft of a tailored formula.

Phonograph record manufacturers already have obtained some price relief under a formula set forth by OPS last month. Actually, the adjustment reflects price boosts announced by at least six companies during the general price freeze. The six firms account for about 80% of U. S. record output.

Platter producers still want a tailored "dollars and cents" directive comparable to that for set-makers, and delegated an industry advisory group to meet with OPS last Tuesday. As a result, that industry also will be exempt from Dec. 19 regulations. A cost survey was indicated by OPS.

New regulations, when finally issued, will establish ceiling prices not only for manufacturers but wholesales and retailers as well.

EDITORIAL VICTOR

WSAZ Wins Local Issue

AN EDITORIAL campaign conducted over its radio-TV facilities gave WSAZ-AM-TV Huntington, W. Va., a victory in preserving local community responsibility. Issue involved the membership of local library board trustees.

Under West Virginia state law, the county court, the city and the county board of education are authorized to appoint a library board of trustees of five persons from "citizens-at-large." Latter reservation was the question which posed large in the eyes of WSAZ Program Director Ted Eiland and News Director Nick Basso, because three of the members appointed were from the ranks of governing agencies.

After poring over the legal phraseology, Mr. Eiland, with information obtained by Mr. Basso, began an editorial campaign to oust from the library board two county commissioners and a city councilman. Broadcasts were carried on Mr. Basso's local newscast 6:05 p.m. on radio and his 6:30 p.m. TV newscast.

Newspapers ran news stories as the situation crystallized, the station reports. After three days of editorial broadcasts, Mr. Eiland called Cabell County Prosecutor Edward H. Greene and discussed the matter. Mr. Greene the next day prepared a ruling upholding the stand taken by the stations. He ruled the three men not "citizens-at-large." Later he appeared on the radio-TV shows with Mr. Basso and gave the first news of his ruling to the community. He publicly praised WSAZ-AM-TV as "having the courage to take a stand on the library issue."

Consideration also will be given to small producers who make pressings.

Several record manufacturers had petitioned OPS for outright industry de-control, it was revealed.

Attending last week's meeting were representatives of Columbia Records Inc., Capitol Records Inc., Mercury Record Corp., Metro-Goldwyn-Mayer Div. of Loew's Inc., King Records and other firms. RCA Victor, Decca Records and Remington Records, who maintain membership on the committee, did not send representatives.


Ramifications of new price regulations also may be felt, indirectly, by building-minded broadcasters and electronics manufacturers. Assuming prior authorization from National Production Authority to start or continue construction projects, they may face higher costs in some instances. Builders last week were given authority to raise ceilings on the basis of increased labor and materials costs. New regulation is effective tomorrow (Tuesday), and covers contractors and other construction phases.

Generally this means prices may be raised on the basis of current costs for labor, material and equipment, plus nine-tenths of the highest profit margin realized by the construction firm from July 1, 1949, to June 24, 1950. Move was intended to maintain the profit ratio of pre-Korea and to offset an estimated 10% jump in labor and materials cost.

FOR FINEST TAPE RECORDING

KOME
Tulsa, Okla.


USES
Magneccorder





—FIRST CHOICE OF ENGINEERS!

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

FITS EVERY PURPOSE—EVERY PURSE!

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

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

 **CONSOLE OR CONSOLEITE**
Operation available by combining units in rich Magneccorder cabinets.

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

ACCEPTED FOR FILING

Modification of CP

WINR Binghamton, N. Y.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

KUSD Vermillion, S. D.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

WJZ-TV New York—Mod. CP authorizing new TV station for extension of completion date to March 31, 1952.

WTMJ-TV Milwaukee, Wis.—Mod. CP authorizing facilities changes of TV station for extension of completion date to August 1, 1952.

License Renewal

Following stations request renewal of license: KIFW Sitka, Alaska; KERO Bakersfield, Calif.; KKO El Centro, Calif.; KPRL Paso Robles, Calif.; WQNN Lakeland, Fla.; WDKY Cumberland, Md.; WDFC 44 a.m., Mich.; WOMA Corinth, Miss.; WHIP Mooreville, N. C.; KLAS Las Vegas, Nev.; KALG Alamogordo, N. M.; WTKR Durham, N. C.; WFTC Kinston, N. C.; KJVO Medford, Ore.; WERI Westerly, R. I.; WELP Easley, S. C.; WALD Waltherboro, S. C.; KSST Sulphur Springs, Tex.; KOAL Price, Utah; WFWA Fredericksburg, Va.; KPSO Spokane, Wash.; WCLO Janesville, Wis.; WNIC-TV New Haven, Conn.; WMAI-TV Washington; WPTZ (TV) Philadelphia; WHAS-TV Louisville, Ky.

TV—Channel 4

KRON-TV San Francisco—AMENDED to change ERP from 9.5 kw vis. to 9.6 kw vis., 4.75 aur, to 4.8 aur, change ant., etc. Ant. height above average terrain 1303 ft.

November 13 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Leo Resnick
Allen B. DuMont Labs, Inc.—Upon request of DuMont, ordered pre-hearing conference held Nov. 21, 10 a.m., in rm. 2232, New Post Office Bldg., Washington, in matter of Paramount Pictures Inc., et al., for renewal of licenses, et al., and American Broadcast-

fCC actions



NOVEMBER 9 THROUGH NOVEMBER 15

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

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

ing Co., et al., for consent to assignment of licenses and transfer of control, to consider:

1. Necessity or desirability of simplification, clarification, amplification, or limitation of issues.

2. Possibility of stipulating with respect to facts.

3. Procedure at hearing.

4. Such other matters as would be conducive to orderly and expeditious hearing.

WDX Jackson, Miss.—Granted petition to add name of Dr. Elbert S. Wallace, Millsaps College, Jackson, Miss., to list of deponents to testify at Jackson, on Nov. 12, without change in time, place, notary public, or subject matter regarding which testimony will be taken as set forth in Commission's order of Sept. 18.

Also, granted petition for continuance of date for taking depositions in proceeding re its application, to commence at Starkville, Miss., Jan. 24 at Raymond, Miss., on Jan. 26, and at Jackson, Miss., on Jan. 28, 1952, and all subpoenas which have been issued shall be returnable at places previously specified on corresponding dates.

WGGa Gainesville, Ga.—Granted pe-

tition for continuance of hearing from Dec. 4 to Feb. 12, 1952, in Washington, re application and that of WJDX Jackson, Miss.

By Hearing Examiner James D. Cunningham

Craven Bstg. Co., New Bern, N. C.—Granted motion for continuance of hearing from Nov. 14 to Dec. 11 in Washington re its application and that of Eastern Carolina Bstg. Co., Greenville, N. C.

By Hearing Examiner Elizabeth C. Smith

Chief, Broadcast Bureau—Granted petition requesting that time for filing proposed findings of fact in proceeding re applications of Easton Publishing Co., Easton, Pa., and Allentown Bstg. Corp., Allentown, Pa., be extended from Nov. 5 to Nov. 19.

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition to amend application, filed Oct. 17, and an amendment to petition filed Oct. 30 to show change in partners.

November 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WJMW Athens, Ala.; WJNO West Palm Beach, Fla.; KDZA Pueblo, Col.; WSAL Logansport, Ind.; WHOP Hopkinsville, Ky.; WREY Hattiesburg, Miss.; KWSW Roswell, N. M.; WENY Elmira, N. Y.; WHUC Hudson, N. Y.; WKBE Harrisburg, Pa.; WNOX Columbia, S. C.; KOVE Lander, Wyo.; WIGU (TV) Erie, Pa.; WOR-TV New York; KPBC-TV Houston, Tex.; WSAZ Huntington, W. Va., and WTOP-TV Washington.

APPLICATIONS RETURNED

Request for renewal of license by following stations RETURNED: KFTM Jonesboro, Ark.; KEXO Grand Junction, Col., and WHBY Appleton, Wis.

November 14 Decisions . . .

BY THE SECRETARY

WBAA West Lafayette, Ind.—Granted authority to remain silent Dec. 25 and Jan. 1 in order to observe Christmas and New Year's Day.

WMPF Pascagoula, Miss.—Granted license new AM station, 1580 kc 250 w, daytime.

KLPF Lafayette, La.—Granted license covering change from 1390 kc 500 w, daytime, to 1420 kc 1 kw-LS 500 w-N, fulltime, DA-N, cond.

KRRS St. Joseph, Mo.—Granted license covering change in facilities, new DA, etc., 1550 kc 5 kw DA-N, cond. WRRF Washington, N. C.—Granted license covering change in facilities,

new DA, etc., 930 kc 5 kw-LS 1 kw-DA-N, fulltime, cond.

KWSH Wewoka, Okla.—Granted license covering change in facilities, DA-DN, etc., cond.

KWBB Wichita, Kan.—Granted license new AM station, 1410 kc 1 kw DA-DN, fulltime, cond.

WGSM Huntington, W. Va.—Granted license new AM station, 740 kc 1 kw DA-D, daytime, cond.

KCBC-FM Des Moines, Iowa—Granted license new FM station, 94.1 mc (Ch. 231) 5 kw, ant. height 250 ft.

WOOK Rockville, Md.—Granted mod. CP for approval of ant. trans. studio license, cond.

KWHP Cushing, Okla.—Granted mod. CP for extension to completion date to June 2, 1952.

WMO, Manitowoc, Wis.—Granted mod. CP for extension to completion date to June 2, 1952.

ACTIONS ON MOTIONS

By Com. E. M. Webster

WWHG Hornell, N. Y.—Granted petition for continuance of hearing from Jan. 14 to Jan. 29, 1952, in Washington in proceeding upon its application and that of WLEA Hornell.

KRUPC Chicago, Ill.—Granted request for dismissal of application for additional time to complete construction.

By Hearing Examiner

Fanny N. Otvin

The Toledo Blade Co., Toledo, Ohio—Granted petition to amend application to make current information concerning capitalization and officers of corporation.

By Hearing Examiner

Elizabeth C. Smith

KXOX Sweetwater, Tex.—Dismissed as moot motion to continue hearing in proceeding upon applications of Eastland County Bstg. Co., Eastland, Tex., and Lyman Brown Enterprises, Brownwood, Tex.; subsequent to filing of motion for continuance, counsel for KXOX made oral motion to record and Lyman Brown Enterprises, Brownwood, Tex., on Nov. 5 to Jan. 14, 1952, which was granted.

Eastland County Bstg. Co., Eastland, Tex.—Dismissed as moot motion for continuance of hearing in proceeding upon its application and that of Lyman Brown Enterprises, Brownwood, Tex. Hearing commenced as scheduled on Nov. 5, evidence with respect to non-engineering issues was taken on behalf of Lyman C. Brown, and hearing was thereupon continued until Jan. 14, 1952.

BY COMMISSION EN Banc

License Renewals

WIFM Elkin, N. C.—Granted renewal of license FM station for regular period.

WOI-FM Ames, Iowa—Granted renewal of license for non-commercial educational FM station, for regular period.

Licenses Extended

Licenses for the following FM stations were further extended on a temporary basis from Dec. 1 to March 1, 1952:

KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WOWO-FM Fort Wayne, Ind.

Granted CPs

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

Enco Bstg. Co., Cincinnati, Ohio—Granted CP for FM station, 102.7 mc (Ch. 274) 8.2 kw, 400 ft. ant.; cond., including provision that during installation of FM antenna power of WSAI shall be determined by indirect method and DA maintained as closely as possible to values appearing in license. Upon completion of installation field intensity shall be measured at a minimum of three points on each radial, and results of measurements submitted to Commission together with tabulation of meter readings.

KRNT-FM Des Moines, Iowa—Granted CP to change ERP from 275 kw to



"For those who demand the highest standard of fidelity and sensitivity"

Permoflux
DYNAMIC
HEADPHONES

"...The Permoflux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used."

UNSURPASSED FOR BROADCASTING,
TELEVISION AND RECORDING USES!

New developments in design make possible the use of these units in applications heretofore not covered in the electronic field. Permoflux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.

Send today for the new Permoflux catalog #J203 for the latest information on the new Permoflux Dynamic Headphones and "Champion" line of Speakers.

PERMOFLUX CORPORATION

4901-J W. GRAND AVE., CHICAGO 39, ILL. • 236 S. VERDUGO RD., GLENDALE 5, CALIF.

Canadian Licensee—Campbell Mfg. Company, Toronto, Canada

Ray Block
Orchestra Conductor



Permoflux High Fidelity
Dynamic Headphone—
Model DHS-17 with Model
No. 1505 Ear Cushion.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

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

JAMES C. McNARY

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

A 43-year background
—Established 1926—

PAUL GODLEY CO.

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

GEORGE C. DAVIS

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

Commercial Radio Equip. Co.

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

A. D. RING & CO.

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

There is no substitute for experience

GLENN G. GILLET

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

GAUTNEY & RAY

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

Craven, Lohnes & Culver

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

McIntosh & Inglis

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

RUSSELL P. MAY

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

WELDON & CARR

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

E. C. PAGE

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

MILLARD M. GARRISON

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

KEAR & KENNEDY

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

A. EARL CULLUM, JR.

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

WILLIAM L. FOSS, Inc.

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

JOHN CREUTZ

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

GUY C. HUTCHESON

P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLMAN

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

LYNNE C. SMESY

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

GEORGE P. ADAIR

Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCEC *

WALTER F. KEAN

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

ADLER COMMUNICATIONS LABORATORIES

Broadcast, Communication
and Television Systems
One Lefevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620



Member AFCEC *

50 kw, ant. from 580 ft. to 530 ft., cond.

WDXV (FM) Spartanburg, S. C. —
Granted CP to change ERP from 11 kw to
9.2 kw, ant. from 395 ft. to 420 ft.,
cond.

KMYC-FM Marysville, Calif.—Granted
CP to change ERP from 4.7 kw to 4.9
kw, ant. from 395 ft. to 150 ft., cond.

WMIN-FM St. Paul, Minn.—Granted
CP to change ERP from 46 kw to 16
kw, ant. from 390 ft. to 320 ft., cond.

Granted Application
Uvalde Bcstrs., Laredo, Tex.—Granted
application for new AM station to
operate on 1490 kc 250 w., unlimited.

Granted Petitions
KRLD Dallas, Tex., and WTIC Hart-
ford, Conn.—Granted petitions of KRLD
and WTIC to intervene in proceeding

re WIVY, Jacksonville, Fla. (to change
facilities from 1050 kc 1 kw-D to 1080
kc 1 kw-LS 250 w-N), to enlarge the
issues; made said stations parties to
proceeding and added following as
issue No. 4: "To determine whether
operation of WIVY as proposed would
involve objectionable interference with
KRLD, WTIC or with any other exist-
ing stations, and, if so, nature and
extent thereof, areas and populations
affected thereby, and availability of
other broadcast service to such areas
and populations."

WTNB Birmingham, Ala.—Granted
petition for reconsideration and grant
without hearing of application to
change from 1490 kc 250 w. to 850 kc
5 kw-LS 1 kw-N, cond.

Granted Mod. CPs

KSOX Harlingen, Tex.—Granted mod.
CP to operate non-directionally with
power of 50 kw from local sunrise at
Harlingen to local sunset at Cincin-
nati, and to specify studio location; no
change in nighttime operation, cond.
(Station now has 1530 kc 50 kw from
local sunrise at Harlingen to LS at
Cincinnati DA and a power of 10 kw
after LS Cincinnati with DA.)

WKVM Arecibo, P. R.—Granted mod.
CP to change location from Arecibo

to San Juan, P. R. (Has license for
1230 kc 250 w and CP for 1070 kc 25
kw DA).

Granted STA

National Bcstg. Co.—Granted special
temporary authority to operate experi-
mental UHF television transmitter on
UHF Ch. 35 (529-530 mc.) at Boca Ra-
ton, Fla. for period Nov. 18 through
Dec. 1; cond. Stated purpose is "to
show good quality of television broad-
casting in UHF" to broadcasters at-
tending NBC affiliates meeting at Boca
Raton Club, where about six UHF re-
ceivers and converters will be installed
to receive broadcasts from an experi-
mental transmitter at Lion's Club, about
1½ miles away.

November 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KBIG Avalon, Santa Catalina Island,
Calif.—Mod. CP as mod. new AM sta-
tion for extension of completion date.

WBGU (FM) Bowling Green, Ohio.—
Mod. CP new non-commercial educa-
tional FM station for extension of com-
pletion date.

License for CP

WORX (FM) Madison, Ind.—License

for CP as mod. new FM station.

WFOB (FM) Fostoria, Ohio—License
for CP authorizing change from 105.5
mc (Ch. 288) to 96.7 mc (Ch. 244) ERP
1 kw, ant. height 85 ft.

License Renewal

Following stations request renewal of
license: WTBC Tuscaloosa, Ala.; KGAN
Kingman, Ariz.; WJOB Hammond, Ind.;
KCON Conway, Ark.; KGEK Sterling,
Col.; WHTT Hartford, Conn.; WBSB
New Smyrna Beach, Fla.; WJBC Bloom-
ington, Ill.; KJFB Marshalltown, Iowa;
KLIC Monroe, La.; WGYU Bangor, Me.;
WTHB Baltimore, Md.; WESX Salem, Mass.;
WBVP Beaver Falls, Pa.; WCDL Car-
bondale, Pa.; WCDT DuBois, Pa.;
WLOG Logan, W. Va.; KXYZ-FM Hous-
ton; KGO-TV San Francisco; WWJ-TV
Detroit, and WXYZ-TV Detroit.

Applications Returned

KXLO Lewistown, Mont. — RE-
TURNED application for assignment of
license from William G. Kelly to Cen-
tral Montana Bcstg Co.

WFLE Fayetteville, N. C. — RE-
TURNED application for renewal of
license.

(Continued on page 99)

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

Salesman

Salesman-announcer for southern network station. Must have experience in sales. Car necessary. Only one position. Established accounts. \$50 per week plus 15% commission. Send complete details. \$600 per month possible. Box 472L, BROADCASTING.

Excellent opportunity for experienced, aggressive radio salesman with ideas and knowhow aged 30 to 45. Top market in east Texas, city 45,000, market 135,000, MBS, established 20 years. An opportunity to make real money and advance. No hot-shots. Need man who knows radio and realizes value of account servicing. KGKB, Tyler, Texas.

Wanted: Experienced salesman in rich one-station market. Give all details in letter and salary expected. Good opportunity. Ideal location. WHFB, Benton Harbor, Michigan.

Announcers

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

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

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

Announcer-engineer needed by CBS outlet in the southwest immediately. For complete information to Box 456L, BROADCASTING.

Announcer-salesman needed immediately by CBS outlet in northwest. Send full particulars to Box 483L, BROADCASTING.

Help wanted: Man to announce mornings, write copy afternoons and handle program department. Must be dependable. Station in south in college town. Salary \$65.00 week for right man. Box 517L, BROADCASTING.

Announcer-salesman: Must be experienced, solid staff man. No personality or DJ work involved. Salary and commission will total guarantee of 65 to 75 to start depending on experience and present earnings. Top independent in one-station town of 25,000, Chicago area. Personal interview and audition necessary. We will pay you upon receipt of letter of application containing complete personal and professional data. Box 520L, BROADCASTING.

Wanted: Experienced announcer for fulltime 250 watt network station east-central Minnesota. Must be able to handle local shows, news and board assignment. Box 525L, BROADCASTING.

Wanted, experienced commercial announcer, nite shift, 50% hours per week, time and a half over 40 hours. Send all particulars and tape or wax audition. All replies answered. Box 530L, BROADCASTING.

Five kw Virginia indie wants cooperative, hard hitting air salesmen. Six day forty hour week, Raytheon board. Tape or disc plus photo and full details first letter including salary expected. Box 541L, BROADCASTING.

Fifteen year old network station. Good small city needs thoroughly experienced, mature, basic staff announcer. Good base pay, half time shift, earn extra parttime sales and service own accounts. Sixty-five to eighty definitely depending on ability and effort. Really good conditions. Record must indicate stability. Must be able to handle Iowa area preferred. Disc or tape returned promptly. Box 543L, BROADCASTING.

Help Wanted (Cont'd)

Announcer-copywriter for young 1000 watt. Opportunity to grow with station. Contact Manager KDKD, Clinton, Missouri.

Need good night man. Prefer experienced personality, but unusual ability can be deciding factor. Copywriting ability desired. Send disc, photo, full information first letter. KGKB, Tyler, Texas.

Combination announcer-engineer for Montana's most modern station. Good future for qualifying ambitious man. Send disc, photo and background. I. A. Elliott, Manager, KRIF, Miles City, Montana.

50,000 watt CBS affiliate needs a staff announcer with a deep good quality voice. Must be stable and congenial. Send letter outlining background and furnish reference. Also send recent photo. Also send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply to KWKH, Shreveport, Louisiana.

Immediate opening, announcer, copywriter. Good salary for the right man. 1 kw daytime, update New York. Please submit background, disc, sample copy, salary requirements and photo. Radio Station WDLA, Walton, New York.

Wanted: Experience staff announcer, must be familiar with RCA board, \$65.00 for 48 hours, send audition, character references, photo WDLA, Panama City, Fla.

Need immediately, a good all-round announcer for 1 kw network station. Wonderful small city. Reasonable living. Congenial. Call or wire WGAI, Elizabeth City, N. C.

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

WOOF, 5000 watt station Dothan, Alabama needs two combination AM and FM announcers at twenty dollars per week for daytime work. Your announcing must be above average.

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

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

Chief engineer, 1 kw Michigan directional. Net affiliate. RCA equipment. Good working conditions. References. Immediate opening. Box 460L, BROADCASTING.

Operator-announcer needed immediately. Experience desirable. Start at \$300.00 based on 48 hour week. Time and a half over 40 hours. Wire full details. Progressive sports minded MBS affiliate. KEMY, Billings, Mont.

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

Help Wanted (Cont'd)

Wanted: Engineer with first phone. 5000 watt CBS station 21 years old. Good hunting and fishing and congenial staff. Station KOLT, Scottsbluff, Neb.

Immediate opening, chief engineer-announcer. 1 kw update New York daytimer. Top salary to the right man. Also, straight engineer. Complete details and disc please. Radio Station WDLA, Walton, New York.

Need immediately, a combination engineer-announcer for network station in Midwest small city on east coast. Must be good morning man. Engineering schedule light. Call or wire WGAI, Elizabeth City, N. C.

Wanted: Transmitter operator with first phone license. Write J. Eric Williams, Radio Station WCAT, Utica, New York.

Immediate opening for engineer with first phone license. Write J. Eric Williams, Radio Station WCAT, Utica, New York.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced first phone engineer who has ability and desire to learn announcing. Guaranteed housing, permanency and good working conditions offered. Excellent opportunity with 250 Mutual station in friendly town. Immediate opening. Phone Manager, WHIT, New Bern, N. C.

Inexperienced? Yet want a job with a future? Contact us—guaranteed chief of one of two stations to be constructed in spring. Trained at WKBI, St. Marys, Pa. Contact Chief of WKBI.

Wanted, first class operator for WKAL, Rome, New York, possibility of future promotion. Agency contact D. T. Layton, WKTV, Utica, New York.

Chief engineer wanted at once. 250 watt Mutual station in small town. RCA equipment all new. Good future for right man. Contact Ed Damron, WPKE, Pikeville, Kentucky.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Va.

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

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

Engineers and combo men needed net area experience as reporter and newscaster. 40-hour week and talent. Write to: Air mail, Engineer, Box 867, Morgantown, W. Va.

Production-Programming, Others

Program director, some air work, preferably musical clock type, good job for dependable man with fresh ideas willing to work hard in mixed independent. Write full details in confidence. Box 527L, BROADCASTING.

Jack of all trades, salesman, announcer, writer to ramrod subsidiary studios. \$260 draw, high commission, plus free hotel room for single man. Start immediately. Box 544L, BROADCASTING.

Newsmen. Gather, write local stories, edit, rewrite wire copy, broadcast. Must have experience as reporter and newscaster. This is a fulltime news job in long established news department of a metropolitan CBS station in Ohio. Salary to outline. Experience first letter. Box 550L, BROADCASTING.

Help Wanted (Cont'd)

Copy man or woman wanted by Virginia station. Experience not necessary, but ability to write and learn are. Person accepted will get a thorough grounding in all phases of station operation. WAYB, Waynesboro, Virginia.

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

TV handyman show wants actor or man handy with tools. Knowledge of woodworking and pleasant personality essential. Write Ohio Advertising Agency, 2300 Payne Avenue, Cleveland, Ohio.

Situations Wanted

Managerial

20 years broadcasting experience. Last 14 as manager. Age 40. Available now. Box 390L, BROADCASTING.

Manager-sales manager now employed commercial station in major network seeks connection community under 30,000. 20 years background radio-news-paper sales and experience opening three major markets. Versed administrative, sales, promotion, programming, continuity. Prefer midwest consider other areas. Available two weeks. Send mature judgment, economical operation, host ideas. Let's get acquainted. Box 484L, BROADCASTING.

Commercial manager, consistent earnings, experienced in New York top rated station. Experience with leading independent. Prior agency and newspaper experience. Leaving present station for more challenging work. Will consider account executive at right figure. Box 810, Richmond, Virginia.

Proven executive ability, 14 years sales experience with New York top rated station. Experience with leading independent. Prior agency and newspaper experience. Leaving present station for more challenging work. Will consider account executive at right figure. Box 810, Richmond, Virginia.

General and commercial manager with background of success is ready for larger operation. Young but draft free (3 years, W.W. II) Came up thru announcing and programming. Now managing major station and doing heavy part of selling. Owner believes I'm ready for bigger job and will be my best reference. Dick Sutter, WCRA, Effingham, Illinois.

Salesman

Steady business. College graduate, 26, with proven radio sales record wants opportunity with radio or television station. Box 516L, BROADCASTING.

Salesman: Can write, announce, program, promote. Agency contact desired. Now in east Texas. Box 552L, BROADCASTING.

Announcers

Newscaster, 2 1/2 years experience, including 2 years 5000 watt CBS affiliate, currently employed network newscroom. Seeks return to broadcasting. Box 346L, BROADCASTING.

Who needs a top young, draft exempt announcer—newscaster, disc jockey? Experienced, now working, available for audition. Desired staff within fifty miles of N. Y. C. Have first phone license. Box 476L, BROADCASTING.

Announcing job, 6 months experience: staff work both AM and PM. Want disc, local news programs. Prefer midwest, south. Married, one child, veteran. Write to: Air mail grad. Box 489L, BROADCASTING.

Experienced announcer. Commercials, news, DJ. Eastern shore. All replies carefully considered. Box 493L, BROADCASTING.

New England independent station, desiring tonight experienced announcer, employed, with smooth expert news and witty DJ, may contact same through Box 512L, BROADCASTING.

Sports announcer, 29, veteran, seven years experience in metropolitan area. Play-by-play basketball, baseball and football. Seek station AM or TV, strong sports background. Send resume. All offers considered. Excellent references. Box 514L, BROADCASTING.

Looking for a good, experienced, all-round play-by-play, staff and salesmen. Have proven experience. Box 525L, BROADCASTING.

Excellent morning man, specialize in all sports play-by-play. College grad. Four years experience. Presently employed in radio. Write immediately. Box 529L, BROADCASTING.

Situations Wanted (Cont'd)

Job wanted as disc jockey. Special kind of Latin American show. Single, New York experience 1 year. Age 30, draft exempt. Will travel. Good ad lib. Will do staff work. Know news and speak Spanish. Box 533L, BROADCASTING.

Excellent announcer, relocate, superb on commercials. DJ, personality, news. Veteran, 4A, married, own car, reliable, experienced, sincere, good voice, diligent. Start \$40,000, no ticket. Box 534L, BROADCASTING.

Announcer-DJ, experienced, 23, draft exempt. Strong commercials, news, music. Excellent references. Ambitious, reliable. Wants to become part of the community. Box 536L, BROADCASTING.

Experienced announcer formerly news editor 1000 watt independent, plenty of board and commercial experience, desires position as news editor or assistant. Tom Craig, NYC UN. 4-8925. Box 537L, BROADCASTING.

Announcer, control board operator. Limited experience but know general radio procedure. Just need the break with the right station. Good voice. Single veteran. 27. Will travel upon receipt of offer. Salary secondary. Box 538L, BROADCASTING.

Basketball play-by-play man available immediately. Have broadcast football and basketball in one of country's leading conferences over a state wide network. Thoroughly experienced in minor league baseball, 9 years radio experience. Desire permanent connection with sports minded station. Air check and excellent references available. Let my air checks speak for themselves. Box 540L, BROADCASTING.

Announcer-sportscaster, 4 years play-by-play experience, college and high school. College graduate, 25, married, draft exempt. Box 549L, BROADCASTING.

Announcer-program director, 5 years experience. Good voice, authoritative, news, smooth record shows, 29, married. Box 551L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Harry F. Calison, 302 S. 55 St., Cicero, Ill.

Announcer presently employed, experienced, draft exempt. Good morning man on console. Can write copy, direct program schedule, also play-by-play sports. Available. No split shifts. Base pay \$75 forty hours. Joe Salvi, 204 High Street, Blackstone, Virginia.

Play-by-play sports-caster, experienced college football, basketball, professional baseball. Newscaster, staff announcer. Presently employed college football. Experience ranges 250 to 50. Interested permanent position. Progressive station, offering better opportunities. Single, veteran, 26. College graduate. State salary. Bill Wright, 243 Lenox Avenue, Wayne, Penna.

Technical

Present chief engineer 10 kw station wishes to relocate, 10 years experience in all phases, AM, FM, TV and radar, both factory and broadcast engineering, also instructing. Best of references. Married, have car. Give full details first letter. Box 459L, BROADCASTING.

Experienced studio-mixer, transmitter maintenance, first phone, young, draft exempt, also combo announcer-disc jockey. Now working, desire locale within fifty miles of N. Y. C. Box 471L, BROADCASTING.

Transmitter engineer, wants permanent position, 4 years experience, ham over 15 years. Box 526L, BROADCASTING.

Experienced engineer-announcer. Good voice. Minimum \$70.00 weekly. Prefer midwest. Box 528L, BROADCASTING.

Radio operator with three years experience available, single, white, prefer south or southwest. Address Lamar Gunter, 107 W. Chicaw, Brookhaven, Miss.

Engineer, seven years Cincinnati station. Prefer middle west or medium south, 49, single, Paul C. Rohwer, 834 Overlook, Cincinnati 5, Ohio.

First class engineer, capable of chiefs duties. Employer going combination, references. Married, family, no bad habits. Clomer Warford, KNEB, Nevada, Missouri.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director. Head complete programming department. Hard worker, dependable. Draft exempt. Excellent references. Box 515L, BROADCASTING.

News editor. Three year man. Journalistic background. Currently employed. East preferred. Box 518L, BROADCASTING.

Well trained newswriter, editor desires job in metropolitan New York. Single, 28, vet, draft exempt. Graduate of Missouri University Journalism School. Box 532L, BROADCASTING.

Attention! Livewire! Experienced gal charged with talent for some lucky PD. Strong on women's programs, DJ shows, copy, some board work. Box 535L, BROADCASTING.

Promotional minded copywriter, scriptwriter, producer and publicity man in the market for east coast situation. Box 539L, BROADCASTING.

Director, highest recommendations legit. Opera films can improve and liven up your shows. Directed top 540L, BROADCASTING.

Radiogenic woman. Writing copy, graves mike work, 33, college degree. Radio certificate. Disc on request. Will write. Available after Christmas. Box 546L, BROADCASTING.

For Sale

Stations

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

5000 watts day, 1000 watts evening. California. Gross \$15,000 year. Asking \$175,000 with half down. Box 511L, BROADCASTING.

For Sale: Station in midwest. 250 watt, fulltime, network. Sale price, \$80,000. Nets \$2000 a month. Complete market. Box 542L, BROADCASTING.

Equipment etc.

Truscon H-30, 295 foot tower. 1 kw GE FM transmitter, monitor and limiter, Magnecorder 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.

For sale. Western Electric compressor amplifier, receiving, transmitting tubes. Box 519L, BROADCASTING.

Complete equipment for FM station. The EBY-24 has a band of 1000000 Hz BF-10-D 10 kw. Transmitter, GE BM-1-A station monitor, 700 feet Andrew 3/4" coaxial cable and other necessary equipment. Contact WTHI, Fort Huron, Michigan.

For sale: One 1000 watt FM transmitter. Complete with excitor of blower fan and one tube. Excitor unit used less than a year and transmitter with cabinets in excellent condition. Any reasonable offer considered. Write to Radio Station KOPP, Ogden, Utah. Outfit includes pre-amplifier, Bliley oven and 108.9 mg crystal.

Wanted to Buy

Stations

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

Wanted-Southeast Florida local or regional, network or non-network station. Replies strictly confidential. Box 510L, BROADCASTING.

Wanted: Person to invest in new small fulltime station in midwest. Excellent opportunity and possibilities. Box 522L, BROADCASTING.

Wanted to Buy (Cont'd.)

Equipment, Etc.

Will pay cash for FM transmitter. Must be bargain. Box 521L, BROADCASTING.

Wanted 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A-A beacon and flasher. Box 488L, BROADCASTING.

1 kw AM transmitter, no modifications or composites considered. Prefer Collins 25V or 20T. Other makes will be considered. Write Box 531L, BROADCASTING, giving make, model, condition, price and all details.

500 watt AM broadcast transmitter in good condition. Give price and complete details. Chief Engineer, KIXL, Dallas, Texas.

Coaxial cable, 330 feet in 20 foot sections, 1 1/2" diameter, 51 ohm. WAUG, Bonair Hotel, Augusta, Ga.

I wanted used FM equipment. 250 watt or 1 kw x'mitter, frequency modulation, monitor, antenna, preferably Collins side mounted ring, 150 feet of Windchamber type 150 antenna. J. D. Bishop, WCTA, Andalusia, Alabama.

Used console. State condition and price, rated for shipment. Contact Bob Smith, WLBG, Laurens, S. C.

Wanted: Self supporting tower 300 feet or 350 feet. Does not have to be insulated. Prefer wide, heavy tower. Tower Construction Co., 107 Fourth St., Sioux City, Iowa.

Help Wanted

Announcers

COMBO MAN

wanted

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

Situations Wanted

Managerial

COMMERCIAL OR STATION MGR.

We have several topflight major market sales producing executives. These men are well known by reputation and record of consistent high billing. Confidential inquiry is invited if your sales problem constitutes a real challenge.

Howard S. Frasier
EXECUTIVE PLACEMENT SERVICE
728 Bond Bldg., Wash. 5, D. C.

Announcers

SPORTS ANNOUNCER

Play by play. One of Nation's Best. Seven Year's Experience in Metropolitan Area. Excel in Basketball, Baseball and Football, Excellent Voice. Finest References. Desires AM or TV Station, strong on Sports. Veteran, 29, \$115.00 Weekly.

BOX 513L, BROADCASTING

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

REX HICHBORN: Announcer - News - Musician. Rex is the versatile announcer-musician who mixes piano ramblings and platters for a delightful DJ. adaption to any station. STRONG on news, copy and board work. DISC OR TAPE ON REQUEST.

AMRAM WHITE- MAN: Radio and TV Copywriter-Scriptwriter-News Editor-Newscaster-Announcer. A. W. D. is an experienced from Columbia U., a playwright, and former teacher of English at Seton Hall College. STRONG on creative programming. Will travel. PUBLICATIONS, TAPE OR DISC AVAILABLE.

THURSTON STABECK: Announcer-Newscaster-Actor-DJ. Formerly WPEP Taunton, Mass. STRONG on farm and religious programs, news and discussion forums. Creative program and copy man. Ready immediately. Will travel. DISC OR TAPE AVAILABLE.

HAL KOCH: Announcer-Newscaster-Copywriter-DJ. Creator of a variety of platter shows, Hal is the kind of go-getter who builds program sales. STRONG on variety shows, Man-in-Street, and continuity. DISC OR TAPE ON REQUEST.

ALLAN GREEN: Announcer-Commentator-Newscaster. The P. D.'s good natured personality when accent is on intelligent music continuity, programming, and easy, smooth announcing. STRONG on news gathering, commentaries, and Man-in-Street show. DISC OR TAPE AVAILABLE.

HOWARD BLAINE: Radio and TV Announcer-Newscaster-Writer-Creative. The breeziest, most saleable, most heart-touching program for children is yours when he joins your staff. What do you send your Pulse rating up? Add Howard to your announcing staff, your audience will love his warm personality. STRONG on TV as well as radio programming. TAPE OR DISC AVAILABLE.

Write or Wire

SRT

SCHOOL OF RADIO TECHNIQUE
R. K. O. Bldg. Radio City, N. Y. 20, N. Y.
Circle 7-0190

SRT men and women are employed in broadcast stations all over the United States.

FOR SALE

250 watt fulltime station in the Pacific N.W. Fine future prospects. Never in the red. Money maker for man and wife combination. \$7500 will handle. Balance of \$12,500 in monthly payments if desired.

Write 524L, BROADCASTING

Equipment, etc.

One kw AM Collins 20 T transmitter, less than two years old. New condition; finest transmitter Collins ever built. Two cubicles insuring low temperature operation. Only apply if you are shopping for quality. Includes spare tubes and tuning unit. Available now. Box 548L, BROADCASTING.

FOR SALE

Western Electric 594B-2 three kw FM transmitter 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 Wexelby Associates—will handle 3 kw—with app. 50 ft. of RG-17/U flexible coax. WHAV, Haverhill, Mass.

EARLY-MORNING remote television starts Dec. 3 on WBKB (TV) Chicago with *Breakfast at Isabel's* starring Ernie Simon. Half-hour feature from 10 to 10:30 a.m. five days weekly is expected to be sold in quarter-hour segments. This is believed to be the first morning remote scheduled regularly in Chicago television.

NEWS POLICIES AND PERSONNEL

Chatfield Reports on Survey

FUTURE for radio news is "brighter" today than at any other time in its history, with news "the number one matter in radio's system of program evaluation." This was the assertion of Ben Chatfield, WMAZ Macon, Ga., retiring president of the National Assn. of Radio News Directors, as he released results of a year-long survey on radio news policies and personnel to NARND members in convention last week.

Speaking Monday, opening day of the three-day meeting at the Hotel Sherman (see separate story this issue), Mr. Chatfield said 303 news directors from stations throughout the country answered a detailed questionnaire sent out on the Associated Press radio wire.

Ninety percent of them favor editorializing on the air, provided it is handled by a trained person "who knows what he is doing." News directors in general believe radio "should and must exercise its right to editorialize," Mr. Chatfield said, adding that some believe radio news cannot be successful without editorializing. "It was almost unanimous that editorials should be distinguished from newscasts."

An "overwhelming" yes was answered by stations in response to the question. Has your news coverage improved during the past

year? Main reasons for improved coverage locally were better wire service material, a more experienced local staff, additional facilities and equipment and—in some cases—addition of trained news people on staff for the first time.

Mr. Chatfield said the majority of returns were from small stations in small towns with the average on-air news time totalling two hours, 25 minutes in an 18-hour day. Two-thirds of those answering said they were not affiliated with newspapers.

News directors, program directors and station managers reported news editors generally are responsible to the station manager. Of the 303, 31 said they reported to the program director.

Ninety percent of the station representatives said the majority of their newscasts are sold, many with clients waiting for time periods to become available. None of the stations has sponsor interference clauses in contracts and more than 90% reported such a clause is not necessary and they will not permit a sponsor to dictate news policy. Rates for news shows are the same as for other programs, with additional charges for production and talent in many cases, Mr. Chatfield said.

From one to three persons handle the news writing, editing and broadcasts at the stations, with news editors or members of the news staff handling all news shows on most of the stations. About 60% of the air work is handled by the news editor of members of his staff and 40% by staff announcers.

Crediting Harold Fellows, NARTB president, and Robert K. Richards, NARTB public affairs director, among others, with helping improve the importance of news at a station, Mr. Chatfield said NARTB is "seriously considering" sponsorship of national news clinics under Mr. Richards' direction.



FIVE-LAP feature stock car race winner at Houston's Playland Park on "Press Club-Day" Oct. 28 is George (Lead-Foot) Peters, KXYZ Houston news director. Mr. Peters (r), shown receiving congratulations from Starter Bill Newkirk, radio director, The Houston Press, whizzed around the track in his No. 11 for a near record time. Race was held for Press Club members.

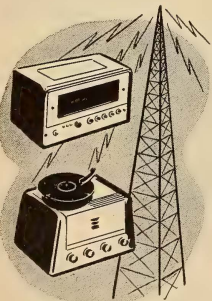
HENYAN TO NPA Heads Components Branch

TEMPORARY appointment of George W. Henyan, a veteran of 33 years service with General Electric, Schenectady, N. Y., as chief of the Components Branch of the National Production Authority's Electronics Division has been announced by J. Milton Lang, general manager, GE Tube Dept.

Mr. Henyan has been manager of the company's Industrial and Transmitting Tube Division for three years. He was incorrectly identified in Nov. 5 issue of BROADCASTING • TELECASTING as assistant to Dr. W. R. G. Baker, GE vice president and general manager in charge of electronics. Mr. Henyan was Dr. Baker's assistant from 1943 to 1948.

Mr. Henyan joined General Electric as an engineer on its test engineering program in Schenectady in 1916. He served with the armed forces from 1917 to 1919 and transferred to the Central Station Dept. as commercial engineer after the first war. In 1921 he entered the Radio Dept. of GE and has remained in the electronics field.

EQUIPMENT FOR SALE?



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

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

Situations wanted, 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

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

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

California \$32,500.00

A fulltime network station showing a fair profit and consistent increases in gross and net. A beautiful area and an attractive market.

Carolinas \$85,000.00

One of the fine properties of the Carolinas. This station has an excellent record of steady earnings. Valuable real estate and quick assets included. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

St. Louis Strike

(Continued from page 23)

end the existing plan prevailed.

The matter of sick leave was bitterly argued. The union is understood to have insisted on right to accumulate leave to one year, with only requirement being a certificate from a union physician. Management asked the right to have its own physician examine the employee on a reasonable basis. Stations did not want to guarantee seniority up to a year on the ground all employees of a station could be sick for a year without losing seniority. Management asked a guarantee of replacements.

The final contract signed by the joint committee provides three weeks of sick leave the first year, cumulative to six weeks at the end of the fourth year minus whatever time is lost from illness.

The existing three-week vacation is continued.

The security clause was an important issue in negotiations. Each side agreed to write a clause for submission to National Labor Relations Board, with both accepting NLRB's verdict.

Work will be scheduled for each man 30 days in advance. The daily eight-hour work period is to be scheduled inside a 10-hour slot, with 72 hours notice required before a trick can be moved one hour forward or backward.

Twelve holidays were asked by the union but the existing six-holiday plan prevails. Provision for expenses on remotes or for trips between studio and transmitter remains the same.

Mr. Volas was quoted Thursday as saying the breakdown in contract negotiations was due to "an arbitrary and reactionary stand of the management group." Management spokesmen, on the other hand, said they had felt negotiations were moving along satisfactorily and termed the strike a surprise to the committee.

George M. Burbach, general manager of KSD-AM-TV, said technicians were back on the job at 8:10 a.m. Thursday, 40 minutes after the station withdrew from joint negotiations and told the union it would accept its terms aside from the security clause. Normally KSD takes the air at 5:30 a.m.

The KSD-TV test pattern took the air at 8:15 a.m., right on schedule.

KSD agreed to leave details of the security clause up to a two-man group comprising Mr. Jacobs and Monroe Roberts, secretary of the St. Louis Newspaper Publishers Assn. The station was not believed to have considered this clause an important issue but the union took an opposite viewpoint.

A pre-negotiation conference was held in Washington Nov. 10, it was learned. Participating were Chairman Sloan and William E. Ware, KSTL, for the management group and D. W. Tracy, international president, and other executives for the union.

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 15

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
All Stations	2,300	2,287	130	130	289	107
FM Stations	642	553	30	2	9	2
TV Stations	108	90	18	1	453	171

* On the air.

(Actions of the FCC start on page 91)

Docket Actions . . .

FINAL DECISION

KFXD Nampa, Idaho—Frank E. Hurt & Son Inc. FCC issued decision granting application for change from 580 kc 1 kw fulltime DA-DN, to 580 kc 5 kw fulltime DA-N; conditions. Granted Nov. 15.

DECISION AND ORDER

WRIA Caguas, P. R.—Inter-American Radio Corp. FCC issued decision and order adopting initial decision which rescinds Commission's order of Nov. 13, 1950, revoking license of WRIA [BET, Nov. 12, Oct. 15, 1951, Nov. 20, 1950].

OPINION AND ORDER

W Q A N Scranton, Pa.—Scranton Times Co. FCC granted motion to reopen record re application for CP to change from 630 kc 500 w, daytime, to 1540 kc 250 w, fulltime; vacated and set aside initial decision [BET, Oct. 11]; remanded proceeding to Hearing Examiner Hugh B. Hatchison for further proceedings to afford applicant opportunity to present evidence with respect to network affiliation of WSCR Scranton and requirements of affiliation contract. Order Nov. 9.

Non-Docket Actions . . .

TRANSFER GRANTS

KAFP Petaluma, Calif.—Granted consent to transfer control Petaluma Bestrs., licensee, from Harold A. Sparks, Vernon V. Sparks and Forrest W. Hughes to V. A. Linder, M. E. Linder and William Exline through sale of 198 shares of stock for \$30,000. V. A. Linder is a farm landlady, Blackhawk County, Iowa, and former production and continuity supervisor KEX Portland, Ore. M. E. Linder is employee of U. S. Dept. of Labor, and Mr. Exline is employee of KSLM Salem, Ore. Decision Nov. 15.

WR-AM-FM Butler, Pa.—Granted consent to transfer control Butler Bestg. Co., licensee, from Sara E. Rosenblum, executrix of estate of David H. Rosenblum, deceased, to Sara E. Rosenblum, Joel W. Rosenblum and Union Trust Co. of Butler (guardian of Ray Harris R. Rosenblum) under devices of will of David H. Rosenblum (FCC ROUNDUP, Nov. 5). No monetary consideration. Granted Nov. 15.

New Applications . . .

AM APPLICATIONS

North Bergen, N. J.—Balter Radio & Television Corp., 1220 kc 250 w daytime; estimated construction cost \$25,000, estimated first year operating cost \$57,924, estimated first year revenue \$80,000. Stockholders (each with 25% interest) are: President Leslie Balter, president and 43% stockholder Jersey City Technical Institute Inc. (radio and television school); Gladys Balter, secretary-treasurer and 2% stockholder Jersey City Technical Institute, and Jean Balter, wife of Stanley Balter. Filed Nov. 9.

Linton, Ind.—Henry C. Sanders and Norman Hall, 950 kc 500 w daytime; estimated construction cost \$25,000, estimated first year operating cost \$25,000, estimated first year revenue \$45,000. Partners are Mr. Sanders (75%), majority owner WBNL Booneville, Ind., and Mr. Hall (25%), minority owner WBNL. Filed Nov. 13.

Baton Rouge, La.—Capital City Bestg. Co., 1280 kc 1 kw daytime; estimated construction cost \$29,000, estimated first year operating cost \$25,000, estimated first year revenue \$100,000. Equal (50%) partners are Jules J. Paquin, president and 50% owner WBOK New Orleans, La., and president and 45% owner KWSL Lake Charles, La., and Stanley W. Ray Jr., vice president, general

manager and 50% owner WBOK, and secretary-treasurer and 42.5% owner KWSL. Filed Nov. 14.

Abilene, Tex.—Key City Bestg. Co., 1220 kc 250 w daytime; estimated construction cost \$18,700, estimated first year operating cost \$32,400, estimated first year revenue \$54,000. Partners are Effie O. Whisenant (80%), owner of farm and residence, Abilene, and W. O. Stewart (20%), partner Stewart & Stewart Radio Engineers and transmitter operator KBWD Brownwood, Tex. Filed Nov. 14.

Benton, Ark.—Benton Bestg. Service, 690 kc 250 w daytime; estimated first year operating cost \$8,700, estimated first year revenue \$40,000. Equal (25%) partners are W. Richard Tuck Jr., general manager KVMA Magnolia, Ark., Lavelle Langley, commercial manager KVMA, Roy M. Fish, partner in law firm of Bolin, Lowe & Fish, and James C. Branch Jr., sales manager Branch Motors Inc., Springhill, La.

TRANSFER REQUESTS

KDAS Malvern, Ark.—Assignment of permit from David M. Segal to Malvern Bestg. Co. to enable key employees to have share in business; employee incentive only reason for assignment of permit and no monetary consideration involved. After assignment, interest would be held by Mr. Segal (51%), Thomas F. Alford (20%), manager

WSHB Texarkana, Tex., Leslie Eugene Abrahamson (10%), announcer KTFB, Edward M. Guss (10%), manager WGVW Greenville, Miss., and Ernest W. Hackworth, Jr., manager KFFB.

WSIP Paintsville, Ky.—Assignment of license from W. Howes Meade, t/ras Big Sandy Bestg. Co. to Ted Arnold Silverly (50%) and Escomb Chandler (50%) for \$75,000. Mr. Silverly has 8.75% interest in WSPC Somerset, Ky., and Mr. Chandler owns 2% of WSPC Paintsville Dry Cleaners & Laundry, Paintsville, which he operates. Mr. Meade transfers, has 70% interest in WSPC Somerset. Refiled Nov. 14 (originally filed Oct. 18, but returned).

V. Whisnand for \$150,000. Messrs. Baker and Beaman each own 50% of WMA Nashville, and Mr. Whisnand is commercial manager WKDA (CLOSED CIRCUIT, Nov. 5). Filed Nov. 14.

Appliance Dealers

(Continued from page 26)

ers themselves, he said, pointing out that "you have the electric washing machine to take the place of the washtubs, the electric drier that outdoes the clotheslines," etc.

But among "reasons" for non-use of radio and TV, he said, the one that "tops them all" is the argument that "my business is different." He pointed out that an almost countless number of businesses are using the broadcast media successfully and that although businesses differ in operating details their objectives are basically the same: to sell merchandise or services at a reasonable profit.

AVA RESCUED

New Organization Formed

AMERICAN Vitamin Assoc. Inc., Hollywood, revitalized with new capital, was saved from possible receivership last week. U. S. District Court approved formation of Thyavals Inc., by a group of Seattle investors to carry on sales, promotion and merchandising of firm's three vitamin products, Thyavals, Orvita and Formula 621 under AVA trademark, paying royalties for that privilege.

Lloyd H. Daviscount, Homer Snowden, and associates were given an option to buy 51% stock in AVA [BET, Nov. 12].

New Capitalization

Under the setup the new corporation will have initial capitalization of not less than \$25,000 with additional \$100,000 to be obtained as working capital. Mr. Daviscount heads Thyavals Inc. in Los Angeles. George S. Johnson, former AVA president, heads the new sales organization.

AVA early this month petitioned in Los Angeles to reorganize under Chapter 11 of the Federal Bankruptcy Act. The firm's liabilities were given as nearly \$750,000 with assets of \$350,000.

Formerly a heavy TV user, products now will be promoted on a more conservative basis.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Ridgeaway

SLOW POKE

On Records: Pee Wee King—Victor 21-0489; Roberta Lee—Decca 27792; Helen O'Connell—Capitol 1873; Hawkshaw Hawkins—King 998; Tiny Hill—Mercury 5740; Ralph Flanagan—Victor 20-4373; Art Mooney—MGM 11115; J. Watson—Rich-R-Tone 1025; John Gordy Sextet—Bullet 1099.

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



WVAM FIRE

On Air Day Later

WVAM Altoona, Pa., 1 kw CBS outlet, returned to the air at 10 p.m. Wednesday with temporary equipment, after the plant had been gutted by fire early Tuesday morning. Damage was estimated at \$87,000.

With all Altoona stations lending a hand in the emergency, WVAM set up a 250 w Tempco transmitter. George Burgoon, chief engineer of WFBG, led the crew assisting WVAM's staff.

George Hayes, Altoona consulting engineer, worked through Tuesday and Wednesday without sleep to direct the technical job. Bill Butterworth, WVAM acting chief engineer, was in charge for the station. Mr. Burgoon, dispatched from WFBG, led the group of competing stations.

Gates transmitter, studio equipment, frequency monitor and all control equipment were destroyed. Office records, transcription library and other recordings escaped damage.

Temporary equipment was installed in one of the three usable rooms left in the WVAM building, located in the high Columbia Park section of the city. CBS line and the long cable to the tower were not damaged.

R. G. Walter, general manager, and Will Union, commercial manager, were notified of the fire at 4 a.m. Tuesday at the William Penn Hotel, Pittsburgh, where they were attending the NARTE District 3 meeting. They drove to Altoona at once to take charge of the salvage job and arrange quick return to the air. All equipment needing replacement has been ordered by WVAM.

PHIL DAVIS EXPANDS

Miss O'Brien Joins Firm

PHIL DAVIS Musical Enterprises, New York, producer of jingles and spots, last week enlarged its headquarters and its executive staff.



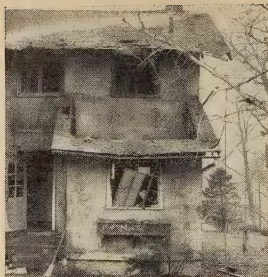
Miss O'Brien

The firm, which is located at 1650 Broadway, took over the recently vacated Milton Berle offices to add to its own suite.

Frances O'Brien, formerly with Tom Fisdale and the Earle Ferris offices, has joined the organization as advertising director and in charge of sales promotion.

Sponsors 'Carol'

A. O. SMITH Corp., Milwaukee (industrial manufacturer), will again sponsor Charles Dickens' *Christmas Carol* with Lionel Barrymore as Scrooge over Mutual network, Sunday, Dec. 23. Agency is Henri, Hurst & McDonald, Chicago.



THIS is what remains of WVAM Altoona, Pa., after a Tuesday fire destroyed studios and all equipment, but the station was back on the air Thursday in three still usable rooms with help of a temporary transmitter.

WIN ELECTIONS

Radiomen Capture Votes

TWO BROADCASTERS were elected to the bench at the recent Pennsylvania balloting—Louis L. Kaufman, WCAE Pittsburgh, and John Morgan Davis, WIBG Philadelphia. Other radiomen also have been elected to public posts in current elections.

Mr. Kaufman is a newscaster and attorney. He was elected Allegheny County court judge with an 18,000 vote margin over his nearest opponent, amassing a total of 249,000 votes. He has been in Pittsburgh radio 28 years, always having a high rating, and is currently heard on WCAE at 1 p.m. and 6 p.m., five days a week.

Though he ran for nomination without the backing of the Republican organization, Mr. Kaufman topped the party's ticket and almost won a place on the Democratic slate during the primary as a write-in candidate. He credits his listening audience with the fine showing.

WCAE added this comment in announcing the election, "Kaufman has been sold out completely for some time on all 10 of his airings."

Mr. Davis is vice president and general counsel as well as an important stockholder in WIBG. He was elected judge of Common Pleas Court No. 4, defeating the incumbent, Judge Tom Bluet.

Entering radio in 1935 as part owner of WIBG, Mr. Davis sold his interest in 1939 but has continued as vice president, general counsel and director. In addition he is president and principal owner of WALL Middleton, N. Y., and secretary-stockholder of WAEB Allentown, Pa. In the mid-'40s he was general counsel of NAB.

His political and civic career includes a long list of activities as well as general and labor relations law practice in Philadelphia. In



Mr. Davis

RADIO NEWSMAN

Role Is Defined At SDX Meet

RADIO occupies a pre-eminent role among news media but radio newsmen were warned Thursday not to be smug. The place of radio and TV in the overall news picture was discussed in a forum held by Sigma Delta Chi, national journalism fraternity, holding its annual convention in Detroit.

Theme of the convention was the battle to preserve freedom of information.

Moderating the radio-TV news panel was Mitchell V. Charnley, U. of Minnesota. Panel members included Jack Shelley, news manager of WHO Des Moines; Ted Koop, CBS Washington director of news and public affairs; L. J. Bormann, news director, WCCO Minneapolis, new president of National Assn. of Radio News Directors, and Sig Mickelson, CBS Television news and public affairs director (story page 27).

Messrs. Shelley and Bormann strongly dissented to the contention that TV news will "crowd out radio newscasting." Mr. Shelley said three out of five Iowa adults prefer getting news from radio compared to a third who prefer TV (see Iowa survey page 46). He predicted "nobody is ever going to find a better medium in the field of electronics for rapidly, completely and understandably reporting a summary of the day's news events—local, state, national and worldwide—than the voiced newscast which some of the best newsmen in the world have hammered out as a tried and true format during the last 20 years. It's a format that's pretty hard to beat. I think it's a little early to hold a funeral for it."

Mr. Bormann conceded TV's "exceptional job" on such events

1944 he was a Presidential Elector for Franklin D. Roosevelt. He has been active in Pennsylvania politics and has held important posts in state and local organizations as well as legal associations.

Technicians at KDKA Pittsburgh and their wives currently rule the political roost in a small Pennsylvania country village—thanks to election ballots cast by many of Saxonburg's 500 residents.

The village "fathers" comprise Herb Irving, transmitter supervisor, as Burgess; Kenny Walborn, transmitter engineer, councilman; E. M. Sollie, engineer, school director and treasurer; and Mrs. Irving and Mrs. Sollie, as school director and minority elections inspector, respectively.

The staffers established their homes in Saxonburg about 20 years ago, about the time KDKA constructed its first 50 kw transmitter there. While the transmitter site subsequently was moved, the staff remained in the village.

Charles Warren, general manager of WCMi Ashland, Ky., has been elected a city commissioner.

Harold J. Frank, manager of WSLB-AM-FM Ogdensburg, N. Y., has been elected an alderman in the city's third ward.

as the Kefauver hearings and Japanese peace treaty but questioned TV's ability to compete with radio on spot news breaks that are "the meat and potatoes of our trade."

Attention to the rapidly rising audience for top TV newscasters was directed by Mr. Mickelson, who added that a shortage of trained personnel exists in the TV news field. He said the boasts of radio men were "whistling along the last mile." Mr. Koop took a more moderate stand, stating there was room for all media, and that each had its own advantages. He noted that the 15-minute Douglas Edwards news show has over 125 man hours behind each quarter-hour.

Must Protect Freedom

The need of protecting freedom of information came up during the Thursday night meeting and was expected to appear again Saturday during the resolutions sessions.

Alexander F. Sykes, executive editor of the *Syracuse Herald-Journal* (WSYR-AM-TV) and president of the American Society of Newspaper Editors, said the American press should demand that Congress give it legal access to records of federal agencies. He deplored gradual extension of "censorship powers" to all department heads, as authorized by President Truman's September order.

Lee A. White, public relations director of the *Detroit News* (WWJ-AM-TV), in the keynote address opening the convention Thursday, also lashed out against government censorship.

upcoming



Nov. 18-21: Public Relations Society of America, fourth annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.

Nov. 21: Maryland-District of Columbia organization meeting, Emerson Hotel, Baltimore.

Nov. 22-24: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg. Ottawa.

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

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

Dec. 5-7: NARTE Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

GIVEAWAY RULES

Court Test Seen

LEGALITY of FCC's rules on giveaway programs may be argued in a special three-judge court in New York before the end of the year. That is the hope of network and FCC attorneys following a meeting in New York two weeks ago.

Giveaway rules—which would effectively ban much of that type of program on the air, according to network officials—were promulgated by the FCC in 1949 [B•T, Aug. 22, 1949], following an oral argument on the subject in 1948 [B•T, Oct. 25, 1948]. ABC, CBS and NBC immediately went to the U. S. District Court for the Southern District of New York to challenge the legality of the rules. At the same time Radio Features Inc., package producer, asked for and got a restraining order in the U. S. District in Chicago.

Following the Chicago Court's action and the imminent similar action by the New York court, the FCC postponed the effective date of the new rules pending the outcome of court tests.

The giveaway rules are an FCC interpretation and clarification of Sec. 1304 of the U. S. Criminal Code dealing with lotteries. The rules are Sec. 3.192 for AM, 3.292 for FM and 3.692 for TV.

In essence, the rules specify that a giveaway program will be considered a lottery if the winner has to do the following among other things: (1) Listen or view the program involved; (2) have in his possession the sponsor's product; (3) reply to a question, the correct answer to which has been announced during the program involved; (4) answer the telephone or write a letter in a manner prescribed during the program.

Present at the meeting of attorneys were: Benedict Cottone, FCC general counsel; Max Goldman, FCC assistant general counsel; Alfred McCormick of Cravath, Swain & Moore, representing ABC; Max Freund, CBS; Dudley B. Tenney of Cahill, Gordon, Zachary & Reindel, and Thomas E. Ervin, representing NBC.

NBC Rate Plan

(Continued from page 23)

vice president and director of TV production.

Thursday afternoon—Meeting of affiliates.

Friday—Closed meeting of affiliates and network officials for discussion of questions raised by the affiliates.

Friday night—Banquet, with comics Dean Martin and Jerry Lewis heading the entertainment.

On the subject of the All-Industry Affiliates Committee's attack on the NBC plan, one network official last week ran down the list of AC statements and offered these observations.

To the AC statement that radio



MEMBERS of the all-radio Affiliates Committee sat for their first committee picture during their Nov. 8-9 session in New York, when they canvassed research problems with Robert Elder, research expert and consultant, and then, turning to NBC's new basic economic plan, explored that revolutionary blueprint and condemned its principal features [B•T, Nov. 12].

L to r: Seated, John Patt, Goodwill Stations; Clair R. McCollough, Steinman Stations; Committee Chairman Paul W. Morency, WTIC Hartford; Mr. Elder, consultant;

Walter J. Damm, WTMJ Milwaukee. Standing, G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S. C.; Edgar Kobak, consultant, owner of WTTA Thomson, Ga., and board chairman of BAB; Ben Strouse, WWDC Washington; Hugh Terry, KLZ Denver; Kenyon Brown, KFFT Wichita Falls, Tex.; Richard Fairbanks, WIBC Indianapolis; Robert D. Swezey, WDSU New Orleans. Committee members absent: George Storer, Fort Industry Co., and Leonard Kapner, WCAE Pittsburgh.

rates should be based on each station's own circulation, without regard for any competing medium, he said NBC's plan does use radio circulation as a base, but also includes a TV factor on the ground that "we can't pretend realistically that TV is not a factor." But he said NBC is confident that "we'll still have substantial rates for radio even when there is 100% TV saturation."

The network official had no fault to find with the Affiliates Committee's rejection of the theory that a radio home automatically becomes a non-radio home whenever a TV set is installed.

"In fact," he added, "we said it first."

Formula Necessary

To the AC assertion that "no arbitrarily computed formula can effectively measure the values of hundreds of radio stations, each operating under the special conditions of its own market," the NBC spokesman insisted that some formula is necessary in order to "divide the rates up fairly," and that NBC is certain its formula is a fair and realistic one.

On AC's statement that "the basic reason for the existence of national networks is to provide national coverage," the official pointed out that no network has ever required an advertiser to use 100% of its affiliates. Further, he said, where NBC formerly required a network advertiser to use at least 50 stations, including 29 "must-buys," the new plan makes it necessary for him to buy more than 50 but gives him freedom of choice as to which ones he wants to use.

The network executive agreed with the Affiliates Committee as to desirability of selling on a 13-week basis, but insisted that advertisers unable to afford such ex-

penditures "should not be denied the opportunities of getting into radio" according to their ability and needs. For that reason, he said, the NBC blueprint offers certain programs on a one-time-or-more basis.

WARD FORMS FIRM

Offers Research Service

NEW firm to offer "complete service in marketing, media and opinion research" has been formed by James A. Ward, for the last 11 years vice president, research director, and general manager of Crossley Inc. The new company, J. A. Ward Inc., has offices at 8 W. 40th St., New York.

On the theory that "in an era of rapidly changing market and media conditions, too little information has been developed on the efficiency of advertising," he said the new company is "developing and testing several qualitative techniques to assist the advertiser in better evaluation of his selling effort."

MOVIE 'RED' PROBE

May be Resumed Soon

CONGRESSIONAL probe into alleged Communist influences within the motion picture industry may be re-opened by the House Un-American Activities Committee before next January, it was revealed last week.

While no date has been set, the committee may hold two or three days of hearings before Congress reconvenes next January, according to Frank S. Tavenner Jr., committee counsel. Public hearings would be held in Washington.

Upwards of 15 witnesses from the film industry are being sought to testify, Mr. Tavenner said, upon serving them with subpoenas. The committee held hearings in Washington and Hollywood last spring and summer.

RCA tube distributors are offering dealers and servicemen three-ring leatherette binder at no extra charge when they purchase RCA service data literature costing them \$10 or more.



ROOSEVELTS DISCUSS WINS; ELLIOTT, RIVERS FORM FIRM

REPORTS Elliott and John Roosevelt, sons of late President, about to announce purchase of 50 kw WINS New York (on 1010 kc) dubbed premature Friday by James D. Shouse, chairman of Crosley Broadcasting Corp., owners of New York station.

Mr. Shouse said he had had purely tentative conversations with Elliott Roosevelt about WINS—as he has had with number of others during last few months. None of conversations has gotten to serious point, he said.

Meanwhile, partnership of Elliott Roosevelt and E. D. Rivers Jr., Georgia broadcaster, in new company to produce motion pictures and lease transmitters and equipment to TV stations disclosed.

TV films will be produced in color, Mr. Roosevelt said, predicting full color TV on nationwide basis “within two or three years.” Until then pictures can be used black-and-white.

Company plans to offer transmitter and studio equipment to small stations on lease basis, in effort to meet new stations' initial financial problems.

Mr. Roosevelt also said he was joining Mr. Rivers in TV applications for Atlanta, Valdosta and Savannah, perhaps other stations in Georgia. Mr. Rivers already TV applicant for Atlanta and is owner of stations WEAS Decatur, WGOV Valdosta, WJIV Savannah, all in Georgia, and KWEM West Memphis, Ark.

Mr. Roosevelt is associated with brother John in New York radio-TV production firm, and with Mr. Rivers' father, former Georgia Governor E. D. Rivers, in TV application for Miami, not yet filed [B•T, Aug. 20]. Gov. Rivers owns WOBS Jackson, Miss., and WLBS Birmingham.

TRANSFERS REPORTED TO FCC LAST WEEK

SALE of controlling interest in KWFC Hot Springs to Walter E. Hussman, publisher of *Camden* (Ark.) *News* and owner of KAMD Camden and KCMC Texarkana, Ark., reported last week. Mr. Hussman paid \$60,000 for 75% interest in Hot Springs station (on 1340 kc with 250 w), buying out Dr. N. B. Burch and family. Clyde Wilson, Hot Springs businessman, who founded station in 1939, retains 25% interest. Mr. Hussman will be president, Mr. Wilson remains vice president.

Purchase of WDHL Bradenton, Fla., for \$55,000 from Manatee Broadcasting Co. (L. E. Jacobson) to Trail Broadcasting Corp. also reported last week. Trail company subsidiary of Land-O'Lakes Broadcasting Corp., licensee of WILE Cambridge, Ohio.

Controlling interest in KBIS Bakersfield was bought from Marmat Radio Co. by Hal Brown, manager of KMJ Fresno and one-time manager of KERN Bakersfield, for undisclosed sum, it also was reported.

Sale of KREM Spokane from Cole E. Wylie to Louis Wasmer, Pacific Northwest broadcaster, for \$255,000 was disclosed Friday with filing of application for FCC approval. Mr. Wasmer now owns KSPO Spokane but is selling 250 w station (on 1230 kc) to group headed by two Seattle radio station employees for undisclosed amount. Mr. Wasmer also owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.

WHAS ASKS GAME ON TV

LIFTING of National Collegiate Athletic Assn. television ban on Kentucky-Tennessee football game Nov. 24 at Lexington asked Friday by Victor A. Sholis, vice president-director of WHAS-AM-TV Louisville, in telegrams to NCAA TV Committee and presidents of all Southeastern Conference colleges.

TV ban would deny million persons in three states chance to see top game of day, he said, pointing out there's no other game in Louisville area that day and area is blacked out from NCAA's game of day. WHAS-TV and WSM-TV Nashville plan to pool equipment and set up Lexington-Louisville relay. Conference presidents were to meet Sunday in Birmingham.

FOUR RA-TEL STATIONS MOVE TO PEARSON CO.

WITHDRAWAL of Ra-Tel Representatives Inc. from active solicitation of radio and TV advertising confirmed coincidentally with announcement Friday that four stations formerly represented by Ra-Tel have appointed John E. Pearson Co. and that two of its staff have joined Pearson New York office. Spokesmen said Ra-Tel will continue to bill and collect on orders handled.

Former Ra-Tel-represented stations naming Pearson for representation are WHOO Orlando, Fla.; KLOU Lake Charles, La.; WKYB Paducah, Ky., and WDAV Savannah, Ga.

Personnel moving from Ra-Tel to Pearson are Raymond F. Henze Jr., account executive, and Ada Alfred, who will supervise contract department. Ra-Tel spokesmen said all former staff members now employed elsewhere. Two other stations formerly represented by Ra-Tel, WNOE New Orleans and KNOE Monroe, La., have named H-R Representatives [B•T, Nov. 12].

District 1 Asks Political Safeguards

“URGENT NEED” for relief of radio and TV broadcasters from responsibility for statements in political programs voiced by NARTB District 1 at last of annual district meeting series (see political story page 25). Resolution adopted at concluding session in Boston Friday (early story page 30).

Rights and responsibilities of radio and TV licensees in connection with political programs should be cleared up, district contended, calling on NARTB “to take all necessary steps to secure early passage of clarifying legislation.”

District 1 urged prompt Senate action on NARBA agreement; enactment of McFarland Bill; commended Craig Lawrence, WCOP Boston, district director, along with Oliver Gramling, Associated Press, and NARTB President Harold E. Fellows as well as staff executives. Other resolutions opposed Benton Bill and condemned industry tactics such as rate-cutting, holding they undermine broadcasting's economic position.

Members of Resolutions Committee were Gerald Harrison, WMAS Springfield, chair-

PEOPLE...

FRED CUSICK, assistant timebuyer, Dancer-Fitzgerald-Sample, N. Y., moving to Cunningham & Walsh, N. Y., as chief timebuyer in radio and television, succeeding Jerome (Jerry) Feniger, who starts at CBS Radio Spot Sales on Nov. 26.

EUNICE DICKSON McGARRY, assistant time buyer, Harry B. Cohen, agency, N. Y., to Doherty Clifford & Shenfield, N. Y., as timebuyer.

CHARLES A. BATSON, NARTB's TV director up to last summer, joins Broadcasting Co. of the South as director of TV, headquartered at WIS Columbia, S. C.

SAMUEL F. JACKSON, formerly of WPIX (TV) New York and the *New York Daily News*, and ROGER A. O'CONNOR, formerly of William Esty & Co. and *U. S. News and World Report*, have joined Avery-Knodel Inc., station representative firm, as account executives in television and radio departments, respectively.

VINCENT MEADE, assistant to director of program sales CBS Radio network sales department, appointed assistant director of research CBS Radio Spot Sales, effective immediately. With network since Feb. 1949, Mr. Meade began in rating services division of radio network research department.

THOMAS H. CALHOUN, WEEI Boston—CBS O&O station to radio-television department, N. W. Ayer & Son, N. Y., in executive capacity.

MAC WARD to ABC Chicago as radio network account executive from sales at WBBM (CBS) same city.

BERT LOWN, vice president of Muzak Corp. and general manager of Muzak's Associated Program Service, joins CBS-TV station relations department under Fritz Snyder, national director. Mr. Lown was widely known bandleader and songwriter of '30s and wrote “Bye Bye Blues” and “You're the One I Care For.”

DR. VLADIMIR K. ZWORYKIN, RCA vice president and technical consultant, married Dr. Katherine A. Polevitzky, professor of science at U. of Pennsylvania. Couple left Thursday on a round-the-world trip during which Dr. Zworykin will deliver series of addresses.

man; Robert Booth, WTAG Worcester, Hervey Carter, WMUR Manchester; J. Maxim Ryder, WBY Waterbury, and Arnold T. Schoen, WPRO Providence.

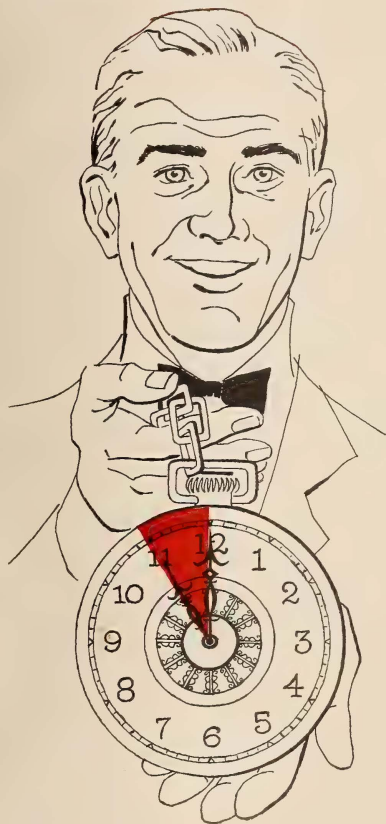
Speakers at two-day meeting included Richard P. Doherty, NARTB labor relations director, who conducted management-cost clinic; Mr. Gramling; Edgar Kobak (see story page 36).

William B. Ryan, president of Broadcast Advertising Bureau, conducted sales clinic Friday afternoon. Aiding him were Kevin Sweeney, BAB general promotion manager, and Lee Hart, head of Chicago office.

John W. Guider, WMOU Berlin, N. H., suggested copies of Benton resolution be sent to each NARTB member in district, with members to send copies to Representatives and Senators. Suggestion was adopted.

Television discussion was conducted by panel consisting of Mr. Fellows, on TV nationally; Raymond F. Guy, NBC manager of radio and allocations engineering, on UHF; James T. Milne, general manager of WNHC-TV New Haven, on medium-size markets.

CAN YOU IMAGINE?



between 11 PM and MIDNIGHT...

43% of all sets in the area in use instead of the
usual 10 or 15% in this time period?*

83% of these families viewing WLW TELEVISION?*

WELL IT'S TRUE!!!

"FAMILY THEATRE"—this new series of first-run
on TV movies is telecast in Cincinnati, Dayton
and Columbus, 11:10 P.M., Sunday through Friday.
Opening picture was "The Story of G I Joe" with star
Burgess Meredith on hand for the Hollywood
type premiere promoted and exploited
in true WLW-TV style.

ANOTHER — HIGH RATED

LOW COST FEATURE OF

WLW - TELEVISION

The Nation's TV Stations

*Survey by WLW Research

WLW-T
CINCINNATI
OHIO

WLW-D
DAYTON
OHIO

WLW-C
COLUMBUS
OHIO



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD