

TELECASTING

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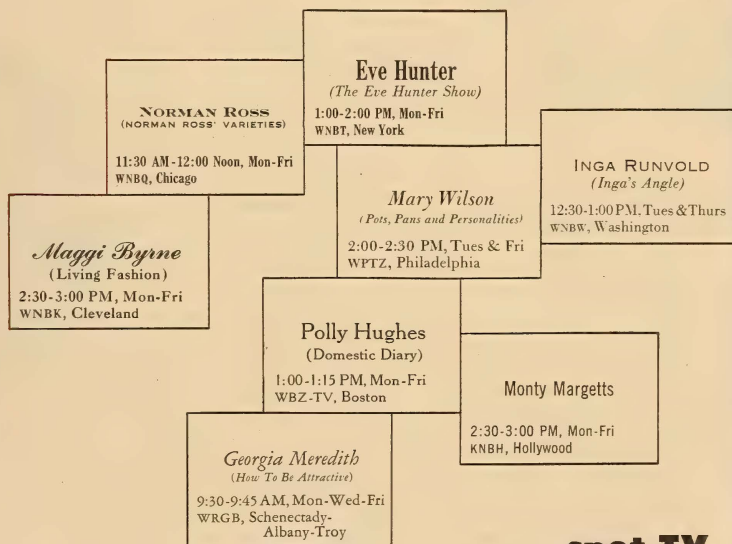
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in our

7th
year

want to meet the lady of the house ?



...spot TV opens her door—and sells!

With these calling cards, you get a personal introduction to the large daytime woman's audience in the 7,233,000 TV homes in eight of the nation's largest markets . . . via the top-ranking woman's programs.

These eight great salesmen-entertainers are welcome guests in your customers' homes. Experts in their respective fields . . . fashion, decoration, cooking, beauty, etc . . . they're all entertainers. Their product endorsement is the go-ahead-and-buy signal for thousands of eager shoppers.

There's a place for you on any one or all of these top loyal-audience programs. Your nearest NBC Spot Salesman will be glad to tell you how inexpensive they are . . . how solidly they can deliver your sales message for you.

NBC SPOT SALES

New York Chicago Cleveland San Francisco Hollywood

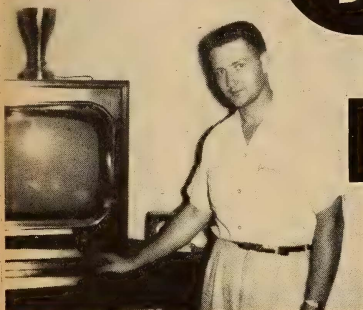


"PARIS, ILLINOIS, is a channel 6 town!"

LEONARD H. WOLFE, Television Dealer
112 Madison Street, Paris, Illinois

You get a
BIG BONUS IN SETS ON

WFBM-TV
INDIANAPOLIS

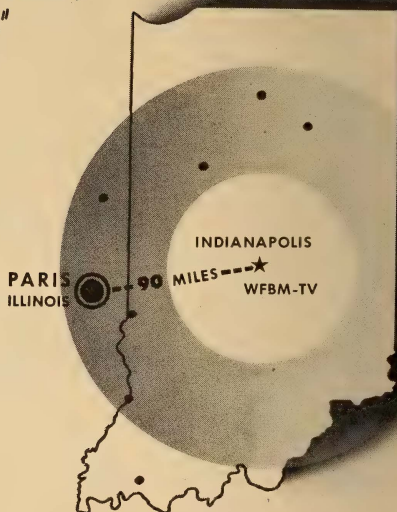


**"PARIS and DANVILLE, ILLINOIS,
are both WFBM-TV towns."**

ROBERT A. FREY
Box 215
Paris, Illinois

● Hear about WFBM-TV's big PLUS? Advertisers on Indiana's First Station get a *real* buy: First, because high-income Indiana is one of the nation's best markets . . . second, because 187,250* TV sets are already installed inside this station's 60-mile area . . . and third, because WFBM-TV, Channel 6, delivers a BIG BONUS in sets *outside* where thousands of set-owners tune in ONLY WFBM-TV.

In Paris, Illinois, about 90 miles away, and in Paris' Edgar County, dealers estimate over 200 TV sets are already installed, with more being added every day. Dozens of other cities and villages and thousands of farms—many even farther away than Paris—have additional sets beamed to WFBM-TV exclusively, too!



How about your clients? If they really want to *sell*, they'll thank you for selling them on WFBM-TV's BIG BONUS BUY!

*Source: BROADCASTING-TELECASTING, November 26, 1951

WFBM Radio Is First in Listening, Too!

★ *FIRST in the morning!* ★ *FIRST in the afternoon!*
★ *and a GREAT BIG FIRST AT NIGHT!* 50% more listeners at night than any other Indianapolis station.

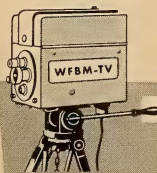
* Hooper Ratings, February through April, 1951.

First in Indiana



WFBM-TV

Channel 6, Indianapolis



REPRESENTED NATIONALLY BY THE KATZ AGENCY



TV CODE SURVEY

Over Half Favor Adoption

OVER half of TV stations favor early adoption of the proposed NARTB Code provided routine changes are made, judging by a cross-section study of TV stations by BROADCASTING • TELECASTING.

Strong feeling exists, however, that important rewriting is necessary before stations should commit themselves to a document carrying powerful penal provisions, judging by the opinions of those opposed to the code or convinced it is far from ready for final approval.

The BROADCASTING • TELECASTING sample includes replies from only one member of the Television Program Standards Committee headed by Robert D. Swezey, WDSU-TV New Orleans. Most committee members have indicated they advocate adoption of the code, with refinements, at an early date.

Many of the TV station operators gave their opinions for background purposes but refused to be quoted. This was especially true among those opposed to the code or convinced that it needs overhauling.

Of 17 replies from the BROADCASTING • TELECASTING sample, 10 took definite stands in favor of the code though most of them expect it to be refined before the NARTB TV board meets Dec. 5-7 in Washington.

Dislike Present Version

Four respondents favored adoption of a code but were unwilling to sign the present version, or one closely resembling it.

Three stations definitely stated they would not sign a code of the type proposed by NARTB and approved in principle by about three-score stations at a Chicago membership meeting Oct. 19 [B•T, Oct. 22].

Among those who want to see the code adopted next week by the TV board are several who say they are counting on a thoroughly revised document on the basis of suggestions from the NARTB TV membership and other sources.

There appeared general feeling among code proponents that it would be better to adopt a code next week in order to head off Congressional action looking toward censorship than to delay final action. Some of these code proponents belittle the flaws and concede that numerous changes will be necessary from time to time.

Respondents in the sample at-

tached varying degrees of importance to suggested code changes as pointed out in this publication [B•T, Nov. 12, 5].

Code advocates in general assumed the TV board will take cognizance of all ideas and some point out that NARTB is studying all suggestions. They feel the board will come up with a final code that will be about as good a job as can be done at this stage of television's development.

A difference of opinion is noted on the action taken by the TV membership at Chicago. Where one code advocate insists the member stations voted unanimously for the principle of the code and agreed to every article in it, an opponent says the Chicago action merely

asked that the code be placed before the board so it could take final action.

Some bitter comment came from non-NARTB members in the sample, including two major metropolitan operations. One caustically observed that the code was instigated last June at a meeting of all stations, but non-members had nothing to do with the actual code writing though the seal can be subscribed to by non-members.

Legal Problems

Another non-member station argued that many provisions of the code are not legally acceptable, including the antitrust problem which the code committee construed as a calculated risk.

This station opposes any penal

action by a board on which competitors might sit, and it would not want to sit on such a board dispensing penalties to a competitor. Like others not in favor of the current code, the station feels its ethical standards come up to those of the proposed standards.

Then there is the position taken by H. Dean Fitzer, general manager of WDAF-AM-TV Kansas City, not an NARTB TV member. Mr. Fitzer said WDAF-TV would subscribe "wholeheartedly" to the code because it goes "even farther than the proposed code in certain restrictions."

He added, on the other hand, that "any code adopted must be on the basis of a moral, voluntary accept-

(Continued on page 152)

TV APPLICANTS

FCBA for 'Lumped' Hearings

CONTINUATION OF FCC's present practice of throwing all TV applicants for the same city into one hopper is urged by the Federal Communications Bar Assn. following the lifting of the three-year-old freeze in recommendations to be submitted to the FCC soon. Also suggested is the institution of a "cut-off" date to protect applicants from late filings.

Proposals, drafted after a six-month study by FCBA's Practice and Procedure Committee, were accepted by the executive committee of the association Nov. 8.

Most significant recommendation is that concerned with treatment of VHF and UHF applicants for the same city. There has been a great deal of speculation whether the Commission would lump all applicants together. Many attorneys have suggested that they be separated. Also suggested has been the idea of considering applications on a channel basis, whereby those applicants for a frequency not sought by others could be granted without hearing. This is the practice in standard broadcasting.

The thought of the FCBA committee is that consolidating all applicants for facilities in the same city would save time. Separating them into VHF and UHF groups, or by frequencies, would entail more hearings and thus more time.

Only qualification to this recommendation is the committee's suggestion that if an applicant speci-

fies a VHF or a UHF channel only, he be considered only for the wavelength indicated.

The cut-off date is recommended after a 60-day "grace" period following the end of the TV freeze to allow new applicants to file and present ones to amend their applications. The committee suggested that no applications filed after the cut-off date be considered until action has been completed on the "protected" early applicants.

Other Recommendations

Among other recommendations, the committee suggested that Sec. 1.387 of the FCC Rules be modified to forbid any new applicants from being included in a hearing if they file less than 40 days before the hearing date. Present regulation permits anyone filing an application to be consolidated in a hearing if he files at least 20 days before the hearing date.

FCBA's Practice and Procedure Committee consists of Leonard H. Marks, chairman; W. Theodore Pierson, James A. McKenna Jr. and Percy H. Russell Jr.

Text of the recommendations follows:

(1) In a competitive hearing all applicants should be considered as requesting television facilities rather than specified frequencies regardless of the channel specified in the application. The Commission should designate the channel to be assigned to each successful applicant in the same manner that these assignments were made in competitive FM hearings. This procedure will be applicable in communities where VHF and UHF assignments have been intermixed. If this procedure is not

followed, an applicant who specifies a VHF channel might be denied such even though he was to be preferred over another applicant who happened to specify a UHF frequency. However, if an applicant states that he is to be considered only for a VHF channel, the Commission will accept this designation. The same condition would apply if an applicant states that he is to be considered only for a UHF channel.

(2) Upon the lifting of the "freeze" 60 days shall be afforded to all persons to file new applications or to revise applications previously submitted. During this interim, the Commission will take no action on any pending application for new television facilities.

(3) It is recommended that a cut-off date be established at the end of the 60 day period to which reference is made above. All applications filed prior to the "cut-off date" will have a protected status and no application filed subsequent to the "cut-off date" will be considered with those filed earlier. This protected status will continue until such time as the Commission has acted upon these applications either by designating them for a hearing or by granting the applications.

(4) For all applications filed prior to the "cut-off date" have been processed, the Commission will return to its normal processing procedure and take up applications filed following the "cut-off" period.

(5) In order to encourage the resolution of conflicts in hearing cases, it is recommended that protected status be given to petitions for leave to amend and for withdrawal resulting in elimination of a conflict. Such petitions for reconsideration relating to applications filed prior to the "cut-off date" shall be placed in a special processing line and shall be afforded a protected status in the manner discussed in paragraph 2.

(6) Similarly, amendments resolving conflicts shall be freely permitted during the time that an application is under consideration and prior to the expiration of the "cut-off" period.

(7) When a case has been assigned for hearing, it is recommended that the existing 20 day rule (1.387) be extended 40 days (before final application is... time to prepare for hearing.

FOOTBALL TV

POLICY-MAKERS in college athletics huddled over new charges of "commercialism" in sports but turned up their noses at the intricate problem of controlled football telecasts last week [B*T, Nov. 19, 12].

They passed up two chances, one in Chicago where the National Collegiate Athletic Assn.'s council met Tuesday and Wednesday and another in Washington, D. C., where the American Council on Education's special committee on athletic policy held a pow-wow Monday and Tuesday.

NCAA's nose, however, got a sharp tweak from the U. of Pennsylvania, which called for an end to the football TV experiment, and demanded that rights be returned to the colleges next season.

Later in the week, Kentucky Gov. Lawrence Wetherby asked the Justice Dept. to break up the NCAA's "illegal conspiracy." Complaint was in regard to NCAA's refusal to permit telecasting of the Kentucky-Tennessee game last Saturday.

WHAS-TV Louisville's attorney, Neville Miller, planned to take the issue to the Dept. Friday.

Spelling out Penn's complaint was the university athletic director and bitter foe of controls, Francis T. Murray. He petitioned the Eastern College Athletic Conference to permit the membership to enter contracts for TV individually and with opponents.

Writes to Bushnell

Mr. Murray said he had written Asa S. Bushnell, the ECAC commissioner, requesting that a resolution be presented at the conference's Dec. 14 conference, calling for individual contracting in TV for the membership.

Commissioner Bushnell was non-committal on Mr. Murray's widely-publicized complaint, saying that the request would be considered at the annual conference. He indicated that there is no way to tell what turn the conferees would take and that he, as the commissioner, can only recommend that the 91 members consider the proposal.

In Chicago, Ralph Furey, co-chairman of the NCAA TV steering committee, gave the NCAA's policy-making council a verbal "situation report." No comment was reported on the Pennsylvania stand.

Similar procedure was reported from Washington, where the American Council on Education's special committee on athletic policy was given a fill-in on the NCAA TV picture. A spokesman for the group said the question came up but the group "decided not to go ahead" with discussion.

The next big NCAA meeting, at which time the TV question may come up, will be after the college football season, Jan. 6, at the annual convention in Cincinnati.

Mr. Murray said the TV plan as

projected by NCAA was "a bad example of commercialism in collegiate sports." Penn is a pioneer in football TV, having had its games on the video screen for 11 years. The school, an attendance leader, was off 15% as of last week in comparison with average figures of other years. However, this year it is part of the NCAA's TV-by-dribbles-only plan.

Mr. Murray offered a seven-reason explanation why both ECAC and the NCAA should give TV back to the individual schools. They were briefly:

1. The control plan has given rise to widespread public dissent against NCAA institutions and their intercollegiate athletic programs.

2. Commercialism in sports is a

Penn Blasts NCAA

spectre when NCAA forces people to pay on the line at the stadium by denying them the chance to televise football.

3. As in radio, each school should be permitted to make its own arrangements.

4. Each school should make its own arrangement subject to approval of its opponent.

5. NCAA and also ECAC would be possible defendants, should the government file an anti-trust suit similar to that pending against professional football.

6. Colleges receive gifts from alumni and friends and "we are not justified in excluding the general public from the privilege of seeing our athletic contests over television."

7. Centralized national control is



DISCUSSING merits of various rating systems are these research executives at dinner meeting held by Television Assn. of Philadelphia [B*T, Nov. 19]. L to r: Clarence L. Jordan, executive vice president, N. W. Ayer & Son; James W. Seiler, American Research Bureau; Arthur Borowsky, program chairman, Television Assn.; Laurence Roslow, Pulse Inc.; Albert E. Sindlinger, National Radco Corp.; Franklin S. Roberts, vice president, Television Assn., and TV director of Wil Roberts Adv.

TV WORKERS

UNEMPLOYMENT trend in some 50 New York, Chicago and Philadelphia home radio-TV receiver plants has slackened perceptibly since last summer, E. T. Morris Jr., chairman of the Electronics Production Board, reported last Wednesday.

Mr. Morris based his report on figures compiled by a special Electronics Task Force set up by the Defense Production Administration late last September. He is chairman of the five-man group, which comprises key industry representatives, and the National Production Authority's Electronics Division.

Estimates at that time placed unemployment for electronics plants in those three cities at roughly 50% of pre-Korean levels. His group is studying ways and means of alleviating unemployment, with particular emphasis on placement of defense work in those plants.

In Chicago, 17 out of 36 firms actually reported an increase of 1,687 employes on Nov. 1, 1951, compared to employment rolls for July 1, 1950. The remaining 19 companies showed 4,306 workers in a similar period comparison.

Unemployment Trend Seen Slackening

New drop was 2,619 employes between July 1, 1950, and Nov. 1, 1951, with 26,493 working on the latter date compared to 29,112 on July 1 last year.

New York-Phila. Area

A relatively higher unemployment rate obtained for companies in the combined New York-Philadelphia area, though a different set of periods were used—Oct. 1, 1950 and 1951. As of last Oct. 1, 14 firms in that area reported 4,205 fewer employes than a year earlier, with only one firm showing an actual increase (100 workers).

Employment rolls for set plant employes in this two-city area amounted to only 5,615 last October compared to 9,820 for Oct. 1, 1950. DPA officials ascribed this relatively high decrease partly to use of a later 1950 date and stressed the relative unemployment rates for New York-Philadelphia

contrary to the basic principles of free institutions.

Penn had been blacklisted by NCAA earlier this year for bucking the experiment plan. But when its football opponents threatened to withdraw recognition the university went along with NCAA and was re-instated in good standing.

In other areas of the NCAA's controlled football telecast world, there were these developments:

● **Radio - Television Mfrs. Assn.'s** sports broadcasting committee noted in a report released today that the "fallacy" in NCAA's policy lay in "the fact that college football has enjoyed phenomenal success with the development of television." RTMA's sports unit found public pressure, backed by press and TV stations, resulting in a slight "modification" of NCAA's plan (see story, page 36).

● **Creating a stir** was the request from Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville, that the NCAA permit the station to telecast the Kentucky-Tennessee football game last Saturday. Game was a sell out and no other game was being played that day in the Louisville area. It also was an NCAA "blackout" date for the area.

● **NCAA okayed** a telecast by WTAR-TV Norfolk of the Oyster Bowl charity grid classic between Duke and Virginia Polytechnic at Forman Field, Norfolk, a fortnight ago. Station carried the game as public service. It was presented by the Shrine's Khedive Temple for the benefit of Richmond Children's Hospital.

● **College football** was telecast coast-to-coast last Saturday with the Michigan-Ohio State game at Ann Arbor, Mich., on the NCAA-Westinghouse-NBC-TV collegiate network. NBC stations carrying

and Chicago are not comparable. Employment was influenced largely by the post-Korea boom and peaks were not reached until the first quarter of 1951 at the earliest, DPA said. In any event, Chicago came up with a relatively low 10% employment cutback against about 43% for the eastern cities.

Companies reporting reflect manufacturing entities and do not include plant subsidiaries. That is to say that Motorola and other companies each are listed only once in the breakdown of unemployment for Chicago, which has a heavy concentration of electronics plants, and for New York-Philadelphia.

The figures make no mention of any possible strike factor in unemployment for these three cities, similar to an alleged lockout at Westinghouse Electric Corp.'s Bowling Green, Ky., plant as charged by the CIO electrical workers' union.

Among those serving on the task force which prepared the figures are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; William Balderston, Philco Corp.; Daniel Arnold, IUE-CIO, and M. F. Darling, IBEW (AFL) Chicago.

the event from Boston to San Diego totaled 39, with potential TV audience set at more than 35 million.

Mr. Sholis' request of NCAA also went to the Southeastern Conference for clearance. Obtaining clearance, the station, supported by the public, both university presidents, Gov. Wetherby, the two Kentucky Senators and members of Congress from the area, attempted to contact Max Farrington, director of men's activities at George Washington U. in Washington, D. C., and a member of the four-man steering body of the NCAA-TV committee.

In order to carry the game, Mr. Sholis pointed out that the station would have to relay the game 60 miles from Lexington, where the game was to be played, to Louisville.

When Mr. Farrington "refused to answer my phone calls and won't even discuss his action," Gov. Wetherby said he wired Attorney Gen. J. Howard McGrath, saying:

"I am convinced this suppression amounts to an illegal conspiracy and restraint and demand immediate action."

Edwin S. Reynolds, NCAA TV program director, had notified the president of Kentucky U. Thursday that NCAA would not permit the game on TV.

He said "there is obviously no other opportunity to schedule another blackout in Louisville."

However, Gov. Wetherby said it was "unthinkable" that a "small committee" of athletic directors should thus hold a veto. Sen. Earle C. Clements (D-Ky.) also wired Mr. McGrath.

ADDS CBS SHOWS

WGN-TV Continues DuMont

CONTRACT was signed last week by WGN-TV Chicago and CBS Television providing that network features be carried by the Chicago Tribune station for two years unless CBS acquires its own local outlet before then. WGN-TV, now affiliated with DuMont, carried CBS TV shows until a year and a half ago when WBKB, owned by Balaban & Katz, became the network affiliate. WGN-TV will carry only those shows not telecast by WBKB because of local commitments.

Five shows have been slated thus far, but more will be added later, Frank P. Schreiber, general manager of WGN Inc., reported. He and Herbert Akerberg, vice president of CBS Television in charge of station relations, handled negotiations.

Shows which start today (Monday) are *Strike It Rich*, Colgate-Palmolive-Peet Co.; *Love of Life*, American Home Products, and *Search for Tomorrow*, Procter & Gamble. Beginning next Monday, the station will carry Mike Wallace and Buff Cobb, former Chicago radio performers, and Mel Torme.

WGN-TV will continue to carry DuMont shows, serving as its Chicago outlet and originating station, Mr. Schreiber said.

DuMONT CHANGE

Donald Stewart Heads New Film Dept.

ESTABLISHMENT of a film department for the DuMont Television Network under Donald A. Stewart, long-time DuMont executive and a veteran of the motion picture world, was announced by Chris J. Witting, director and general manager of the network, in a statement released for publication today (Monday).

DuMont is arranging to act as distributor for a number of series of films made expressly for video use, Mr. Stewart said Friday. Many companies have made pilot series of 13 or more programs, he said, which can be scheduled for initial periods of 13 weeks or more, with further installments being made as needed. DuMont also is negotiating with producers of regular theatre motion picture films for TV rights to both feature films and short subjects and has already secured the video distribution rights to a number of British films, he reported.

Stating that the new unit will

NEW FILM PACT

Official Films, Roach Sign

LARGE scale production of TV films for national and syndicated sales was heralded by William R. Goodheart Jr., president of Official Films Inc., upon conclusion of negotiations last Tuesday with Hal Roach Jr., vice president in charge of productions for the Hal Roach Studio.

Agreement calls for "the creation of the first combination of a major producer with a major distributor" in the TV film field.

The William Morris Agency, representing Mr. Roach in the transaction, will handle national sales of the films produced, it was explained. A number of shows has been scheduled with four shows planned for immediate production.

Majority of the films will be produced at the Hal Roach lot in Hollywood, it was indicated. The studio, covering 18 acres with 90,000 sq. ft. of stage space, now is devoted exclusively to TV film production.

Hal Roach Jr. owns and produces *Rocket Squad* for Philip Morris; and the Stu Erwin show, *Trouble With Father*, for General Mills. Also in production are *Amos 'n' Andy*, *The Lone Ranger*, *Beulah* and *Mystery Theatre*.

It was noted by Official Films that the Roach Studio is the first major TV film producer to "operate in the 'black'."

Official Films said its firm now is producing a large number of films in the U. S. and abroad which will be ready for showings within the next few months. The current program, according to Official Films, "augmented by the Roach association, will result in the production of the greatest number of TV films for national, regional and local sponsorship yet contemplated by any organization."

serve both the DuMont owned-and-operated stations and the network's affiliates, Mr. Witting noted that the programming and economic attractions of films are becoming increasingly appealing to the affiliated station operators. "We are setting up this new unit primarily to meet their requirements at relatively low costs," he said.

Strong Local Shows

"Through films," Mr. Witting said, the DuMont affiliates "can spot strong programs in their station's local time periods. And, equally important, through repeat presentations, they can make a strong filmed program available to a sponsor at relatively low cost—an obvious advantage to new stations that will be coming on the air in the years immediately ahead."

Mr. Stewart worked as a motion picture salesman and a movie theatre circuit owner from the end of World War I until 1938, when he left a western theatre chain to turn to television. Since then, except for a year of war work when he supervised motion picture entertainment for hospitalized service men in 478 Red Cross theatre installations, he has concentrated on TV.

Starting with DuMont in the transmitter sales department and becoming manager of its northern division, Mr. Stewart in 1948 was transferred to the company's broadcasting activities as manager of WDTV (TV) Pittsburgh. He moved into the network's New York headquarters in May of this year.

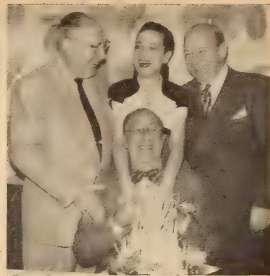
GINGER ROGERS

Signed by CBS TV

STAGE and screen actress Ginger Rogers has signed a long-term exclusive contract with CBS Television Network, it was announced last week by Hubbell Robinson Jr., CBS TV vice president in charge of programs. While complete details of the agreement were not revealed, it was understood the contract is for five years or more and that Miss Rogers will receive better than \$1 million during that period.

Network announcement added that Miss Rogers—currently appearing in Broadway comedy "Love and Let Love"—will begin a half-hour weekly television series for CBS Television after April 1. The star will be featured as dramatic actress, dancer, singer and will act as m.c. plus appearing in adaptations of her screen roles.

Miss Rogers' contract with the network made no mention of radio, but it was understood that if she appears on radio, she will do so on CBS Radio.



TAKING TIME out for a 65th birthday celebration during rehearsal for his appearance on NBC *All Star Revue* is Ed Wynn, (seated). Well-wishers are (l to r): Norman Blackburn, director of television operations, NBC Western Division; Dorothy Lamour, who appeared as guest on the program; Hal Kemp, of William Morris (talent) office.

PACKARD BUYS

Plans Wide Film Use

PACKARD MOTOR Car Co. will sponsor a filmed television series produced by Bing Crosby Enterprises according to an announcement Wednesday by Everett Crosby, president of BCE.

Program will be based on an original film series called "Cry of the City" and later renamed "Rebound." Although specific markets are not yet known, the series will have widespread distribution, probably on a non-network basis, it was reported.

Deal was concluded last week in Detroit, with final signing scheduled to occur within several days following the announcement. Packard Motor Car Co. was represented by Le Roy Spencer, executive vice president; Hugh Hitchcock, advertising manager; and Louis Maxon and S. James Andrews, president and radio and television director, respectively, of Maxon Inc., agency for Packard. Mr. Crosby, Basil Grillo, executive vice president, and Charles Brown, vice president in charge of sales, represented Bing Crosby Enterprises.

About 13 films in the series already have been completed in Hollywood and another 13 are in production at RKO-Pathé Studios there. Bernard Girard, who produced "Cry of the City," will produce all sequences in the new series as well as write and direct the majority of them.

SAG-Producer Talks

CONTRACT negotiations between Screen Actors Guild and the major motion picture producers were reported to have continued last week [B*F, Nov. 19]. It was indicated SAG plans shortly to enter into negotiations with independent producers, with the possibility of doing so before talks are concluded with the major studios; similar demands being made by SAG of both groups.

WHITE HOUSE

News Media Facilities Included

SOON after the first of the year the completely rebuilt White House in Washington will resume business as the President's home, equipped for sleight-of-hand installation of two radio-television-movie studios in as little as 15 minutes.

Work of reconstructing the Executive Mansion is nearing completion and installation of furnishings is expected to start by February.

When the job is done, the White House will be the only public building in the country where a mobile TV truck can drive alongside the structure, plug in short cables and start picking up service from scientifically lighted studios that only a few minutes before had been entirely free from electronic and lighting gear.

Networks Pay Share

The two off-again-on-again studios will be the diplomatic reception room and what White House officials refer to as "Broadcasting Room." The latter will be used mainly for radio, TV and movie pickups, under present plans.

Key to the new setup is an elaborate hookup of cables and receptacles, much of which has been paid for by networks and newsreel companies which drew the plans cooperatively.

Nearest comparison is the series of conduits and plugs installed in the House of Representatives chamber for pooled pickups.

Broadcasting Room is the original White House kitchen, with low vaulted ceilings and two fireplaces. The fireplaces were left in place when a modern kitchen was installed elsewhere. The room will be used both as a conference and broadcasting room, with sofas and

lounge chairs as well as an old pine table and a great hutch built from old White House rafters at the time the building was reconstructed in 1815-17.

Key item in the room will be a desk previously used on the second floor. Silk and linen damask drapery will be installed at windows with a coarse textured hand tufted rug on the floor, both in a mustard-gold color. Sofas and some of the chairs have been re-covered in black leather and the lounge chairs are re-upholstered in hand woven English tapestry.

The diplomatic reception room has been draped with fabric reclaimed from the first floor.

In both rooms radio-TV-movie personnel will have easy access to a series of boxes and receptacles concealed in the walls. In the ceilings will be concealed receptacles

and nipples for quick installation of lighting fixtures.

Storage space will be provided for lighting fixtures and other equipment which will remain at the White House at all times.

Current custom, for radio-TV-newsreel pickups at the White House, calls for a remote TV truck outside the President's office. Long mazes of power lines and other wires are run through a door, which can't be closed during the hours required to set up equipment or even during the actual Presidential performance.

Easy TV Remotes

With the new studios, a remote truck of the network selected to handle the pickup will drive right up to the side of the White House, saving many minutes and even hours of installation time because

of the convenient outdoor receptacles.

Since 99% of Presidential programs call for the Chief Executive to sit or stand at a fixed point, the small White House rooms are adequate. Only production problems will involve setting up such props as flags and official seals.

Normally TV technicians like 80-100 foot candles of light for these programs. Movies use about 300 foot candles, but as a rule the newsreel record short excerpts of a speech before the actual broadcast-teletext gets under way.

Only two microphones are used for the pooled programs. These feed everyone, including newsreels. The rostrum used by the President is equipped with three lights to indicate which TV camera is operating at the instant.

Some talk was heard of installing permanent ceiling fixtures but officials felt these would mar the beauty of the room and the low arched ceilings raise practical problems.

In case of emergency, the new setup will be somewhat of a production man's dream. Those who have handled White House programs recall such events as the outbreak of hostilities in Korea, when notice was given at 6 p.m. that a speech would start at 10:15 p.m. It took wild scrambling, but the gear was in place and operating.

The diplomatic room was the scene of President Roosevelt's famed "Fireside Chats."

Naturally those who handle Presidential programs would like to have a permanent White House studio fully equipped for quick feeds to network control rooms and on out to the world. In the absence of such facility, they'll settle for the nearest substitute—the receptacle-dotted walls of Broadcasting Room and the diplomatic chamber.

WBAP-TV NEWS FORMULA

17-Man Staff Makes a Winner

NARND award to WBAP-TV Fort Worth for the nation's outstanding presentation of television news in 1951 has assured that station's newsroom of its second news-gathering accolade within the short space of three years.

While the *Star-Telegram* outlet won the honor largely on the strength of its five-a-week motion picture newsreel series, *The Texas News*, the newsroom has compiled a list of other news program successes.

The award was announced during the annual convention of the National Assn. of Radio News Directors in Chicago a fortnight ago [B•T, Nov. 19]. It was accepted at the convention dinner Nov. 14 by James A. Byron, WBAP news editor.

WBAP-TV won the first television news award ever presented by the association—in 1949, one year after officially beginning operation.

Other News Programs

Among other news programs prepared by the 17-man WBAP-TV staff are *News Final*, telecast daily; *Noontime News*, five-a-week series; and the equally frequent *Sports With Sherman*.

But *The Texas News* is the staff's pride and joy. It's a 10-minute program aired Tuesday through Friday and Sundays at 6:45 p.m. Motion pictures are shot by WBAP-TV cameramen, processed in the station's film laboratory and edited in the newsroom. Commentary is written by staff writers.

Comprising the executive staff are Mr. Byron, pioneer radio and TV newsman and veteran newspaperman, who is in overall charge of *The Texas News*; Doyle Vinson, newspaper veteran of 20 years, editor for the program; Wayne Brown,

who is assistant newsreel editor; Bob Bassindale, newsreel assignments chief; James Kerr, who heads up WBAP-AM-TV's Dallas news bureau; Lillard Hill, narrator of *The Texas News*; and Lynn Trammell, in charge of newsreel music transcriptions.

While WBAP-TV scans the Fort Worth-Dallas area for all spot news, its reporter-cameramen frequently cover stories throughout the state and even outside Texas in areas for which Texans make no proud claims.

The station's 1951 video coverage log reads like a chronology of top events in any major Texas newspaper. Included were such events as Gen. Douglas MacArthur's visit to the Lone Star State, the inauguration of Governor Shivers, the Olney tornado, the legislature's crime probe hearings, sailing of the Army's 2d Armored Division from Galveston and the 50th anniversary of the Spindletop oil field near Beaumont.

Newsmen also covered the slaying of Texas badman Jim Thomas of Fort Worth in Durant, Okla., as well as maneuvers of naval reserve airmen from North Texas in the Caribbean Sea.

But by far the most dramatic presentation aired on *The Texas News* this year was a sound-on-film story of the Dallas "love burglar," Fred Felix, who was sentenced to the electric chair.

Play-by-play motion pictures of several Southwest Conference football tilts point the staff's sports coverage, under sponsorship of Humble Oil & Refining Co. After processing, editing and writing commentary, the finished products are distributed for Sunday showings on WBAP-TV and five other Texas TV outlets.

MENEFFEE CASE

FCC to Hear Dec. 14

HEARING on revocation of radio-telephone and amateur radio licenses of Henry W. Menefee, of Madisonville, Tex., who allegedly operated an unlicensed television station and rebroadcast KPRC-TV Houston programs in his community, was set by the FCC last week for Dec. 14 in Houston. Comr. George E. Sterling will hear the case.

Mr. Menefee was cited by the Commission last May. A hearing was ordered in August.

In his response to the Commission's action, Mr. Menefee said he had been persuaded to build and operate the television station as a "booster" to help the sale of TV sets in Madisonville, which is 90 miles from Houston. He said the man promoting the project assured him that "everything had been taken care of" with regard to FCC authorization and permission from KPRC to rebroadcast its programs.

KLAC-TV Suit

GOOD CHANCE of out-of-court settlement exists in plagiarism suit brought against KLAC-TV Los Angeles by Seymour Berns and Tom Barron, according to attorneys for the latter. Suit was filed Oct. 29 in Los Angeles and charged the station and three others with appropriating their "Willie Wonderful" program idea [B•T, Nov. 5]. Others named were Bracken Productions, which produced the puppet TV film series now being telecast on KLAC-TV; Scott-DuMont & Lowman, distributors of package; Martin Gordon, given writing credit on series.

Christmas Drive

TOTAL of 62 TV stations are carrying weekly 15-minute program, *The Boy's Railroad Club*, as part of Christmas advertising campaign for A. C. Gilbert Co., New Haven, Conn. (American Flyer Trains, Erector, other Gilbert toys). Sunday newspaper supplements and comic and national magazines also are being used. Agency is Charles W. Hoyt Co., Inc.

FILM COMMERCIALS

'No Good Cheap Job'

By SANDFORD JOHNSON

CIRCUMSTANCES surrounding the making of a TV commercial usually are predicated on two things: The cost and the effect. Both are very closely related.

The prime purpose of any TV commercial is to sell and to sell forcefully in a very short space of time. In order to accomplish this, the commercial must visually portray the product being sold and at the same time be complimented by a strong selling message either by direct dialogue or voice-over narration. These, of course, are prime, but also elemental factors.

The approach to the good commercial takes place on paper where a script writer develops a story through his knowledge of the subject and his own ability. Since the early days of TV commercials three years ago the script writer in general in advertising agencies has learned a great deal in connection with translating copy into a visual medium.

This is improving rapidly and has been augmented in many

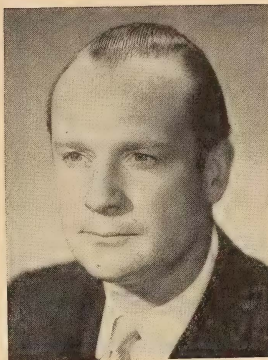
agencies by men with long experience in the production of motion pictures. Hence, we have two factors: The motion picture producer, whose knowledge and technical skill in producing a motion picture has been complimented by the ability of copywriters to translate forcefully the selling message in 60 seconds.

Wide Price Variation

Therefore the component parts that make up the good commercial are predicated primarily on originality and thought and technical execution by the producing company. The price of a good commercial can vary tremendously. It is predicated on numerous ramifications that make up a commercial. One thing can be stated with certainty: There are no bargains price-wise in getting a first class commercial. The top technicians in the business are all well-paid and nothing but top technicians can properly produce a first rate TV commercial. This means from your prop man to your head editor, director and cameraman.

So, in summation I would say a first rate commercial consists of originality and thought, plus the ability of the producer, plus the budget supplied by the client to support the above two elements. There is no good cheap commercial on film.

However, let us take a hypothetical 60-second TV spot and we will assume that we have the same



SANDFORD JOHNSON, author of the accompanying article on film commercials, is president of Seaboard Studios Inc., New York, which he formed in May 1949 after a business career in another field. He was vice president of Francort, Dodge & Co., wholesale liquor distributor and importer serving the New York and surrounding areas. Seaboard Studios, which up to now has concentrated on film production, currently is expanding into distribution. Mr. Johnson is a native of Atlanta, an alumnus of the U. of Virginia and a resident of Manhattan.

problem, the same amount of money, and we are going to produce one excellent TV spot by one

producer and one mediocre spot by another producer, with exactly the same circumstances. Why then are we going to have one good and one mediocre spot? The answer lies in one thing: Execution.

The director's interpretation of any given sequences or events in a TV spot can turn it into a live, believable situation, or it can be a ludicrous situation with very little effectiveness attached to it. In addition to your director's ability and inventiveness, the head editor, who can often edit a film so that glaring errors are corrected, is equally as important as the director.

Studio Personnel Important

Therefore, in my opinion, one studio may not have the personnel necessary to creatively interpret a good script. On the other hand, the studio which has experience and personnel will invariably come up with forceful film from a good script.

In addition to the personnel factor, studio facilities become an important part of making a top quality commercial, because space, props, and equipment that is not hired is kept in top flight condition and is familiar to the personnel who constantly work with it. In addition, space becomes extremely important where props and sets must be quickly and readily built. This is a time factor and therefore is a savings in the cost of production.

In my opinion, these are the necessary ingredients that make one commercial superior to another from the same original script.

UHF MONITORING

WELI Sponsors Site

SPECIAL UHF monitoring location has been set up in New Haven by WELI there in cooperation with four manufacturers of UHF TV receiving equipment, WELI General Manager Richard W. Davis has announced. It is available to anyone interested in UHF channels, Mr. Davis said.

Location is 18 miles from the NBC-RCA experimental UHF transmitter KC2XAK in Stratford (Bridgeport), Conn. Crosley, General Electric, RCA and Zenith tuning and receiving equipment have been installed so that individual and comparison tests may be made.

Mr. Davis extended an invitation to anyone in the radio and TV or related fields to witness the demonstrations. Arrangements, he said, can be made with him. The new location is the second opened by WELI since the start of UHF transmission in Bridgeport in January 1950.

TV Producers

FOLLOWING earlier preliminary discussions, International Alliance of Theatrical and Stage Employees & Alliance of Television Film Producers resumed contract negotiations in Hollywood last week [B* T, Oct. 29]. The union wants to establish the same wage scale with TV producers as those set up with major motion picture producers, maintaining the same kind of work should draw equivalent salaries. The TV producers hold they cannot afford the same fees as those paid by the older industry.

CBS-COLUMBIA

Plant Expansion Underway

CBS-COLUMBIA has inaugurated a \$5 million expansion program with the purchase of about 275,000 sq. ft. of additional space for manufacturing radio and television receivers, David H. Cogan, president of CBS-Columbia Inc., subsidiary of Columbia Broadcasting System Inc., announced last Monday.

The new plant, located in Long Island City, N. Y., is the first step in the expansion program, he reported, and brings CBS-Columbia production space to a total of more than 500,000 square feet. The organization's other facilities for both civilian and military production requirements are located in Brooklyn.

CBS-Columbia will have one of

the most modern, best integrated television electronic manufacturing systems, he said, when installations in the newly acquired plant are completed. The layout will have complete conveyor system for all phases of production, and will include a self-contained metal fabricating and plating division, a component division, a cabinet division—fully equipped with high-speed wood-working machines—and an electronic assembly area. Divisions will be so organized that there will be a direct flow of cabinets to the assembly line.

Mr. Cogan attributed need for the new expansion program to CBS-Columbia's increased distribution as well as greater production requirements necessary to fill armed forces orders.

Tintair Drops 'Maugham'

BYMART-TINTAIR drops sponsorship of *Somerset Maugham Television Theatre*, alternate Mondays, 9-10 p.m., in December on NBC-TV. Advertiser is understood to be more interested in a weekly half-hour show than in the present hour-long every-other-week arrangement. NBC-TV is making every effort to secure such a weekly half-hour show to start in January, the network announced. Cecil & Presbrey, New York, is agency.

THEATRE TV

Acquires Garden Rights

RIGHTS to select major sports events at Madison Square Garden for telecasts in theatres outside the Metropolitan New York Area were acquired from the Madison Square Garden Corp. last week by Theatre Network Television Inc., it was announced Wednesday.

WPIX (TV), *Daily News* station in Manhattan, has local television rights for Garden events and telecasts from the arena a minimum of five nights each week.

First events to be shown via theatre television will be college basketball games, starting in December and continuing through the end of the season. National invitation tournament and olympic games playoffs are expected to be widely distributed segments of this coverage, according to a TNT spokesman, while other events will be distributed on a basis of regional and local interest.

Most recent figure released by TNT indicated that some 25 theatres throughout the country were equipped for large-screen theatre television, and the number participating in coverage of Garden events will be announced in a week or two, after telecast schedules have been set up.

THE SAGA

of

NBC

TELEVISION

TELEVISION in the U. S. really started in 1928, when W2XBS, RCA's experimental video station, began sending images of Felix the Cat by means of mechanical scanning discs.

W2XBS was located in Van Cortlandt Park in New York City. In 1930, NBC moved the W2XBS equipment to the New Amsterdam Theatre Bldg., broadcasting 60-line pictures from an experimental TV antenna and transmitter atop the Empire State Bldg.

In the few years following, the field-test transmissions continued, using ever-improving scanners, ranging from 120 lines to 343. It was not until 1936 that NBC made the first organized video experimental transmissions between the station and the few receivers in New York City. In 1937, a 441-line scanner was introduced and NBC actually began attempts to program.

In mid-1938, actress Gertrude Lawrence was televised in scenes

* * *



21 YEARS ago, "Felix The Cat" played an important role in this particular NBC experiment. On table to the left of the scanning equipment is the complete transmitter of W2XBS, predecessor of WNBT New York.



IN APRIL, 1939, NBC-TV televised the dedication of the RCA building at the New York World's Fair by David Sarnoff, then president (now chairman of the board) of RCA. About this time commercial television began to develop, but World War II was destined to interrupt it.

* * *

from "Susan and God" from NBC's Radio City studios. On April 30, 1939, President Roosevelt inaugurated the opening of the New York World's Fair by being televised over NBC. In the spring of 1939, the first baseball game was televised and later that year the first professional major-league baseball game was telecast. In the fall of 1939, the initial telecast of a college football game was made.

1940 saw more TV "firsts" by NBC videographers as they initially televised hockey, basketball and a track meet from Madison Square Garden. The circus also was telecast from the Garden that year. The most important milestone was the pickup of the Republican National Convention from Philadelphia by means of coaxial cable.

On July 1, 1941, television station WNBT began broadcasting as the first commercially-licensed TV station in the U. S. The first TV rate card for advertisers was put out and four sponsors led off the programming. WNBT then had a staff of less than 100 people and there were only about 65 hours of programming a month. There were only 5,000 TV receivers in New York City in 1941.

Following a wartime hiatus of TV activities, NBC went back into television strongly in 1945. For the first time, the highly-sensitive, newly-developed image orthicon tubes were used for TV pickups, revolutionizing the industry insofar as picture clarity and lighting were concerned.

Postwar Expansion Rapid

The surge of postwar TV activity brought TV to eastern seaboard cities rapidly as the coaxial cable was extended. By 1946, six cities had a total of eight operating video stations.

In Jan. 1947, NBC-TV cameras made the first pickup of Congressional activities at the opening of the 80th Congress. In June, the network's second owned-and-operated TV station, WNBW Washington, began regular operation on a commercial basis.

Extension of the coaxial cable continued so that by early 1948, the NBC Television Network was composed of 25 stations. It was

during this year that NBC's owned-and-operated stations in Chicago (WNBQ) and Cleveland (WNBK) went on the air. In January 1949, the cable between Chicago, hub of the midwest network, and New York, center of the eastern TV activities, was opened, linking the major cities of more than half of the country by television. By the end of 1949, the NBC Television Network comprised 55 stations. One of these was KNBH, the network's owned and operated station in Hollywood.

Great advances were made in programming in 1949. This was the year that saw the TV debut of Arturo Toscanini and the NBC Symphony. *Kukla, Fran and Ollie* made their network advent in 1949. Big-time sporting events, operas, Shakespearean plays and many others were brought to viewers who had never seen them before.

Advances Continue in '50

The growth of the new entertainment and advertising medium continued unabated in 1950. The big names of show business appeared before the NBC cameras for the first time. The unprecedented *Saturday Night Revue* made its ap-

NBC Silver Jubilee

pearance. The new concept of utilizing the talents of top stars on a rotating basis in regular program series was inaugurated by NBC.

The TV network operations expanded physically in 1950, with the conversion of Studio 8H in Radio City, formerly the world's largest radio studio, into a mammoth TV studio. NBC also acquired for TV the Hudson and Center Theatres in New York and the Studebaker in Chicago.

The biggest event of TV history in 1951 was the opening of coast-to-coast video facilities. The signing in San Francisco on Sept. 4 of the Japanese Peace Treaty marked the historic occasion. Utilizing a combined coaxial cable and microwave relay system, television has now spanned the continent, bringing to millions of viewers simultaneously, the best and latest in entertainment, news, education and culture.

10


television's first ten

It's really Radio's party—but no one should mind if Television pipes up too. You know how ten-year-olds are.

Commercial television was born ten years ago in an NBC studio. The faith of the advertisers was obvious—NBC had four sponsors the first day.

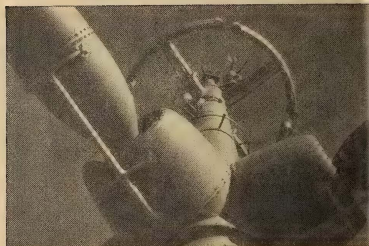
In the dramatic war-and-peace decade that followed, the faith of the public in Television was also vindicated. Competition for that public's favor has steadily raised the level of TV entertainment.

But NBC had never intended its growing TV network to be merely an instrument for public recreation. Fine comedy and variety, great drama, top sports—of course. But in news, in public affairs, in cultural development and public service, NBC Television also intended to lead the way...

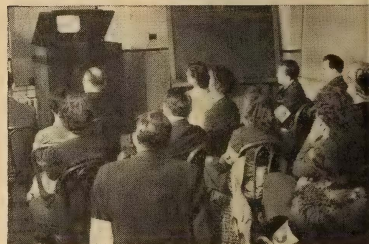
the record speaks for itself 

10

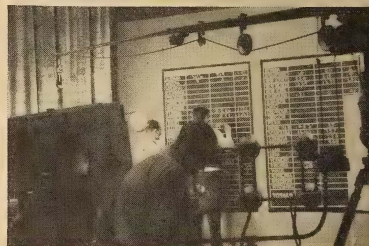
*ten years of
tv leadership*



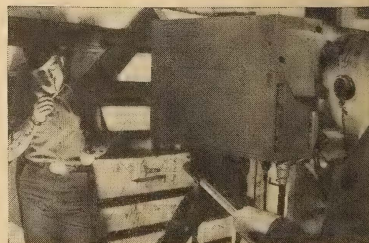
1941 NBC's W2XBS (later WNBT) goes on the air as the world's first commercial TV station transmitting from the Empire State Building.



1942 First mass education by television initiated by NBC-RCA in training thousands of air-raid wardens for the New York area.



1944 Roosevelt-Dewey election returns covered by NBC Television. Today many predict that future elections will be decided by television.



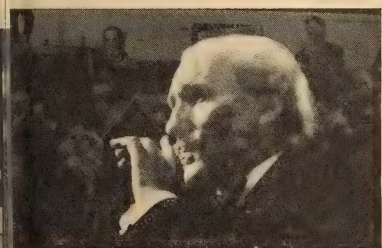
1945 With only candlelight for illumination, NBC demonstrates RCA-developed "Image Orthicon" tube—solving major problem in illumination of TV programs and outdoor pick-ups.



1946 The dramatic opening sessions of the UN Security Council at Hunter College, New York, are televised by NBC.



1947 NBC Television cameras enter halls of Congress for first time to show opening ceremonies of 80th Congress.



1948 Maestro Arturo Toscanini conducts NBC Symphony Orchestra in first major musical telecast—an all-Wagner program.



1948 Historic screening by NBC cameramen of the maneuvers on aircraft carrier U.S.S. Yorktown 30 miles at sea.



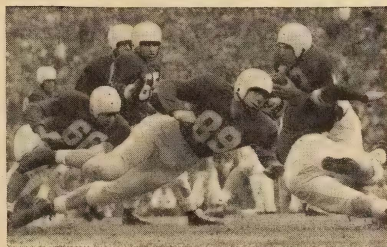
1950 NBC launches a succession of revolutionary programming concepts—Saturday Night Revue, Four Star Revue, Comedy Hour, The Kate Smith Show. They worked.



1950 NBC-RCA begin first regular schedule of compatible, all-electronic color television broadcasts experimentally in Washington, D. C.



1951 Viewers share the full excitement of world diplomacy at the Japanese Peace Conference. As usual, NBC Television was there.



1951 NBC books three of the sports world's greatest attractions—the World Series for the next four years, the Rose Bowl games for three, and NCAA Saturday football.

and on

NBC TELEVISION

...the greatest

array of stars

in the history

of show business...



The biggest stars...

ABBOTT & COSTELLO

LOLA ALBRIGHT

FRED ALLEN

MEL ALLEN

HOWARD BARLOW

JACK BARRY

ROBERT BARRY

GERTRUDE BERG

MILTON BERLE

VIVIAN BLAINE

VICTOR BORGE

BILL "HOPALONG" BOYD

JULES BUFFANO

CACTUS JIM

SID CAESAR

EDDIE CANTOR

JACK CARSON

JACK CARTER

BETTE CHAPEL

IMOGENE COCA

DOROTHY COLLINS

TED COLLINS

BUD COLLYER

BOB CONSIDINE

JOHN CONTE

FRANK DANE

DENNIS DAY

HOWDY DOODY

OLIVER DRAGON

JACK DREES

JIMMY DURANTE

RALPH EDWARDS

BOB ELLIOTT

DALE EVANS

BERNADINE FLYNN

FRANK GALLOP

WILLIAM GARGAN

HENRY GARRARD

DAVE GARROWAY

MARJORIE GATESON

JACKIE GLEASON

BILL GOODWIN

RAY GOULDING

TED GRANIK

WALTER GREAZA

JACK HASKELL

BILL HAYES

GABBY HAYES

DON HERBERT

ED HERLIHY

HONEY BROTHERS

BOB HOPE

TED HUSING

EDDIE JACKSON

DENNIS JAMES

JUDY JOHNSON

JUNE JOHNSON

SPIKE JONES

ROOTIE KAZOOTIE

JACKIE KELK

NICK KENNY

WAYNE KING

KUKLA, FRAN & OLLIE

SNOOKY LANSON

PINKY LEE

JERRY LESTER

BUNNY LEWBELL

RUTH LYONS

BERT LYTELL

MAGGI McNELLIS

TED MACK

DR. ROY K. MARSHALL

MARTIN & LEWIS

TONY MARTIN

GROUCHO MARX

SOMERSET MAUGHAM

MARTY MAY

JAMES MELTON

ROBERT MONTGOMERY

LLOYD NOLAN

DONALD O'CONNOR

OLSEN & JOHNSON

J. C. OLSEN

BERT PARKS

R. MARLIN PERKINS

SUSAN PETERS

MARGUERITE PIAZZA

EZIO PINZA

JIMMY POWERS

ROBERTA QUINLAN

MARTHA RAYE

ROY ROGERS

JACK ROTH

MARTHA ROUNTREE

CONNIE RUSSELL

TODD RUSSELL

RAYMOND SCOTT

DAN SEYMOUR

DINAH SHORE

RED SKELTON

SKY KING

BOB SLOANE

BOB SMITH

KATE SMITH

LAWRENCE SPIVAK

KAY STARR

JOHN STEELMAN

BILL STERN

SID STONE

JOHN CAMERON SWAYZE

DANNY THOMAS

BURR TILLSTROM

ARTURO TOSCANINI

ROBERT TROUT

MARGARET TRUMAN

DOROTHY WARENSKJOLD

EILEEN WILSON

PAUL WINCHELL —

JERRY MAHONEY

ED WYNN

... the biggest audiences!

NBC television

America's No. 1 TV Network

A Service of Radio Corporation of America

IS NBC TELEVISION SOLD OUT? *It's true our nighttime and daytime availabilities are all but gone. But you can still get NBC's formidable talent parade on your side via a few current opportunities like The Goldbergs; Kukla, Fran and Ollie; William Gargan; Ruth Lyons' 50 Club; Howdy Doody; NBC Opera; Gabby Hayes; Nature of Things; Mr. Wizard; Battle Report—Washington, and other highpowered properties.*

Contact NBC Television Sales, 30 Rockefeller Plaza.
New York 20, N. Y.—Circle 7-8300.

NBC'S ENGINEERING

Over Two Decades of Technical Strides

DURING the roaring Twenties when radio was still a baby, the scientists and engineers of RCA were experimenting on a new electronic gadget to transmit and receive motion pictures in addition to sound. In 1928, as a result of its laboratory research and development, RCA established a 500 w experimental television station in New York City.

Although the techniques were the best of the day, they were extremely crude by modern standards. For example, the transmitter was operated on approximately 2 mc, which would be entirely unsuited for the present-day system.

Two years later, on July 30, 1930, NBC engineers took over the operation of the pioneer TV station (W2XBS), moving it to the New Amsterdam Theatre Bldg., where they continued the experiments until 1932.

With knowledge gained from their early experimentations, the visionary engineering team of NBC and RCA pioneered in the use of very high frequencies for television broadcasting. Realizing even then the brilliant future of this new visual medium, NBC leased space and roof rights in the Empire State Bldg. and constructed a TV plant employing much higher power than previously attempted. Experimental transmissions from this new site were begun Oct. 30, 1931.

The studio, located on the 85th floor of Empire State, employed what was then the most advanced type of flying spot scanning. In 1933, NBC engineers succeeded in relaying a 120-line picture from the Empire State, via Arnes Mount, N. J., to Camden, N. J., a distance of 86 miles.

Later when the RCA completely electronic system became available, NBC engineers designed and built at Radio City (1936) the first complete plant using a 343 line system with iconoscope cameras. Three of these cameras were in-

stalled in studio 3H for live programming and two in studio 5F for projection of both 35mm and 16mm motion picture film. Master control switching and monitoring facilities and equipment for field pickups were also incorporated into the new plant. The programs were transmitted to the main transmitter atop the Empire State by a radio link as well as coaxial cable.

Turning their attention to studio and program operations the network's engineers experimented and developed many of the basic techniques still employed today. Correct studio lighting was one of their fundamental objectives. The use of film for program material was another. Work was initiated to develop suitable studio cameras with all the pertinent elements, such as lens, view finders and pickup tubes. Background projection was initiated to improve program operation.

The picture quality was improved with the advent of a 441-line picture in 1937. In cooperation with the Bell Telephone Co., NBC engineers conducted tests to determine the requirements for line transmission, realizing the future prospect of having to use telephone lines to link widely separate stations in a network.

Viewing tubes were also studied by the NBC engineers and in October 1937, the first public demonstration of the black-and-white

kinescope was held. Earlier, RCA had demonstrated publicly its screen projection. Remote pickups employing mobile units was instituted in March 1938. The 441-line transmission was increased to its present standard, 525 lines.

With ever-increasing importance put on remote pickups, new and more efficient portable field equipment was developed. The orthicon camera was one of the earliest and most useful products of this effort. Its greater sensitivity permitted the televising of indoor sporting events and similar activities.

In March 1940, NBC conducted the first successful telecast from a plane flying over New York City. During this period, a variety of visual effects was first demonstrated by network engineers—such as image super-imposition; the double mirror for low angle electronic dissolves, and news programs using photographs.

In 1941, programs were relayed from Camp Upton, N. Y. to Radio City. Large screen (15 x 20 ft.) theatre television was publicly demonstrated at the New Yorker Theatre and included remote pickups from a Radio City studio and Madison Square Garden.

On July 1, 1941, NBC's New York station became WNBC (TV), the first commercially licensed station to go on the air. It was a historic occasion, the culmination of many years of experimentation and

development in which NBC engineers led the way.

When World War II broke out, NBC put all its television resources at the disposal of the government for further development and for use as a public service. Accordingly, civilian defense programs including air raid precautions were adopted in the regular operating schedule.

As the war came to an end, the NBC engineering department renewed its efforts to improve existing equipment. The image orthicon camera was developed and used for the first time to televise the Joe Louis-Billy Conn heavyweight fight at Yankee Stadium in 1946. Compact microwave transmitters and receivers operating on

NBC Silver Jubilee

9000 mg. were used to relay programs from the field to the studio.

The development of kinescope photography also was initiated in 1946. On this project, the network's engineers worked closely with film and camera manufacturers in developing the equipment.

In 1947, NBC began to expand its TV facilities in earnest. WNBW (TV) Washington, D. C., became the second NBC-owned video outlet to go on the air, to be followed by WNBK (TV) Cleveland and WNBQ (TV) Chicago in 1948 and KNBH (TV) Hollywood in January 1949. New and larger studios were added in New York, Chicago and Hollywood.

The network today is telecasting from a total of 21 studios, with two more expected to be added in the near future. Thirteen studios are functioning in NBC's New York operation alone. Six are located in Radio City—the largest, 8H, measures 132 ft. long, 78 ft. wide, and 30 ft. high—and three studios are housed in the RKO Pathe Bldg. at 106th St. In addition, comedy, musical and variety programs are

(Continued on page 156)

NBC's Antennas Atop The Empire State Bldg.

1931—First permanent TV antennas erected on 12-foot poles on the tower top.

1936—Second installation with three triangular antennas supported by poles and rods.

1938—A 35-foot mast with ring-shaped dipoles as upper elements and a video turnstile below was the third installation.

1939—Two-layer turnstile antenna, seven feet high, with horizontal elements as radiators and a vertical element for lightning protection, was added to main antenna structure for experimental telecasting at 288 mc.

1946—Super-turnstile antenna, 61 feet high, erected when WNBC began tele-

casting on Channel 4.

1951—Steeplejack working on multiple antenna structure from which five TV stations — WNBC, WCBW-TV, WABD, WPIX, WJZ-TV—will transmit simultaneously. Special Minneapolis-Honeywell electronic heating device will keep antennas de-iced during cold weather.

1931

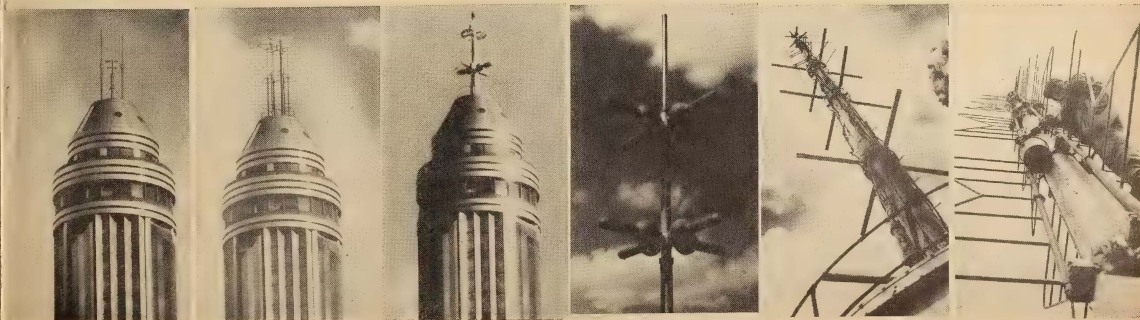
1936

1938

1939

1946

1951



BETWEEN COMMERCIALS

BY KAY MULVIHILL



KPIX's tele-version of Margo Trumbull's popular radio series—"Top of the Mark" has proved to be one of San Francisco's top TV productions.

Televised directly from the world famous Top of the Mark, the half



Margo Trumbull

hour weekly program features Margo's interviews with the world's best known figures in entertainment, political, literary and professional circles. Such celebrities as Celeste Holm, Dorothy Thompson, Vincent Price, Pierre Monteux, Marsha Hunt, Warden Clinton Duffy, Andre Previn, Arch Obler, Yehudi Menuhin, Arthur Fiedler, Opera and Ballet stars, and numerous others have guested with Margo in the glamorous Nob Hill setting.

The interesting visitors . . . the scenic "Top of the Mark" . . . and the well-paced performance of hostess Margo Trumbull, who has acquired a widespread reputation for her interviewing techniques, combine to make for a smooth production.

WINTER CONCERT SERIES

KSFO's third annual Winter Concert Series has resumed once again and is now featuring two full hours of classical and operatic music each Sunday afternoon.

Musical host, Bill Hillman, also brings KSFO listeners interviews with leading concert artists appearing in San Francisco.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

KSFO

Represented by Wm. G. Romberg Co.

SAN FRANCISCO

TRICK SHOTS WITH 'THE GIZMO'

New Effects Possible, Costs Cut

A NEW TYPE of instrument has been invented for television commercial production called "The Gizmo." It enables an advertiser to use animated commercials "live," and a producer to superimpose shots without other mechanical devices, yet saves in production costs.

The electronic device was conceived, developed and built by George Gould, director of *Tom Corbett, Space Cadet*, with the aid of two ABC video engineers, Ralph Drucker and David Fee.

It costs less than \$100 to build, spokesmen said. Simply, it duplicates the filmland "process shot" and, like it, can create a myriad of shots.

For example, on a recent program Mr. Gould from inside a departing rocket ship and through one of the portholes "shot" a scene depicting a live, clawing prehistoric monster trying to plunge inside the ship. The men and the ship were of normal size but "The Gizmo" enabled the director to "blow up" a baby alligator to immense proportions and have it superimposed on the ship's window.

In another script, the action

"took place" on a planet still roamed by prehistoric animals. Mr. Gould had his actors scurrying over the hulk of a dinosaur in a jungle setting. Hollywood would have spent \$10,000 constructing such an animal, it was said, while Mr. Gould used an inexpensive paper-mache model barely two feet long and let "The Gizmo" do the rest.

On still another program the device enabled two men in a rocket ship to rise from the floor, do a midair flip and tumble to the ground.

Helps Commercials

In the commercials for Kellogg's cereals, "The Gizmo" allows flying, dancing, jumping, self-pouring cereal boxes to be reproduced "live" at little more cost than the TV time itself, and each commercial is new. Such animated commercials usually done on film are expensive and hence are used over and over.

Other producers are said to be asking Mr. Gould for advice and permission to use the new device. Currently he is working out a "trick" scene for another producer where a man falling down an elevator shaft while he is tracked by the camera from the moment he falls until he hits the bottom.

Kellogg's *Tom Corbett, Space Cadet* is a Rockhill Productions package and is heard three times weekly on ABC-TV, 6:30-6:45 p.m.

VANDA TOUR

Reviews Circus Talent

CHARLES VANDA, vice president in charge of television for WCAU-AM-TV Philadelphia and president of the Television Assn. of Philadelphia, sailed for Europe on the *Ile de France* fortnight ago. Mr. Vanda, the creator and producer of *The Big Top*, television circus show, has been making a month's survey of circus acts in France and Spain.

Meetings have been arranged with the directors of the Cirque Medrano, Cirque D. Hiver and Pinder in Paris, as well as the Circo Price in Madrid and the Circo Trebol in Barcelona, for previews of Europe's top attractions suitable for television.

Mr. Vanda also set up film coverage of the United Nations meetings in Paris for the station's Philadelphia clients.

This is Mr. Vanda's first trip abroad since he served as a lieutenant colonel in charge of Balkan operations during World War II.

ABC-TV midwest program, *Hail the Champ*, sponsored by F. W. Amend Co., Chicago (Chuckles candy), through Henri, Hurst & McDonald, same city, expanding number of stations from three to 10, effective Dec. 22. Show—on three midwest stations since Sept. 22—moves to new time slot: 6-6:30 p.m. EST, Saturday, when expansion goes into effect.



Creating effects like this on television programs is made easy and economical with 'The Gizmo'. And it works on 'live' commercials, too.

AUTHORS TALKS

Reinstated in New York

NEGOTIATIONS to cover television have been fully reinstated between National Television Committee of the Authors League of America and the major networks, with advertising agencies sitting in as observers. Sessions are being held Monday and Thursday to formulate what are expected to be involved contractual arrangements.

Problem of framing first such agreement is heightened by fact that work of authors—unlike that of actors in live television shows—can be used repeatedly, so second-use rights and similar problems must be considered. Negotiations were interrupted last July after about 40 meetings when Radio Writers Guild filed NLRB petition to settle jurisdictional dispute within the League.

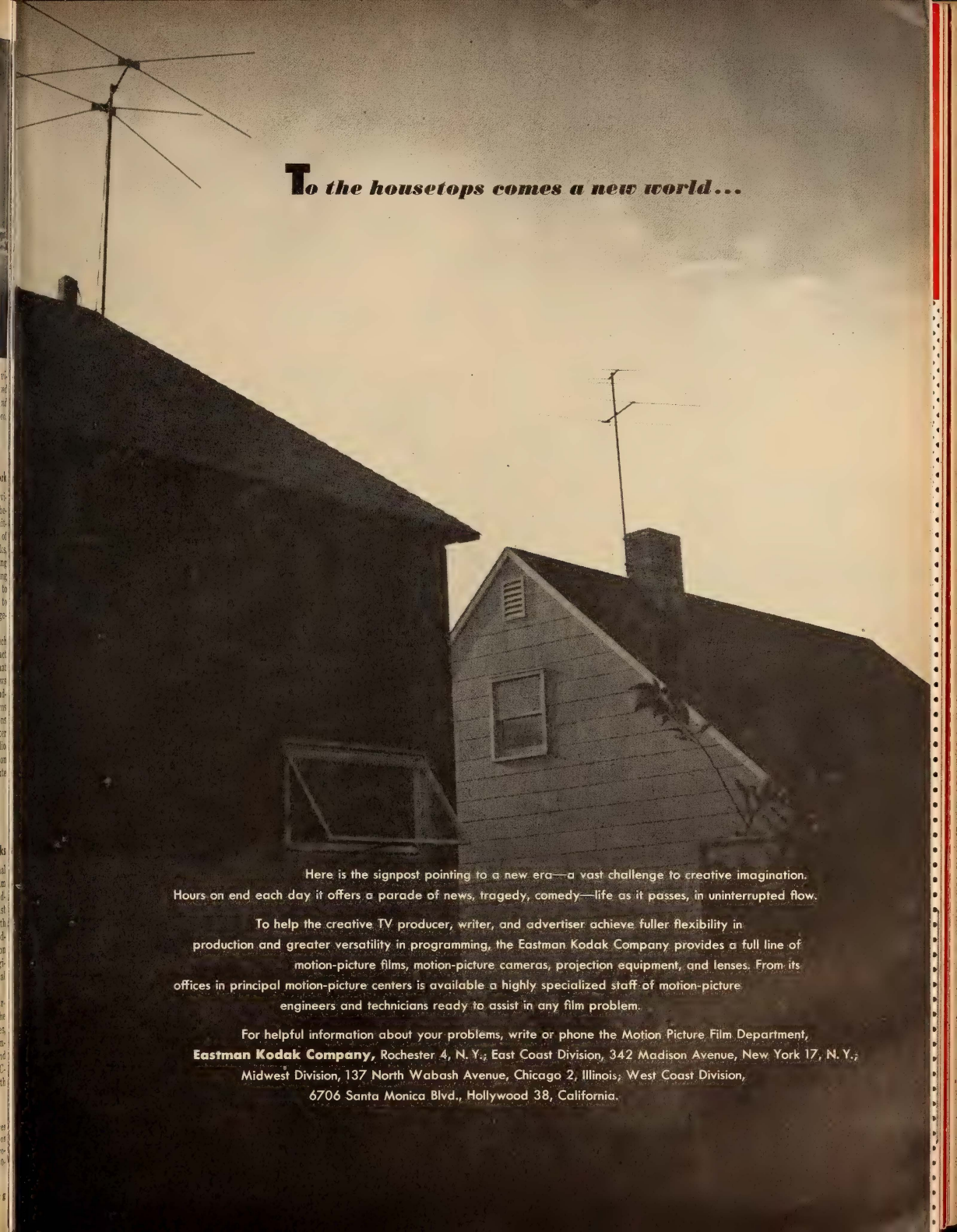
ABC-TV EXPANSION

Underhill Begins Talks

CHARLES UNDERHILL, national director of the television program department for ABC, was scheduled to arrive on the West Coast today (Monday) to confer with network officials there on expanding the use of ABC's Television Center in Hollywood as the origination point for transcontinental programs.

Explaining that he is "particularly eager to utilize to the utmost" the West Coast facilities, Mr. Underhill also planned to inspect KECA-TV Hollywood and KGO-TV San Francisco, both ABC-owned outlets, and to confer with station executives.

ABC-TV Lorraine Cugat Show moves to new time spot on KECA-TV Los Angeles Sat., 8-9 p.m. (PST). Program formerly was heard Tues., 10-11 p.m.



T*o the housetops comes a new world...*

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

WSAZ-TV
Channel 5

EXCLUSIVE

Coverage
OF THE

HUNTINGTON

CHARLESTON

TV MARKET

ABC—CBS—NBC—DTN

Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations



MORE LISTENERS
THAN
ALL STATIONS
COMBINED*

*By C. E. HOOPER. . . . 1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

TV Code Survey

(Continued from page 139)

ance by individual stations. WDAF-TV is answerable only to the public and the FCC for its performance in the public interest and would not accept any plan of policing by other stations. Such a plan would be neither legal nor American in principle."

A station which has given the code considerable study is not yet ready to endorse it, pointing to a number of specific points raised by a station department head (see below). The station felt there had to be "a first step, and perhaps this is as good as any that could be taken." It advocates discussion and changes before adoption by the industry.

Among those strongly in favor of the code, P. A. Sugg, manager of WKY-TV Oklahoma City, believes the industry "will accept the code's tenets with relatively few minor changes in wording. The enforcement procedures probably will prove troublesome, but responsible management can solve this problem as it has many others during past years."

Another code proponent conceded he hadn't studied it but figured "it is a great thing for the industry."

Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami, feels the code needs changes and has made some suggestions to the Swezey committee. "As far as the criticism by Washington attorneys is concerned," he said, "it never entered our minds that the code would be put into final form in such lay terms as the original draft. Naturally, it would require the legalistic scrutiny and wording which would afford proper protection to the stations and the industry. We think the code is basically a good one and certainly greatly needed."

Need Clearing House

WTVJ staff members agreed a central clearing house is needed to check new products and claims, local and national; wants specific changes in time standards; is concerned about film commercials used over and over, pointing to audience objections when films are repeated.

Campbell Arnoux, WTAR-TV Norfolk, an NARTB TV board member, is convinced a "sound, virile" code is a "must," not only "for the articulate critic, but for the inarticulate millions who must perform look or turn the switch."

"The proposed code is a start as I see it," Mr. Arnoux said. "It is not a perfect document—even the Constitution has been amended many times—and as experience gives us the answer, this television code will, without doubt, be also revised."

"As to the penalty provisions for violation, it seems to me a code for as dynamic a medium of mass influence on peoples' life and thinking without penalties would be an

empty shell which only the conscientious operator will pay any attention to. No code, not even a perfect document, will please everyone but I'm sure the board will give weight to all sound criticisms of the proposed document."

E. K. Jett, vice president and director of WMAR-TV Baltimore, agrees the code, as adopted in principle at Chicago, was the result of considerable study and hard work and added he had heard nothing but praise in regard to the main provisions.

He raised a note of warning, on the other hand, saying, "Down toward the end, we are invited to become a paid subscriber to the penal provisions of the code. Thus, in effect, we are advised that we can pay real money to take chances that might not exist if we pay nothing at all." He felt the points raised by radio attorneys should be answered in detail by NARTB.

George M. Burbach, general manager of KSD-TV St. Louis, said the code "represents the best cooperative effort ever put forth by our industry, and basically it is good. Of course, it would be impossible to obtain 100% approval. Some opposition undoubtedly stems from honest convictions, but there probably are a few who place selfish interests ahead of all else. The code may need some minor revisions but in my opinion the overall result is excellent."

Self-Regulation Preferred

Elaine Smith Hanna, president of WBRC-TV Birmingham, feels it is better for the industry to operate "under its own code admitting, and regardless of, its inadequacies, rather than operate under government censorship."

"The sense of the TV code parallels that of the broadcasting code, also the code under which many networks now operate. I think you will agree that in the past the majority of broadcasters have abided by the broadcasting code without serious effects. And I think the same will be true of the TV code. It is impossible to fully comment on the objections cited by the Washington radio attorneys since the end results arising from the objections cited have not been completely set forth."

"Affiliated stations should be held blameless for any violations of the code committed on programs fed to such stations by the networks, since at the present time affiliated stations have no means whereby they may censor network shows."

"Furthermore, in replying to one of the citations set forth, it is my understanding that the board will have no judicial authority in the true sense of the word. Rather their authority will be limited to disciplinary action as prescribed and agreed to by the broadcasters themselves. Thus FCC application forms dealing with the question covering convictions and violations would not be applicable in the event

any action may have been taken against any station by the review board of the TV code."

M. C. Watters, vice president and general manager of WCPO-TV Cincinnati, declared the code, though not perfect, "is the closest answer to a very serious problem affecting our industry." He is opposed to further delay, recalling station endorsement in Chicago where "some 60 or 70 stations . . . voted unanimously that the code as presented should be adopted. They did more than agree to the principle of the code; they agreed to every article in it."

He favors revisions, even major ones, but wants adoption now with major amendments considered at the NARTB convention in April. "By that time," he noted, "all of us will have had a chance to have lived under the code and to make any suggestions that we deem advisable."

Walker View

Larry Walker, secretary-treasurer and assistant general manager of WBTW (TV) Charlotte, N. C., called it "a very beautiful and idealistic thing—a move which was sorely needed in TV."

Mr. Walker said he is no purist but is starting to worry over "the impact of undressed girls, hip-shakers." He said the station was about to do something on its own if it was not done nationally.

"I hope the networks and individual stations can and will take this thing seriously," he said. "I'm of the opinion it will not cost us money but in many cases will save us headaches and build audiences."

Patrick J. Goode, president of WNHC-TV New Haven, is "heartily in favor of the adoption of some reasonable plan of regulation which would tend to eliminate suggestive remarks and actions" and which would cover commercials as well as programs. "I believe the code has gone a long way to correct some of the evils of television," he said. "If it does not fully satisfy all elements of the industry it could be amended from time to time in an effort to perfect it."

A manager preferring not to be named said, "I do not recall that the code was approved in principle at Chicago. My recollection is that the resolution asked that it be placed before the board of directors so that they could promulgate it." The station has never subscribed to industry codes, having its own operating standards.

Following are the observations of a TV station department head who was asked, "Do you think it

TELESCRIPTIONS

ANIMATED AND
LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG. • WASH., D. C.
Sterling 4650

[the code] should be approved without changes?" The answer was, "No," accompanied by these recommendations and observations:

1. Under Section 4, "Suspension of Subscription"—
 - a. "If hearing is requested by subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board of Directors may specify."

This is arbitrary, allowing the accused no voice in establishing particularly the place of hearing. Whenever possible the scene of the alleged violation should be designated as the place of the hearing in order that the defense may present maximum evidence at minimum cost.
 - b. "... shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final."

In cases when punitive action verdicts are returned by the Board, shall the Board's decision still remain final if the accused can later prove that the *exact* same violation by one or more fellow subscribers went unchallenged? Also, can an exiled subscriber demand a rehearing and possible reinstatement if a Code change subsequent to his denouement negates the section(s) originally violated?
 - c. This section fails to state whether or not the Board must identify *all* known complainants in any violation bill of particulars.
 - d. This section gives the accused no right to challenge members of the

TV Fire Alarm

SALT LAKE CITY firemen didn't need the plea of "fireman, save my child." They saw fire break out on a local TV program in a KSL-TV studio Nov. 5, when an illuminating lamp ignited a curtain during performance of *Television Sweepstakes*. Watching show over their sets, the firemen turned up at the studio ready to fight a fire to which they were not called. Station employees had extinguished the blaze before they arrived. Damage was estimated at \$100.

Review Board or Board of Directors who, it might be proved, could be prejudiced against the accused.

- e. No provision is made in this section which assures an accused that there will be no Board changes during a hearing without his express approval.
2. Under Section 6, "Termination of Contracts"—
 - a. Does not insure amnesty for maximum of 52 weeks from date of Code acceptance.
3. Under Paragraph 6, "Time Standards for Advertising Copy"—
 - a. "On Camera" shots of such materials (stationary backdrops or properties) should be fleeting, not too frequent and ...

Treating this matter from a time rather than a propriety standpoint militates against the

user of discreet desk cards and other inoffensive props.

4. Under Paragraph 1(c), "Presentation of Advertising"—

The word "disparage" is too weak. The dictionary says it means "speak slightly of." If this definition were accepted, much of the current cigarette advertising would have to be turned down. Perhaps "malign" would be better.
5. Under "Premiums and Offers"—
 - a. Paragraph 1. "Full details of proposed offers . . ." is too general a statement and forces the broadcaster to usurp power rightfully belonging to the Federal Trade Commission.
 - b. Paragraph 2. "A final date . . ." permits no extension of end date by client.
 - c. Paragraph 3. "Willingness to honor complaints . . ." puts the client in a completely untenable position. It does not state that, in the event of "dissatisfaction," the premium or offer must be returned before money can be refunded.
 - d. Paragraph 5. "Assurances should be obtained," is too noncommittal. Is the necessity for obtaining assurances dependent upon the individual case? Must the assurances be written? Can the broadcaster be held culpable for failure to obtain assurances?
 6. An addendum to the code should make it clear that no station subscriber shall be held responsible for any code violation occurring in any live or transcribed program originated by a network subscriber.
 7. Under Section 3, "Authority and Responsibility"—
 - a. Part 6 fails to establish liaison between review board and advertising groups such as AAAA.
 - b. Part 9 does not clarify "recommendations." If this is meant to encompass the issuance of warnings to alleged violators, it should so state. In this regard it might improve the intent and workability of the Code to insist that Rules and Procedures contain assurance that alleged violators receive at least one warning before charges are preferred, and that no charges will be preferred unless alleged violation is repeated after receipt and acknowledgment of said warning(s).

QUESTIONS

1. Can the board of directors render unbiased decisions on charges levelled against a board member's operation?
2. How will the public be able to distinguish between disbarred members and non-members operating in good faith?
3. What happens if non-members establish a competitive code which offers similar rules minus the controversial sore-points?
4. Can charges be preferred solely on the strength of testimony given by persons other than members of the review board.

UPT Dividend

UNITED Paramount Theatres Inc. —in process of merger with ABC (See story page 35)—last week announced that the UPT board of directors has declared a dividend of 50 cents per share on outstanding common stock, payable Dec. 18 to holders of record at close of business Nov. 30.

MR. SPONSOR



...MEETS FRIENDS

These are but a few of the many hundreds of Central New York youngsters who turned out to greet BOB EHLE, the WHEN "Singing Story Teller" at a recent public appearance. The smiling gentleman in the picture is a satisfied Bob Ehle sponsor.

"THE BUNKHOUSE" is Central New York's most popular gathering place, every day from 5:00 to 6:00.

Say **WHEN**
TELEVISION

TO YOUR NEAREST
KATZ AGENCY MAN
AND PUT "MYSTERY
THEATRE" TO WORK
FOR YOU!

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE
MEREDITH PUBLISHING CO.

REELS OF REAL QUALITY!



Not only Madam, but the entire family are spellbound by such films as our historical dramas featuring TOM KEENE and RITA HAYWORTH I CONQUER THE SEA with DENNIS MORGAN — FLAMING HEARTS — UNSUNG HEROES — SAVAGE GOLD, and THRILLER from the JUNGLES OF EQUA-

DOR. These are some of our exciting features. T. V. proved commercially and sustaining wire by top T. V. stations.

FILMS FOR TELEVISION!

Full length feature mysteries—dramas—historicals—adventure & westerns—serial—short series in sports and nature—travel—novelties to fit any type of program.

Information and prices on request. Write, wire or phone now for new classified film brochure.

Salute to

NBC

on their 25th
anniversary

TFI-TV TELECAST FILMS
Inc.

112 W. 48th Street New York 19, N.Y.
JUdson 6-5480

YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday . . .

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

Today . . . there are

187,250

Sets in use
in WFBM-TV's
coverage area

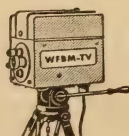
In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel

6



"First in Indiana"

telestatus



LIVE shows are more popular than filmed, and dramatic type entertainment is favored over any other form in television by program buyers. So says the fourth annual national TV poll concluded early this month by Gordon Levey, head of General Television Enterprises, Hollywood.

Conducted among 400 leading advertising agency executives, station program directors and sponsor advertising managers, responses indicated preference with respect to content, length, type and method of programming.

Majority Favor 'Live'

Of those replying, 60% of agencies, 90% of sponsors and 53% of station program directors cast their votes for live entertainment. Old movies and kinescopes received only a negligible vote. In previous polls conducted by Mr. Levey, filmed shows ran well ahead of live telecasts.

Dramatic type shows were preferred by all groups, with 97% of agencies, 84% of sponsors and 80% of stations voting them first. Variety shows came second in favor, with comedy and sports next in order. Concert music and panel shows were favored over old movies films and westerns. The half hour show was given as preferred length.

Berle Heads Pulse List

TOP 10 network TV programs for Week of Oct. 11-17 were released last week in a multi-market survey published by the Pulse Inc. They are:

ONCE-A-WEEK SHOWS

Program	Average Rating
Texaco Star Theatre (NBC)	40.4
Your Show of Show (NBC)	30.2
TV Playhouse (NBC)	28.1
Comedy Hour (Abbott & Costello) (NBC)	28.0
Godfrey & His Friends (CBS)	27.7
Fireside Theatre (NBC)	26.8
Toast of the Town (CBS)	26.8
Mama (CBS)	26.1
Red Skelton (NBC)	26.0
Football (Redskins vs. Browns) (DuMont)	26.0

MULTI-WEEKLY SHOWS

Program	Average Rating
Howdy Doodie (NBC)	13.8
Cactus Jim (NBC)	13.5
Canal News Caravan (NBC)	12.5
Kukla, Fran & Ollie (NBC)	10.9
Perry Como (CBS)	10.8
CBS-TV News (CBS)	10.6
The Stark Club (CBS)	9.5
Captain Video (DuMont)	9.0
Mohawk Showroom (NBC)	8.8

Set Ownership in L. A. Area Surveyed

THERE IS one television set for each 1.5 families or 66% saturation in the Los Angeles signal area, according to the Electric League of Los Angeles, Kern, Riverside, San Bernardino and Ventura Counties.

Survey further revealed that

Live Shows Preferred, Survey Indicates

(Report 191)

321,916 of these (1.5) families own sets with screen size 12" or under. Total number of sets in the area as of the end of October was 1,097,459, an increase of 11,362 over September's figure. Set distribution figures were based on reports by 27 distributors in the area over the September-October period.

'Talent Scouts' Tops November Trendex

ARTHUR GODFREY'S *Talent Scouts* heads list of top 10 TV shows released by Trendex Inc. in its November TV Program Popularity Report. The report, covering 10 cities served by three or more TV station, follows:

Program	Rating
Talent Scouts (CBS)	47.7
Texaco Star Theatre (NBC)	44.5
Martin and Lewis (NBC)	42.3
Red Skelton (NBC)	40.8
Show of Shows (NBC)	40.3
Jimmy Durante (NBC)	39.0
Godfrey & Friends (CBS)	38.2
Fireside Theatre (NBC)	37.7
Man Against Crime (CBS)	37.4
Jack Benny (CBS)	36.3

Children Request TV Brands

RIISING power of television was indicated again last week by a survey of mothers in metropolitan (Continued on page 171)

Weekly Television Summary—November 26, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	11,200	Louisville	WAVE-TV, WHAS-TV	109,935
Ames	WOI-TV	71,125	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000	Brownsville, Tex.	XELD-TV	11,100
Baltimore	WAMM, WBAL-TV, WMAR-TV	337,687	Memphis	WMCT	104,129
Birmingham	WBFB-TV	44,750	Miami	WTVJ	89,300
Birmingham	WAFM-TV, WBRC-TV	65,000	Milwaukee	WTMJ-TV	280,113
Bloomington	WTVT	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Boston	WBZ-TV, WNAC-TV	809,004	Nashville	WSM-TV	43,392
Buffalo	WBN-TV	232,494	New Haven	WNHC-TV	200,000
Charlotte	WBTV	100,230	New Orleans	WDSU-TV	67,817
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630	New York	WABD, WGBS-TV, WJZ-TV, WNBC	2,625,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000		WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	529,548	Newark	WATV	
Columbus	WBNS-TV, WLWC, WTVN	299,000	Norfolk	WTAR-TV	65,742
Dallas			Oklaoma City	KMYT-TV	103,217
Fl. Worth	KRLD-TV, WFAA-TV, WBAR-TV	140,808	Omaha	KMTV, WOW-TV	192,369
Davenport	WOC-TV	74,014	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	939,800
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	215,000	Pittsburgh	KPHO-TV	44,700
Dayton	WHIO-TV, WLWD	705,323	Providence	WJAR-TV	342,300
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	76,875	Richmond	WTVR	95,071
Erie	WICU	140,808	Rochester	WHAM-TV	93,260
Fl. Worth	WBAP-TV, KRLD-TV, WFAA-TV	140,808	Rock Island	WHBF-TV	74,014
Grand Rapids	WOOD-TV	160,413	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	59,400
Kalamazoo	WYAY-TV	84,049	Salt Lake City	KDYL-TV, KSL-TV	57,137
Greensboro	KPRC-TV	98,902	San Antonio	KEYL, WOAI-TV	111,983
Houston			San Diego	KFMB-TV	247,000
Huntington	WSAZ-TV	63,167	San Francisco	KGO-TV, KPX, KRON-TV	
Indianapolis	WFBM-TV	187,250	Schenectady		
Jacksonville	WMBR-TV	42,000	Albany-Troy	WRGB	180,500
Johnstown	WJAC-TV	120,000	Seattle	KING-TV	107,300
Kalamazoo	WKZO-TV	160,413	St. Louis	KSD-TV	327,000
Grand Rapids	WDAF-TV	157,251	Syracuse	WHEN, WSYR-TV	143,494
Kansas City	WUAL-TV	117,280	Tulsa	WSPD-TV	127,000
Lancaster	WJLM-TV	67,000	Utica-Rome	KOTV	89,263
Lansing	KECA-TV, KFI-TV, KLCAT-TV, KNBS	1,334,899	Wilmington	WKTV	56,200
Los Angeles	KNX-TV, KTLA, KTTV			WMAL-TV, WNBW, WTOP-TV, WTTG	301,000
				WDEL-TV	84,063

Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico

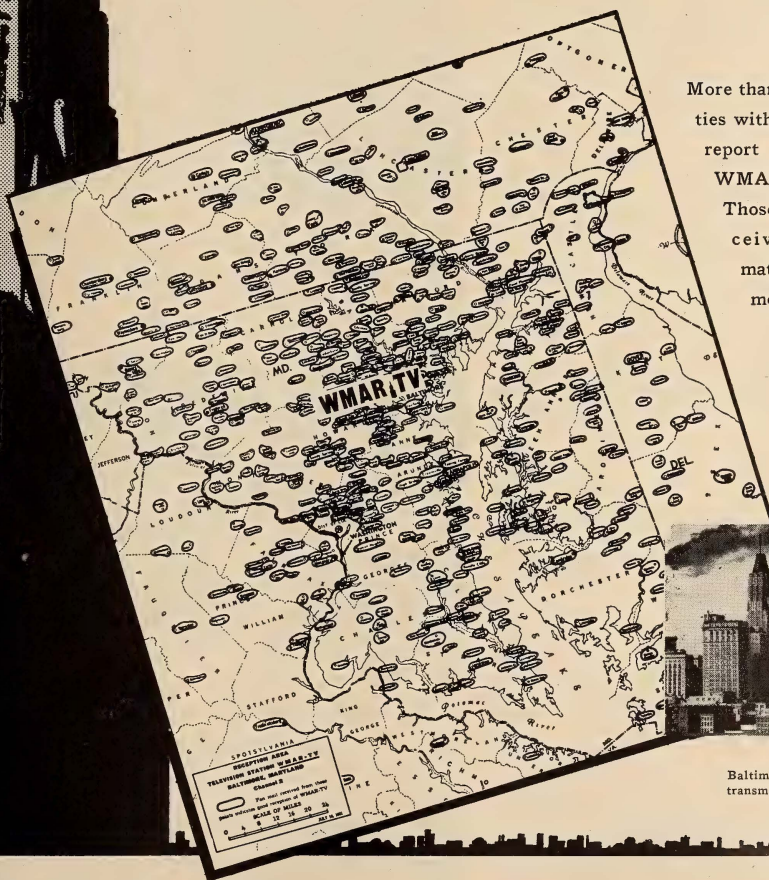
Total Stations on Air 109*

Estimated Sets in Use 14,559,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WMAR-TV

**gives you MORE
when you buy BALTIMORE!**



More than 300 towns and communities within 90 miles of Baltimore report good reception from WMAR-TV.

Those were 337,687 TV receivers within approximately 30 miles of Baltimore on Nov. 1, 1951



Baltimore Skyline showing WMAR-TV's transmitter atop the Mathieson Bldg.

IN MARYLAND MOST PEOPLE WATCH WMAR-TV

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

NBC's Engineering

(Continued from page 149)

being telecast from the Centre Theatre, the International and Hudson Theatres and the New Amsterdam Roof. NBC engineers currently are converting the Warner Bros. Studio in Brooklyn into one of the largest and most completely equipped TV studios in the World, measuring 185 ft. by 85 ft.

Four TV studios are operating in Hollywood, three in the network's studio building. The other is the El Capitan Theatre, which recently began originating the big musical comedy shows. In Chicago, the engineering department is presently converting a radio studio in the Merchandise Mart for TV, making three studios in all. Washington and Cleveland both have single studio plants.

The phenomenal growth of television during the past three years was fostered in no small measure by the engineering genius of NBC who continued to develop new electronic techniques and improve existing equipment.

Better Programming Gear

Briefly, here are some of the more outstanding examples:

- The video announcer, a unit which clamps on the front of a TV field camera permitting the transmission of 35mm film announcements—thereby eliminating the need for card stands or switching back to the studio for commercial inserts.

- The Pocket Ear, which allows technicians in the studio freedom of movement while still being able to receive cues from the control booth. It consists of a small receiver box fastened to the waist with an ear plug attachment.

- Various optical effects such as the high shot mirror device were developed. By using this mirror device, program directors can simulate high camera angles without raising the camera off the floor.

- Kinescope recordings have been improved immeasurably, not only in the methods, but techniques.

- The "big screen" was installed in the Centre Theatre to afford studio audiences the pleasure of seeing the program as it is being telecast in addition to how it is being produced on the stage. The screen, measuring 15 by 20 ft., hangs above the stage.

- The parabolic microphone, dubbed the "big ear" by the engineers, is being developed for use on TV programs. Employing a principle first developed and patented

by O. B. Hanson, NBC's engineering vice president, the parabola measures six feet in diameter and can pick up high quality sound from distances as far away as 35 ft. It will eliminate the need for boom mikes and allow performers greater freedom of movement.

To meet the requirements of NBC's expanding program activities, the engineering department is currently engaged in an extensive rebuilding program of its master control, film studio and kinescope recording room in Radio City. The master control is being enlarged and completely rebuilt to meet all up-to-date network requirements. Construction is underway on a new film studio to be equipped with eight film chains—each consisting of a camera, 16mm projector, 35mm projector and telop projector (for still pictures). Two additional sets of recording equipment are being installed in the newly enlarged kinescope recording room.

Technically, as well as program-wise, television has made great strides in the last few years. Much of the credit is due to the foresight and engineering brilliance of NBC and RCA. Although it has come a long way, TV still has a long road to travel before achieving the technical greatness it portends. Towards this goal, the network's engineering department will continue to devote all its technical skill and know-how.

THEATRE TV

Second CD Showing

PLANS for a second excursion into closed circuit theatre TV were being wrapped up by Federal Civil Defense Administration officials last week.

Tentative blue print for a second demonstration—this time earmarked for the New England area—was revealed a fortnight ago by civil defense authorities [B*T, Nov. 19].

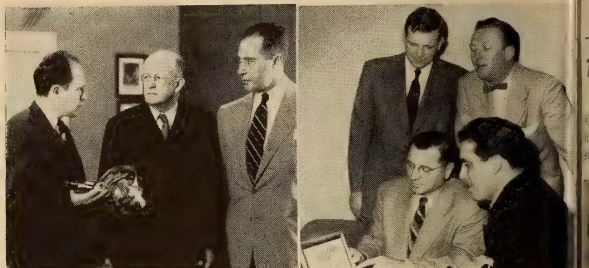
Final arrangements are to be announced this week, with names and number of cities participating. Only Boston has been definitely set as a key area for another showing, designed to train volunteer personnel in civil defense techniques. Subject will be welfare services.

AT&T reportedly is offering facilities on the hourly basis of \$1 per mile for video lines (one-way), plus 15 cents per mile for first audio line to the theatre and an additional 15 cents per mile for the second audio line from the theatre.

The project is another in the series launched by FCDA's Audio-Visual Division to mass instruct some 15 million workers within a comparatively short period of time. First demonstration was held in September in Washington, with instruction channeled through theatre television to Baltimore, New York and Philadelphia [B*T, Sept. 24, 10].



Telerama
PREPARING X-ray forms during drive against tuberculosis are these KMTV (TV) Omaha executives (l to r): Owen Saddler, general manager; Ray Schroeder, chief engineer; Howard Peterson, sales manager, and Glenn Harris, program director. Mobile unit was parked in front of KMTV studios for 10 days while station supported drive.



GOVERNMENT curtailment of availability of mica, used in iconoscopes, was subject for discussion at WDSU-TV New Orleans among (l to r) Lindsey Riddle, WDSU-TV chief engineer; Comr. Paul A. Walker, FCC vice chairman, who was visiting the station, and Robert D. Swezey, station exec. v.p.-gen.-mgr.

ADMIRING new Miller High Life beer identification card are (seated, l to r) C. V. Niderost, southwestern division mgr., Miller Brewing Co., sponsor of Los Angeles Rams pro football telecasts on KNXT (TV) Los Angeles; Wilbur Edwards, KNXT gen. mgr.; (standing, l to r) Bill Symes, sportscaster, and Bob Hoag, station sls. mgr.



DISCUSSING media situation are (l to r) John J. Karol, v.p. in charge of CBS Radio Network Sales; Gene Autry, CBS radio and television star; Merle Jones, v.p. in charge of stations and general services division for CBS Television, and Howard S. Meighan, pres., CBS Radio Div.

ATTENDING party following premiere of Frank Sinatra Show are (l to r) Earle Ludgin, Pres., Earle Ludgin & Co., Chicago; J. J. Van Volkenburg, pres., CBS Television Div.; Maxine Andrews of the Andrews Sisters; Perry Como, singer; Patty Andrews, of singing trio; Benjamin A. Ragir, president, Ekco Products Co., Chicago, sponsor of first quarter-hour; Frank Sinatra, star of show; LaVerne Andrews, third member of trio; Frankie Laine, singer, and Hubbell Robinson Jr., v.p. in charge of network programs, CBS Television Div.



TELEFILM, INC.

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FOR

TV SPOTS-PROGRAMS

All Production Steps

In One Organization

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Cost No Deterrent

APPEAL of television is really demonstrated in San Bernardino, Calif., where the purchase of a TV set is no small consideration. In this city, approximately 60 miles from Los Angeles, the nearest television receiving point, the average height of antennas is 65 feet, and sometimes must be raised to 80 feet. Average price of installing the antenna and booster is almost \$300 above the cost of the set. In spite of this, the San Bernardino area boasts approximately 6500 TV sets, with new ones being installed at the rate of 375 per month.

TORGE NAMED

Manager of WBEN-TV

GEORGE R. TORGE, program director of WBEN-TV Buffalo since 1948, has been appointed station manager, according to an announcement by A. H. Kirchhofer, vice president of WBEN Inc.

Mr. Torge, in addition to his new duties will also continue to supervise TV programming. Mr. Torge entered radio in 1932 as a singer. He joined the Buffalo Evening News stations in 1936, serving successively as announcer, chief announcer and program director.

During World War II he served as a combat sergeant in General Patton's Third Army. In 1946, he rejoined WBEN as program director of both the AM and FM operations.

XELD-TV Set Drive

ENTHUSIASM of dealers for TV in the Rio Grande Valley was demonstrated following a meeting called by XELD-TV Matamoros, Mexico-Brownsville, Tex., Nov. 9. Over 300 TV dealers and distributors attended conference at El Jardin Hotel and signed up for six-week cooperative advertising campaign to promote set sales in the area. Drive features radio-TV spots, window streamers, and newspaper advertising. Meeting included talks by Monte Kleban, XELD-TV general manager, and Justin Duncan, program director of WOAI-TV San Antonio. Technical problems were aired.

Denison Community TV

DENISON, Tex., city council passed an ordinance last week giving Better Television Inc. a 20-year franchise for operation of a community television tower. Company plans to set up a central aerial for use of TV owners, promising improved reception.

UN COVERAGE

THE UNITED NATIONS' General Assembly in Paris is providing virtually unlimited opportunity for radio-TV public interest and news coverage.

Daily reports are being carried over the CBS Television Network with the first program, a summary of conferences preliminaries, carried 3:30-4 p.m. (EST) Nov. 11.

Weekday CBS TV programs are covering all Assembly meetings as well as committee sessions, with telecasts in the U. S. following by one day the time of actual sessions in Paris. The Sunday programs—moved to a 3-3:30 p.m. time period Nov. 18—feature edited digests of the full week's coverage.

Described as establishing something of a record for international sight-and-sound journalism, the telecasts are result of three-party agreement between the UN, Paramount Pictures Corp. and CBS.

Actual TV coverage is being handled by UN technical personnel. The signal is fed into a Paramount Inter-Film unit—the same used to transmit TV pictures to movie screens in theatre TV—where picture and sound are developed, fixed, dried and recorded on 35mm film within 30 seconds after the event occurs, it was explained. The equipment, handled by Paramount recording engineers, was flown to France for these programs with the help of the Dept. of State. Finished films will be flown to the U. S., arriving—if good flying conditions prevail—for telecasting over the CBS network within 24 hours after they have been made.

Directed by Mickelson

Emery Kelen, TV officer of the UN Radio Division, is supervising coverage in Paris, and Albert Chesnes, recently appointed manager of Paramount Theatre television operations, is in charge of his company's participation. CBS TV operations are being managed through Sig Mickelson, director of CBS-TV news and public affairs.

NBC's coverage of the sixth General Assembly are on a weekly basis with telecasts of 12 half-hour documentaries produced by the Ford Foundation [B•T, Nov. 5]. First of the series started Saturday, Nov. 10, 7-7:30 p.m. EST.

ABC-TV focused on the United Nations when *United—or Not?*, an unrehearsed news conference with members of the UN Correspondents Assn. interviewing world leaders and UN delegates, resumed Nov. 13, Tuesday, 9-9:30 p.m. EST over the network. Program had not been aired since Oct. 30, although the radio version (Tuesday, 10:30-11 p.m.) has continued without lapse.

Interviews are Vitapixed in Paris and flown to New York for telecasting. John MacVane, press attache of the U. S. Mission to the UN, is acting as moderator, with Emery Kelen as director. The television version—which for now will originate at the temporary UN building next to the Palais de Chaillot—has been a regular ABC-TV

Radio-TV Highlight Paris Meet

listing since July and has been carried by the TBC Radio Network since May 1950.

ABC Radio's *Foreign Reporter* started on-the-spot coverage of the General Assembly Nov. 8, 10:15-10:30 p.m. EST, and continued with UN reports when the program shifted to 9:45-10 p.m. recently. Robert Sturdevant, ABC correspondent, is reporter.

Mutual devoted a full hour to the UN fortnight ago when it broadcast *Windows on the World*, a Norman Corwin documentary produced in association with UN Radio. The taped broadcast started with a tour of the 38-floor Secretariat Bldg. from the ground up and featured spontaneous interviews with UN employees.

ANNOUNCING new list of distributors for its line of television and radio receivers, R. D. Payne, sales manager of CBS-Columbia Inc., manufacturing subsidiary of CBS, has stated that "the distribution pattern which had been set at the time of the merger with CBS is now almost complete, many months ahead of schedule. This new pattern gives CBS-Columbia a key distributing outlet in each television area throughout the country."

KRLD-TV's Tree

KRLD-TV's tower in downtown Dallas will soon become a 400-foot Christmas "tree," with a festooning of gay lights on cables. The "biggest-tree-on-earth," as it is called, will be visible on the Dallas skyline for miles around. KRLD studios, at the tower's base, and the *Dallas Times-Herald* Bldg., adjacent in Herald Square, will be festively decorated. Apex of the "tree" will be formed of neon stars just below the antenna, which will rise another 100 feet like a Christmas tree spike.

Halley Leaves Show

RUDOLPH HALLEY, newly-elected president of the New York city council, bowed out of CBS-TV's *Crime Syndicated* with last Tuesday's show, having obtained release from his contract. The lawyer-politician's contract called for options every 13 weeks, with first to fall after Dec. 11 program. He will be replaced this Tuesday by Sen. Herbert R. O'Connor (D-Md.), who succeeded Rep. Estes Kefauver (D-Tenn.) as head of the Crime Investigating Committee. It was unknown at CBS-TV Division last week whether Sen. O'Connor would appear the following week or whether the program would finish its season with guest commentators.

It's
really
nothing



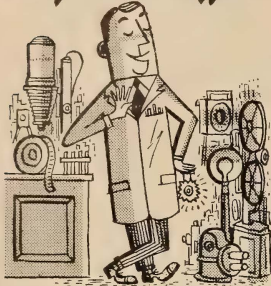
It's absolutely nothing for KSL-TV to put on any show from a cozy little corner spot to a circus. Studios with room enough for a basketball game; elevator huge enough for an elephant; auditorium to seat over 200; two complete kitchens; camera boom derrick or rear projector equipment.

Whatever you need it's yours at

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SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

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and ready to
serve you!

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we think we do it exception-
ally well:

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quality

**SOUND MOTION
PICTURES
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SOUND RECORDINGS
SLIDE FILMS
FILM STRIPS**

Our permanent staff includes spe-
cialists among script writers, ar-
tists, directors, cameramen, sound
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Documentary or Educational
motion picture, Industrial or
Training film, in black and
white or in full color—or the
finest sound recordings—
whatever your requirements in
the audio-visual medium may
be, Seaboard has the facili-
ties, the equipment, the tech-
nicians, and the interest which
results in productions at a
cost consistent with the high-
est quality.

ASK THESE CLIENTS
Seaboard Studios is producing
films for TV, business and edu-
cational showings for these
representative organizations:
United States Rubber Co.
Sinclair Refining Co.
Talon Slide Fastener
New York Times
National Broadcasting Co.
C. A. R. E.
Young & Rubicam, Inc.
J. Walter Thompson Co.
Batten, Barton, Durstine & Osborn,
Inc.
Department of State
Cecil & Presbrey, Inc.
Hicks & Greist, Inc.
Lennen & Mitchell, Inc.
Geyer, Newell & Genger, Inc.
"Something New" TV Program
21 National Brand Products in 14
major markets sponsored by leading
department stores.

Three Stages & Coaxial
connection to all TV Stations

**SEABOARD
STUDIOS, Inc.**

157 East 69th St., N. Y. 21, N. Y.
Telephone: Regent 7-9200

film report . . .

TELECASTING of 22 quarter-
hour films showing conditions
in Israel began last week over
KLAC-TV Los Angeles. The films
were recorded by Cleve Roberts
during a three-week stay in the
country, and consist of interviews,
eye-witness accounts of recent hap-
penings, living conditions and other
appropriate subjects.

—Nigel Bruce has been signed
by G. Ralph Branton, president of
Interstate Television Corp., Los
Angeles, for top supporting role in
forthcoming *Raffles* television film
series scheduled to start production
today (Monday). Programs will
be filmed at Monogram Pictures
Corp. studios, of which Interstate
is a subsidiary. Lee Savin will
produce, and George Brant is
starred. The television films are
based on the "Raffles" gentleman
robber stories (FILM REPORT, Nov.
19).

—Dick Jones, featured in the
Range Rider television films being
produced by Gene Autry's Flying A
Productions, has been signed by
Mr. Autry to a seven-year contract.
Present plans call for him to star
in a new television series based on
the character he portrays in *Range
Rider*.

—Peter McCabe, Stephen Rob-
erts and Connie Cezon have been
signed by Jerry Fairbanks Produc-
tions, Hollywood, for roles in
The Plugged Nickel, a new pro-
gram in the series of *Front Page
Detective* films.

Sales and Production . . .

**UNITED TELEVISION PRO-
GRAMS** Inc., New York, has sold
Old American Barn Dance to
West End Brewing Co., Utica, N. Y.
(Utica Club Beer & Ale), for 26
weeks. Program will be televised
on WKTV (TV) Utica, WSYR-TV
Syracuse, WRGB (TV) Schene-
ctady and WNBF-TV Binghamton.
In addition, American Snuff Co.,
Memphis, Tenn., has renewed spo-
nsorship of *Barn Dance* in seven
southern cities for total of 52
weeks.

ALEXANDER FILM CO., Colorado
Springs, completed recently TV
commercials for the following
companies:

Motorola Inc., Chicago, seven 20-
second, three 46-second and two
50-second films through Ruthraff &
Ryan. **Lennox Furnace Co.**, Mar-
shalltown, Iowa, 24 46-second films
through Henri, Hurst & McDonald.
Fisk Tire & Rubber Co., New York,
17 46-second films. **Fisher Brew-
ing Co.**, Salt Lake City, six 20-
second films through Gillham Adv.
Agency. **Arden Ice Cream Co.**,
San Diego, one 15-second film
through Phillips-Ramsey Co.

SARRA Inc., Chicago, has been
signed to produce a new series of
Universal Gas Range television

films for Cribben & Sexton through
Christiansen Adv., Chicago. The
series will introduce new 1952
model range in three 60-second and
three 20-second spots. The original
Sarra series for Universal received
the only TV film spot award given
that year by Chicago Federated
Adv. Club.

Sarra also is filming 23 spots for
Mystik Tape, through George H.
Hartman Adv., Chicago. The se-
ries of seven 60-second and 16 20-
second commercials is slated to be
telecast during the next year.

**JERRY FAIRBANKS PRODUC-
TIONS**, Hollywood, plans to estab-
lish a new national sales organiza-
tion with branch offices in key
cities. **Ralph Cattell**, formerly
vice president in charge of sales
and a member of the board of
Wilding Picture Productions, will
head the new sales division as vice
president.

STERLING TELEVISION Co.
names Mignon Meyer sales man-
ager for the 16 mm film sales divi-
sion of firm.

CHARLES MICHELSON Inc., New
York, American agent for EMI
(British) sound effects and mood
music libraries, names Cheshire &
Assoc., Hollywood transcription
program firm, as exclusive West
Coast distributor to television, ra-
dio and motion picture markets.

BING CROSBY ENTERPRISES
Inc., Los Angeles, has started pro-
duction of new group of six pro-
grams in *Rebound* television film
series. Twelve of the series have
already been completed. **Bernard
Girard** is producer-director.

SNADER TELESCRIPTIONS
Corp., Los Angeles, has completed
two groups of TV filmed musical
shorts. One features **Frances Mc-
Cann**, musical comedy singer, and
the other stars **Bob Mitchell** and his
choirboys.

Alter at Sao Paulo

INTERNATIONAL Standard
Electric, IT&T subsidiary, holds
contract for installation of the Fed-
eral transmitter and microwave
for Radio Televisao Paulista, Sao
Paulo, Brazil. Federal engineer
supervising the installation for
ISE is Robert Alter and not Joe
Herold, as incorrectly reported in
the Nov. 12 issue of **BROADCASTING**
• **TELECASTING**. Mr. Herold is
supervising installation of DuMont
equipment. Latter company is sub-
contractor supplying the studio
equipment and Telecruiser. Sao
Paulo firm had expected program-
ming by Nov. 15 but that date was
moved ahead.

CHICAGO SUIT

B&K, CBS Reply Pends

BALABAN & KATZ, Chicago
movie chain, and CBS have two
more weeks in which to file an
answer to the \$100,000 damage suit
filed in Federal District Court by
Cribben & Sexton, Chicago manu-
facturer of Universal gas ranges.
Company charges the B&K video
station, WBKB Chicago, which is
affiliated with CBS, broke a con-
tract for a time period not sub-
ject to network pre-emption by re-
placing Universal's local show with
a network feature from New York.

Cribben & Sexton set the damage
figure on the basis of its lost time
franchise, an audience built up
since December 1950 and cost of
commercials and additional pro-
duction investment. The initial
contract, according to Christiansen
Adv., which handles the Universal
account, was for 52 shows starting
Dec. 10, 1950. Only pre-emptions
provided for in the contract were
for double-header baseball games
running over into the 5 to 6 p.m.
Sunday time slot.

Agency claims it was notified 30
days in advance of Oct. 14 that
Universal's *Blue Flame Theatre*
would be cancelled at that time.
Attorneys for the plaintiff are
Kirkland, Fleming, Green, Martin
& Ellis.

Cribben & Sexton has bought
Foreign Intrigue on WGN-TV
Chicago, Thursday, 8:30-9 p.m.

O'BRIAN PROMOTED

Takes UA Western Post

ROBERT (PAT) O'BRIAN has
been promoted by United Artists
to be western representative of
the television department in a step
toward further expansion of the
company's video activities, John
Mitchell, director of UA-TV, an-
nounced Monday.

Formerly in charge of the south-
ern territory, Mr. O'Brian will
headquarter in Chicago with full
supervision over the company's
midwestern television operations.
The young executive entered tele-
vision in 1945 as supervisor of sales
promotion and publicity for WRGB
(TV), the General Electric station
in Schenectady, and was vice pre-
sident of Atlas Television, New
York independent producer, before
joining United Artists.

WWDC Washington, informed trade
last week it has "sold out com-
mercially" during the normal broadcast
day. It was reported that the station
doesn't expect to take new advertisers
until after Christmas.

Selling: RAZORS?

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

TV ANTENNAS

RTMA Seeks Materials

MATERIALS for TV receiving antennas will be sought of National Production Authority by Radio-Television Mfrs. Assn. so the four million TV sets to be turned out in 1952 will be matched by antennas.

RTMA's Antenna Section, under Chairman Larry H. Kline, of Ward Products Corp., proposes that NPA classify military antennas as "A" and civilian antennas as "B" under the controlled materials plan. The section found that NPA has not made ample provision for allocation of critical materials to equip the anticipated production of receivers.

New Steps Taken

Steps to expand production of aluminum, cobalt and other critical materials used in general electronic production have been taken by government agencies, according to Robert C. Sprague, RTMA board chairman and acting chairman of the RTMA TV Committee. Nickel and copper shortages remain acute.

Field tests of the proposed National Television System Committee standards are proceeding satisfactorily, David B. Smith, Philco Corp., told RTMA's industry meeting in Chicago Nov. 14-16 in his capacity as NTSC vice chairman.

RTMA's Sports Promotion Subcommittee, under Chairman Dan D. Halpin of RCA, has taken steps to speed up the creation of local promotion groups among dealers and distributors in TV areas. These committees are cooperating with sports organizations in the promotion of attendance at sports con-

tests. Key distributors will set up the local committees.

RTMA's board appropriated funds for publication of a new study showing the effect of television on sports attendance. The study is being conducted by Jerry N. Jordan, whose previous surveys of sports attendance have been the most thorough in the athletic world.

Progress in aiding RTMA member companies in the small-business category has been made by the association, which is actively working to help them obtain military contracts. Small companies have underbid big firms on 80% of contracts for items they are qualified to make, according to Kennard Weddell, chief of the Office of Small Business, Dept. of the Air Force. He said most large prime contracts must be placed with big companies because of the equipment and engineering needed to fill them.

TV TAPE UNIT

Amplex to Make For Crosby

AMPEX Electric Corp., Redwood City, Calif., expects to have the new magnetic tape recording system for TV, developed by the electronic division of Bing Crosby Enterprises [B•T, Nov. 19], in production within the next six months.

This indication was given by Alexander M. Poniatoff, president of Amplex, in a news interview. His remarks were made coincident with the national release by Bing Crosby Enterprises that the new system to take sight and sound at the same time has been perfected.

In an interview printed in the Nov. 12 *San Mateo Times*, Mr. Poniatoff said the quality of sound and picture will be improved with time. He said agreement was reached more than two years ago with the Crosby firm to handle the production.

BARRETT NAMED

Takes Consolidated Post

HALSEY V. BARRETT, formerly with DuMont network sales, has been appointed eastern sales manager for Consolidated Television Sales Inc., Peter M. Roebbeck, sales manager of the firm's Hollywood headquarters, announced last week.

Already in his new position, Mr. Barrett has set up eastern offices for Consolidated at 44 W. 56th St., New York.

Associated with DuMont since 1948, he held a series of sales posts. Prior to joining DuMont, Mr. Barrett was sales promotion manager for CBS-TV and before that had been with WNEW New York.

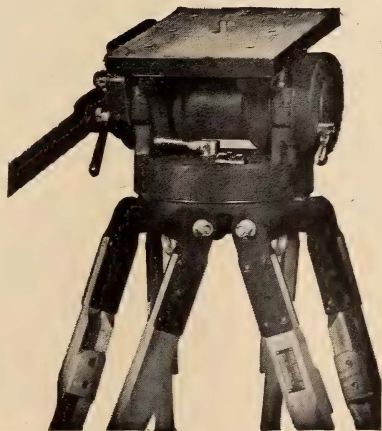


Mr. Barrett

Floating Action!

for all TV Cameras

"BALANCED" TV TRIPOD

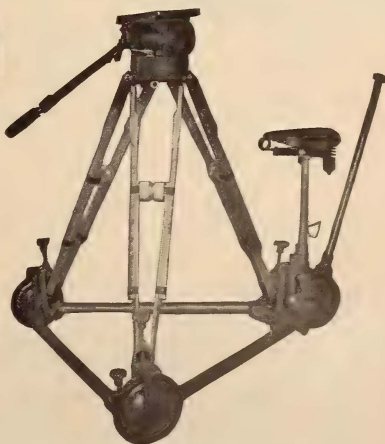


This tripod was engineered and designed expressly to meet all video camera requirements.

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

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



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

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

Write for further particulars



COVIDEO ANSWERS

Denies FTC Complaint

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].

The company and its officers, Sidney I. Horwatt and Louis Brown, claimed that their receivers are separate and distinct from ordinary TV sets and that Covideo operates no differently from other radio-TV set manufacturers.

The respondents also denied claims attributed to them that they maintain a staff of competent engineers and technicians, with adequate TV research facilities. Officers of the firm have done considerable research in production and operation of coin-operated TV and radio sets, however, they told the FTC. Hearings were held in New York Nov. 5.

front office



R. W. YOUNGSTEADT, director of advertising and sales promotion WPTF Raleigh, N. C., appointed sales manager. Mr. Youngsteadt succeeds **OLLIE CARPENTER**, who has resigned the position due to illness. Mr. Carpenter will assume other duties at station.



Mr. Youngsteadt

RICHARD E. SHIREMAN, local sales manager WISN Milwaukee, Wis., appointed national sales manager.



Mr. Carpenter

DAVID M. PLATT, director of public affairs, chief announcer and newscaster WKLV Blackstone, Va., appointed general manager. He will continue to handle his present duties.

FELIX ADAMS Jr., news editor WFRX West Frankfort, Ill., appointed general manager.

ROBERT C. PAYNE to KFH-AM-FM Wichita, Kans., as sales promotion manager. Mr. Payne was advertising and public relations manager with local automotive company.

BOB J. RODGERS, account executive WCAV Norfolk, Va., named general sales manager.

ELIZABETH J. PEERY transfers from San Francisco office of Blackburn-Hamilton Co., station brokers, to Chicago office.

NELSON (Jack) BOSWELL to sales staff WGN-TV Chicago. He was with WBBM Chicago.

LEONARD H. LEVITT, WTTM Trenton, to sales staff of WOV New York.



On the job!

Our volunteer speakers are saving thousands of lives today... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

GRAY SUCCESSOR

May Be Raymond Allen

A REPORT that Raymond B. Allen, former chairman of the Salary Stabilization Board, may succeed Gordon Gray as director of the President's new Psychological Strategy Board was heard in Washington government circles last week.

Mr. Allen, president of the U. of Washington, conferred in Washington, D. C., with members of the board, according to authoritative sources. He stepped down as SSB chairman earlier this month in favor of Justin Miller, NARTB board chairman and general counsel [B•T, Nov. 19, 12].

Mr. Gray, president of the U. of North Carolina and owner of WSJS Winston-Salem, N. C., plans to return to the university sometime before Jan. 1. He originally had agreed to accept the post on an interim basis that would enable him to retain direction of the college but has headquartered in the nation's capital the past two months.

A former Secretary of the Army, Mr. Gray also is president of Piedmont Pub. Co., publisher of the Winston-Salem *Journal* and *Twin City Sentinel*. He left the Pentagon post in April 1950.

HUGH GRAY, announcing staff WDW Decatur, Ill., appointment to sales staff.

JOHN GASKILL, WJW Cleveland, appointed account executive WIMA Lima, Ohio.

PETE LOMBARDO, announcer-disc jockey KOCs Ontario, Calif., to KPMO Pomona, as sales representative. **THOMAS McCLOWREY** replaces him at KOCs.

MARSHALL F. KIZER and **JAMES H. NEU**, former CBS attorney in Washington and New York, announce formation of partnership Kizer & Neu, with offices at 117 West Garro St., Plymouth, Ind.

MAURICE MORTON, radio-TV producer, named assistant to director of business affairs CBS Television, Hollywood.

TOM HAWLEY named account executive to network sales staff, CBS Radio, Hollywood.

Personals . . .

ARTHUR C. McCracken, manager WGPA Bethlehem, Pa., awarded "Dr. Benjamin Rush" medallion by Northampton County Medical Society, of State of Pennsylvania. The award was made in "recognition of the activities displayed by a lay person, and was recognized by the medical profession for the part played by station WGPA and Art McCracken during the 1950 polio epidemic." . . . **RICHARD B. HULL**, director of Iowa State College stations (WOI-AM-FM-TV Ames, Iowa), named to U. S. Commission on UNESCO.

JOHN PATTISON WILLIAMS, executive vice-president Great Trails Broadcasting Corp., (owners of WING Dayton and WIZE Springfield, Ohio), elected to board of directors of Ohio Chamber of Commerce, representing radio. . . . **GEORGE H. LENNING**, director of sales WING Dayton, Ohio, elected first vice president of Dayton Food Trade Assn. . . . **GERALD A. VERNON**, manager network sales ABC-TV, Chicago, father of boy, Gerald Jr., Nov. 14.

JULIAN F. HAAS, commercial manager WARK Little Rock, appointed chairman of radio activities for Arkansas March of Dimes campaign.

HAROLD J. FRANK, secretary-treasurer St. Lawrence Broadcasting Corp., and manager WSLB-AM-FM Ogdensburg, N. Y., elected Alderman, third ward, Ogdensburg, in recent election. . . . **ROBERT SINNETT**, account executive WEEI Boston, father of daughter, Deborah Helen, Nov. 7.

SHERRIL TAYLOR, sales promotion manager Columbia Pacific and KNX Hollywood, father of boy, Kevin, Nov. 7. . . . **CHARLES WARREN**, general manager WCMJ Ashland, Ky., elected city commissioner.

PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., appointed member of Monroe Recreation Board. . . . **BOB JAWER**, sales representative WPTZ Philadelphia, father of boy, Bruce. **HARRY D. GOODWIN**, general manager of WNNJ Newark, N. J., spoke on "Radio and TV as Aids to Medical Progress" before the public relations committee of Medical Society of New Jersey in Trenton. Mr. Goodwin was also named to a committee of Radio, TV, and press representatives to study means of improving relations between physicians and mass media.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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

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

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

For details, write to the Pioneer in this line.

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

More Cutbacks

(Continued from page 52)

tions for succeeding quarters—starting Jan. 1 [B•T, Nov. 5, Oct. 29, 22].

Briefly, CBS-Columbia is modifying its appeal to call for a greater quantity of materials than heretofore allotted to Air King Products Co., which CBS Inc. absorbed in its purchase of manufacturing facilities last summer.

Though CBS purchased the facilities of Hytron Radio & Electronics Corp., allocations for this company are not involved in the current appeal, it was understood.

CBS-Columbia is seeking a larger quota of materials than that issued to Air King but substantially less than originally asked before the color TV blackout. The firm still wants to obtain a goodly supply of steel, copper and aluminum to enable it to produce monochrome receivers.

On another front, the government announced a Dec. 15 deadline on applications (Form CMP 4-C) for materials allotments to construction for the second quarter beginning April 1, 1952.

Earlier, DPA announced allotments of structural steel for the first quarter of 1952. Construction will remain generally at the same level as during the present period, it was said.

Of a requested 418 tons of steel for NPA's Electronics Division, 91 tons (or 21.8%) will be siphoned off to industry. This relative small amount will be used chiefly for purposes of maintenance, repair and operation, it was understood.

Broadcasters who would build new facilities or continue those already under construction draw materials from the quota set aside for NPA's Facilities and Construction Bureau—or a percentage of the 360,000 tons allotted, assuming they obtain government authorization. Bulk of this and subsequent allocations will be channeled into industrial plants.

Broadcasters are now classified with newspapers in the industry category, but may be expected to command lower priority than essential defense industry expansion

projects. They may anticipate denial of any building requests, in any event, unless their projects are "at least 20% completed," authorities agree.

Nevertheless, the radio-TV industry stands to fare better than commercial (in which broadcasting originally was classed) and recreational fields, for which "only minor quantities of structural steel" will be distributed.

Reviewing 1951 fourth-quarter breakdowns, NPA noted generally that station operators and other entertainment groups were allowed to proceed with building because of "extreme hardships." This category received only 2% of the available steel supply—or 13% of the quantity sought. While nearly 60% of applications for broadcasting, theatre and other "entertainment and recreation" facilities were given authorization, indications point to a larger percentage of denials early next year, the agency said.

The 91 ton ceiling for industry, to be allotted through NPA's Electronics Division, is understandable when related to MRO orders only. Radio-TV broadcasters now are permitted to self-authorize up to 25 tons of steel, plus certain amounts of copper and aluminum for small building, alteration or remodeling projects.

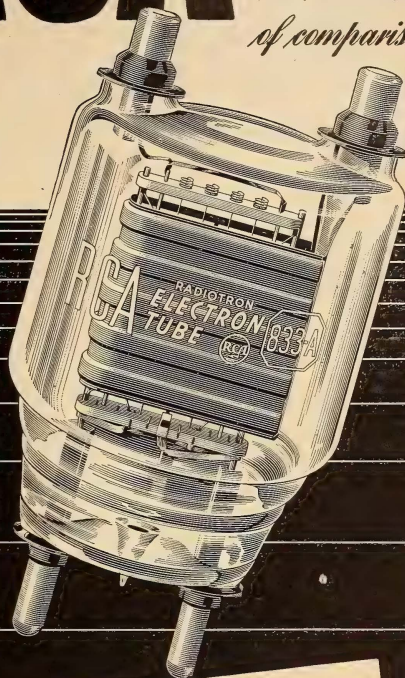
NPA is currently processing applications for the first quarter of next year. Broadcasters who were denied this quarter are allowed—even encouraged—to apply again for allotments.

New Ziv Sales

SALES in 10 additional markets were announced last week for *Bright Star*, transcribed syndicated radio series starring Irene Dunne and Fred MacMurray, by Frederic W. Ziv. Co., New York, although intensified sales effort ended more than a month ago. Spokesmen said all sales—in markets from the East to the West Coast and from Texas to Wisconsin—were for 52 weeks, Ziv reported.

RCA TUBES

The standard of comparison



**For dependable tubes* and service
... see your RCA Tube Distributor**

RCA Tube Distributors are veterans in the radio field... second to none in their territories. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him.

*RCA Tubes for AM Broadcasting—such as the 833-A, 892-R, and 5671—are noted for their dependability, operating economy, and long service life. Buy RCA tubes and get all the performance you pay for.

BUY THAT

**KNOW-HOW
GO-NOW**

**STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS**

KRNT — Des Moines

CBS — Represented by The Katz Agency



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

\$14 MILLION GAIN* IN WISL

Primary Area
RETAIL SALES

TOTAL
RETAIL SALES
\$161,194,000

FOOD
\$42,984,000

GEN'L. MDSE.
\$15,628,000

APPAREL
\$12,611,000

DRUG
\$4,085,000

*Serving the Largest
Concentrated Market
area between
Harrisburg and
Wilkes-Barre, Penna.*

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

*Source: Standard Rate and Data Service

CHARLES BLACK, production manager WSAI Cincinnati, appointed program director. Mr. Black succeeds **RICHARD E. FISCHER**, resigned to take over duties as program director **WJBK-AM-FM-TV Detroit**. **BOB McDEMOTT**, promotion director **WANE Fort Wayne, Ind.**, appointed production director **WIMA Lima, Ohio**. **FRANK NOLAN** to



Mr. Black

announcing staff **WIMA**. **ELBERT WALKER**, production staff **KNXT(TV) Los Angeles**, to **KHU-TV Los Angeles**, as production supervisor. Mr. Walker was associated in production capacity with former **Don Lee station KTSL(TV) (now KNXT)**.

PHIL BERLE, director of talent exploitation **KNBH(TV) Hollywood**, recuperating following emergency appendectomy Nov. 14.

BILL KARN, director of **NBC The Whisperer**, takes on added duties of writing the series.

MILTON KLEIN, traffic manager **KLAC-TV Hollywood**, named manager of newly created operations department. He will be in charge traffic, commercial production and commercial scheduling departments. **GINI MEYERS** and **LU CASEY** will head traffic and commercial scheduling departments. **JACK MILLER**, director of commercial production, named director of promotion and merchandising.

CLAUDE C. MORRIS appointed production director **WFIL Philadelphia**. Mr. Morris, veteran of 21 years in radio business, has served as announcer, producer and writer at several stations and agencies.

AL ROBERTS, staff announcer **WHNC Henderson, N. C.**, appointed to announcing staff **WSJS Winston-Salem, N. C.** **JACK McKEE**, staff announcer **WKPT Kingsport, Tenn.**, to announcing staff **WSJS**.

Miss **LUCKEY NORTH**, staff announcer **WKBK(TV) Chicago**, to **Chicago Musical College**, as teacher of television courses.

ALLAN MORGAN, traffic and scheduling department **WBBM Chicago**, called to active duty with Navy at Great Lakes, Ill.

ANNA SIEGELBAUM, graduate Stephens College, to production department **KWK St. Louis**.

JACK GRISWOLD, Armed Forces Radio Service, Korea, to **WCSS Amsterdam, N. Y.**, as sportscaster after discharge from Army in October.

FRANKIE PACELLI named assistant director **NBC-TV Chicago**.

SUSAN MILLER to **WGN-TV Chicago**, as assistant to film director.

JUDITH WALLER, director of public affairs and education **NBC Chicago**, named as only member of broadcasting industry among 100 distinguished Americans to receive **Northwestern U. Centennial Award** at Dec. 2 convocation.

CHARLES SCULLY, **WAAT** and **WATV(TV) Newark, N. J.**, appointed director of public relations **WPAT Paterson, N. J.**

ART BROWN, personality and morning man **WWDC-AM-FM Washington**, Nov. 21 opened eight-day engagement, as organist at **Capitol Theatre, Washington**.

air-casters



BUD COULSON, publicity director **KHJ Los Angeles** and **Don Lee Network**, and **JOSEPH COFFIN**, research director **KLAC-TV Los Angeles**, have organized to discuss evaluation of radio and TV programs before local Parent-Teacher Assn. councils.

Cpl. **JACK E. REICH**, former producer **KMTV(TV) Omaha, Neb.**, now serving as radio specialist for 40th Infantry Div. station at Sendai, Japan. He is recording voice of soldiers in division for use by their hometown stations.

JACK WOOD, **WTAX Springfield, Ill.**, named to announcing staff **WDZ Decatur, Ill.**

BOB McFADDEN, announcer-engineer **KNCM Moberly, Mo.**, to **KGAK Gallup, N. M.**, as assistant program director.

CARYL COLEMAN, screenwriter, to **KGO-TV San Francisco**, as producer.

GENE MERLINO, featured vocalist with **Dick Foy's band**, to **KCBS San Francisco**, as singing star on *Bill Weaver Show*.

WILLIAM CASSIE, field supervisor **WENR-TV Chicago**, father of daughter, **Doreen**, Nov. 14.

KEN FINLEY, production manager **KEX Portland, Ore.**, to **KECA Los Angeles**, as writer-producer.

MARILYN HARE to **KLAC-TV Los Angeles**.

CARMEN DRAGON, musical director of **NBC Railroad Hour**, father of girl, **Kathryn**.

CAROLYN MORGAN, producer **WTOP-TV Washington**, and **Warrant Officer Howard Wayne Crabtree, U.S. Army**, married, Nov. 10.

ROBERT HARTNETT, assistant production director **Don Lee Broadcasting System**, father of twin boys born Nov. 12.

STEVE LIBBY, promotion publicity manager **WIS Columbia, S. C.**, father of girl, **Susan Thurston**, Nov. 12.

News . . .

FRED DAVIS, **WHBT Harrison, Tenn.**, appointed sports director **KGWA Enid, Okla.** **RALPH MILLS** appointed new director.

JIM HENDRICKS appointed to news and special events staff **KFBI Wichita, Kan.**

DAVE KEES, production manager **KPIX(TV) San Francisco**, to **CBS Television Network, New York**, as director of special events.

TERRY FLYNN, news director **WLWT(TV) Cincinnati**, spoke on "Television's Place in the News" at recent quarterly dinner meeting of **Ohio Writers Guild**.

**NO TV ANTENNA'S HERE
Just -- RADIO ONLY!**

and WE
SATURATE, TOO!

Just like a blanket of rain—
we cover the homes in these
markets with A.M. radio
. . . and when we ask 'em
to buy—they buy!



SPOT THESE, TOO!

Buy in a Package . . . One Order—
One Billing. Sell the home-town
folks in these markets!

Represented by—**JOHN E. PEARSON CO.**

Owned and Operated by SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President

Publishers of: *Southwest Times-Record*, *Fort Smith, Arkansas*; *Examiner-Enterprise*, *Bartlesville, Oklahoma*; and *The Daily Times*, *Okmulgee, Oklahoma*.

BLOOD DRIVE

206 CBS Affiliates in Marathon

ALMOST all 206 affiliates of CBS Radio Network, reaching from Florida to Alaska, cooperated with and participated in the network's 15-hour blood pledge marathon held in the last fortnight to help insure a steady 300,000-pint-a-month supply of whole blood for national needs.

A corps of 350 volunteers of the New York Red Cross answered 100 telephones set up in a hotel ballroom to take names and addresses of people who pledged donations. Similar telephone units were set up in Philadelphia, Boston, Cleveland, Detroit, Chicago, St. Louis, and Los Angeles, while WTOP Washington enlisted telephone answering services from Shy Inc., newly formed group of professional models, whose members took over the 12:30-2 a.m. shift.

A transportation company in Atlantic City, N. J., joined the campaign by painting advertisements of the blood pledge marathon on one of its streetcars to describe the CBS Radio drive and give local phone numbers to would-be donors.

Six affiliates in Alaska sent assurances of their cooperation in the blood drive, an around-the-clock effort that utilized all station-break time and that was given one minute of all network programs during the full broadcast day.

Arthur Godfrey conducted three

special programs during the day, as well as making 50-second appeals during the one-minute program interruptions. Local announcers utilized the other 10 seconds to give local blood collection information. Mr. Godfrey's special broadcasts—heard at 4:15-4:30 p.m., 6:15-6:30 p.m., and 10-11 p.m.—originated from CBS Studio 21 where, for the day, a Red Cross blood collection unit was in operation. Some 20 members of the Godfrey staff donated their blood during their work day.

Considering Gen. Hoyt S. Vandenberg's statement that there is no reserve plasma supply either in Korea or the U. S. and that there is none at all for national emergency use, Mr. Godfrey said, "Fun is fun, but as adult Americans, this is one responsibility we'd better not laugh off—for our own good."

Local Efforts

In addition to its own local appeal [B•T, Oct. 29], KLRA Little Rock, Ark., cooperated with the CBS drive and was credited with collecting 130 pints of blood.

Efforts of the CBS affiliate in Washington, WTOP, brought pledges for 707 pints of blood. It reported 100 other persons phoned with offers but were gratefully re-

fused because of such reasons as their advanced age.

WISN Milwaukee's 18-hour campaign, also part of the national CBS effort, evoked pledges for more than 850 pints of blood.

In keeping with the CBS campaign, WTAG, the network's affiliate in Worcester, Mass., instructed every member of its 60-man staff how to take phone pledges. Final tally had not been reported at deadline.

More than 2,300 Chicagoans donated their blood to the Red Cross as a result of WBBM's 21-hour blood pledge marathon conducted by CBS stations nationally. Calls from persons pledging blood went into the Red Cross office from 5 a.m., when WBBM broadcast its *Country Hour*, until 2 a.m. after the *Mattinee at Midnight* program, at the rate of 120 calls per hour. Two of the station's leading personalities—Paul Gibson and George Watson—gave blood on their programs.

Around the nation, other stations continued their public service efforts by staging their own blood drives. In addition to those previously reported [B•T, Nov. 12], these accounts were received last week:

WAIM Anderson, S. C., and its affiliate, WCAC (FM), were able to raise 478 pints of blood for the U. S. Armed Forces in a three-day drive. The stations promoted the drive by offering \$100 to a lucky donor.

When it appeared that the local quota would not be reached, Christie Thomsen of WBEL Beloit,

(Continued on page 169)



If it's ears you are need'n
The kind that are heed'n



Commercials, just as they should;
Before proceeding . . .



Pick the station that's leading.
In Greater Grand Rapids, it's WOOD!



Why is WOOD terrific?
Ask Katz to get specific.

In Greater Grand Rapids . . . the most ears are WOODpecked



- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station

For the best earful in
Greater Grand Rapids . . .

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also WFDF—Ft. Mich., WEOA—Evansville, Ind., WFMS and WFMS-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

WE SIT ON OUR CONVICTION!

WARD

 Gets Renewals because
Gets Results

For Example: These daily 15-minute strips have been continuously sponsored by the same local advertisers since the day they started.

NOONDAY NEWS—Economy Stores

HEADLINES and HILITES—Glosser's Dept. Store

SPORTS SCENE—Chrysler-Plymouth

TOMORROW'S NEWS TODAY—Fort Pitt Brewing

(Aggregate Total 19—Happy Years)

JOHNSTOWN'S NUMBER-ONE STATION

WARD



WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

WGAR VS. WJR

Contest Aids Blood Drive

AN INTRA-MURAL blood donor contest in which WGAR Cleveland and WJR Detroit competed during the CBS network campaign wound up with WJR ahead on points and WGAR bleeding slightly from an "altercation" with Cleveland's mayor, Thomas A. Burke.

When the mayor didn't appear on WGAR, Newscaster Charles Day left a 25-second silent period in his program. Mayor Burke then threatened to file a complaint with the FCC, contending his office had heard nothing about a WGAR date until 90 minutes before his scheduled appearance.

Carl George, WGAR general manager, apologized to the mayor and offered time to reply. The mayor refused but dropped the whole matter when Mr. Day also apologized on his newscast.

In the contest, WGAR received 1,377 pledges compared to 1,432 for WJR, but WJR also had 1,200 group pledges for a grand total of 2,977.

**PROMOTION BONUS
FOR SPONSORS...
FOUR EXTRA
SHOTS FOR
EXTRA SALES!**

programs promotion premiums



SKI SHOW

WPTR Albany, *Ski Scoops*, Fri. 6:15 to 6:30 p.m., started Nov. 23 beginning fourth year. Lloyd T. Lambert, station ski expert, will present latest snow conditions and reports, interviews and news notes about ski personalities and groups. WPTR presents show for entire skiing season.

CONFERENCE COVERAGE

WGH Norfolk, Va., presented special broadcasts of Third Virginia World Trade Conference, Nov. 15 and 16. Station set up news desk in lobby of hotel where conference was held to present news and interviews. Station also carried two special broadcasts with additional reports and bulletins on regular newscasts during days of meeting.

VOD BROADCAST

KNOE Monroe, La., Nov. 12, broadcast via tape finals of Voice of Democracy contest held at local Junior Chamber of Commerce luncheon. Station recorded event for presentation later in evening. Paul H. Goldman, vice president and general manager KNOE, acted as judge in contest.

PROGRAM PITCH

WNBW (TV) Washington, sending advertisers tear sheet of program review, *Battle Report—Washington* that was in BROADCASTING • TELECASTING last month. Piece tells advertisers "Now *Battle Report—Washington* can make news for you as an advertiser. . . . Take advantage of this opportunity by calling your nearest NBC Spot Sales office or the WNBW sales department. . . . Now." Station is also using tear sheets of stories about other shows featured in other trade journals.

DUCK SEASON

KLRA Little Rock, during week of Nov. 19 aired series of programs praising services of Ducks Unlimited and Wildlife Federation at opening of duck season in Arkansas. Two special shows called listeners attention to work of associations. Station also used spot announcements urging hunters to observe rules of good sportsmanship and safety.

PUBLIC SERVICE MARATHON

WCOP Boston recently broadcast 24-hour fund-raising marathon, "Real American Breakfasts", for needy persons overseas. Breakfast sponsored by local chamber of commerce offered free breakfast of pancakes, bacon, syrup and coffee which were served every hour on-the-hour, for a donation of two dollars. WCOP volunteered its facilities for entire promotion. Disc

jockeys, newscasters and other entertainers presented show direct from hotel where event was being held. Gov. Paul A. Devers, and other civic leaders praised station and Craig Lawrence, WCOP general manager, for the public service presentation.

'GREATEST SHOW ON EARTH'

WTMJ-TV Milwaukee comes up with answer to "Movie-time, U.S.A." campaign, with full page ads in local papers headed "Five seats down front . . . for the greatest show on earth." Accompanying copy lists TV program attractions, comfortable easy-chair viewing, and handy kitchen refreshments.

BEST WISHES

WQUA Moline, Ill., mailing early holiday greetings to time buyers in area. Card contains best wishes for holiday season and reminder to advertisers to use WQUA facilities to tell people of Christmas merchandise.

HOUSTON'S HUGO

KXYZ Houston, Tex., got into the animal act when station's Robert H. Nolan interviewed baby gorilla "Hugo" during United Fund publicity broadcast. Hugo, formerly known as "little no-name," was captured in French Equatorial Africa by Mr. and Mrs. Charles B. Greer, Houston. He received his name, "Hugo" in *Houston Chronicle* contest that attracted 7,000 entries.

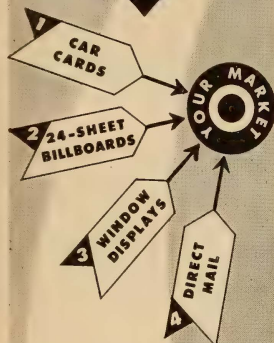
PUBLIC SERVICE

WNJR Newark, N. J., in observance of Oil Progress Week broadcast luncheon of industry leaders and speeches that were presented. Broadcast was sponsored by New Jersey Oil Industry Information Committee, New Jersey Oil Trade Assn. and Fuel Oil Distributors Assn. of New Jersey.

OPEN LETTER

LIBERTY Broadcasting System, Dallas, Tex., sending trade and advertisers reprint of ad which appeared in BROADCASTING • TELECASTING. Reprint is open letter to American radio stations based on new NBC rates plan [B•T, Nov. 12], from LBS President, Gordon B. McLendon. Letter is entitled, "Are You A Sucker."

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



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

**10,000 Watts
Philadelphia's
Most
Powerful
Independent**

REPRESENTED BY
Radio
Representatives
Inc.

**W
I
B
G**

QUINT-CITIES

1922 WOC 1951
30 Years Later

BUSINESS BETTER THAN EVER

WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many other 1sts—including one of 1st stations west of the Mississippi affiliated with NBC.

Today, WOC can point to local **BUSINESS BETTER THAN EVER.**

24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, than in any previous 12 month period.

Local advertisers spent **14.4%** more money for time on WOC during this period, than in any previous 12 months.

Get the facts about this radio station where **BUSINESS IS BETTER THAN EVER.** Get them from your nearest F & P office . . . or from us direct.

Col. B. J. Palmer, president
Ernest C. Sanders, manager

Davenport, Iowa
Basic NBC Affiliate
5000 W.—1420 Kc.
Free & Peters, Inc.
Exclusive National Representatives

We Pay Our Respects

(Continued from page 56)

field and in 1932 served as summer announcer at WMAS in the same city. That vacation assignment had more appeal than the Alabama campus so he stayed on at WMAS, becoming program manager in less than a year.

In 1935 he moved to WNBC New Britain, Conn., as general manager. He built the station from a 250-w daytime outlet to 5 kw unlimited in nine years, and moved it to Hartford. He pioneered long-distance remotes at Hartford, including high school football games from Miami and New Orleans.

When Col. Harry C. Wilder obtained control of WELI in 1944 he acquired Mr. Davis as general manager. As a station executive Mr. Davis has definite ideas.

"I believe in sticking close to the station and the staff and their problems," he said. "I have tried to surround myself with qualified people, giving them enough responsibility to encourage individual action, yet applying enough direction to bring about unified effort."

When he takes time off from WELI and UHF, Mr. Davis becomes a weekend sailor on his cabin cruiser *San-Jan*, named for his two daughters, Sandra and Janice. With Mrs. Davis, the former Barbara Spence of Springfield, he conducts a summer-long

battle against colonies of insects whose appreciation of his crops is seldom deterred by the ferocity of frequent application of insecticides.

After a session in the garden, Mr. Davis generally can be found tinkering with the latest in UHF converters in pursuit of his thesis that UHF is about to become the television applicant's best friend.

HADACOL CASE

Hearings Off Until Dec. 5

FURTHER hearing on the Le Blanc Corp., manufacturer of the dietary supplement, Hadaacol, was postponed by Federal Judge William Bondy last week until Dec. 5.

Confirmation of Milton F. Rosenthal, New York attorney, as trustee for reorganization was to be argued, with a group of southern creditors—some of whom are members of the Le Blanc family—opposing on the basis that it lies beyond jurisdiction of the court, which administers the southern New York district [B*V, Nov. 12]. Support of the appointment was to be argued on behalf of the creditors' committee, representatives of the major creditors. Hearing date was initially established at convenience of the lawyers involved and was postponed at their request.

G-E PROMOTIONS

Morlock, Sullivan Elevated

PROMOTIONS of William J. Morlock and Patrick E. Sullivan were announced by General Electric, Syracuse, N. Y., last week.

Mr. Morlock, who before his new appointment was assistant manager of the Commercial & Government Dept., has become general manager of that department in Syracuse.



Mr. Morlock

Mr. Sullivan, works engineer at the Buffalo G-E tube plant since 1947, has been appointed assistant manager of the Buffalo Tube Works.

The commercial products of Mr. Morlock's department include two-way radio, microwave, radio and television transmitters and station equipment, commercial radar, electronic heating equipment and germanium products.

Native of McKeesport, Pa., and an Ohio State U. graduate, Mr. Morlock has been with G-E since 1948. Before World War II, he was manager of distributive products engineering for RCA.

Mr. Sullivan, a native of Detroit, was a 1942 graduate of the U. of Detroit. He was appointed assistant works engineer in 1946 and works engineer in 1947. He is a member of the Institute of Radio Engineers.

ANTI-MONOPOLY MOVE

FTC Staff to Enforce

CHAIRMAN James M. Mead of the Federal Trade Commission last Tuesday called on staff members to "proceed promptly" with enforcement procedures against certain firms which purchase assets or capital stock of other companies. Move is intended to stem the "tide of illegal mergers" in the U. S.

Attorneys of FTC's Bureau of Anti-monopoly were asked to "determine the competitive effects of corporate mergers or acquisitions" effected subsequent to enactment of the amended Clayton Act. Amended legislation became effective Dec. 29, 1950. It was designed to close "loopholes" under the original act.

WBS Feature

WORLD Broadcasting System, transcription library and commercial-feature packagers, has released special eight-feature Christmas package to affiliated stations. Package includes: Santa Claus campaign; Christmas shopping jingles; Christmas shopping bag; Christmas Carol background music; Thomas Mitchell in "The Miracle at Christmas"; four holiday scripts; Christmas holiday music selection list and holiday-theme weekly continuity.

WHEN (SELLING) IN ST. LOUIS...



DO AS

ST. LOUISANS DO!

USE



At the present time KWK is serving over 100 Local Advertisers!

Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

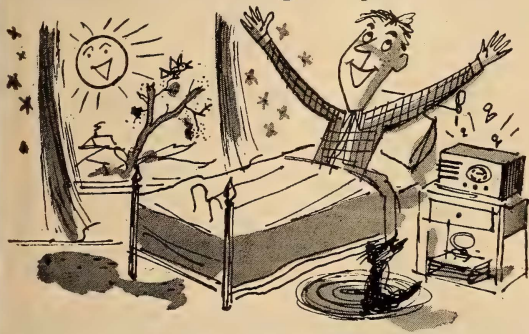
And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

Good Morning... you bet!



March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

WDEF

CHATTANOOGA

1370 KC
5000 WATTS

Carter M. Parham, President

REPRESENTED BY BRANHAM

KOPR
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USES

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**-FIRST CHOICE
OF ENGINEERS!**

Only Magne-corder 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 —
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QUICKLY RACK MOUNTED
Units can be combined for
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equipment.



CONSOLE OR CONSOLETTE
Operation available by combining
units in rich Magne-
corder cabinets.

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For new catalog — write:

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

Advertisers like to
read ads, too. And
so advertising in
Printers' Ink is read by
the leading buyers
of advertising not
only because they are
interested in the
stations and
markets they might use,
but also because they
have a professional interest in
your copy, layout, etc.

FCC actions

NOVEMBER 16 THROUGH NOVEMBER 21

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

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

November 16 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WHEN Syracuse, N. Y.—Mod. CP new TV station for extension of completion date.
WHJC Maitland, W. Va.—Mod. CP new AM station for extension of completion date.

License Renewal

Following stations request renewal of license: WBHP Huntsville, Ala.; KGPB Flagstaff, Ariz.; KVG Stockton, Calif.; WCNH Quincy, Fla.; WFRP Savannah, Ga.; KRKK Rexburg, Idaho; WQUA Moline, Ill.; WJEF Grand Rapids, Mich.; KLTW Lebanon, Mo.; KELY Ely, Nev.; WMOU Berlin, N. H.; WPAF, White Plains, N. Y.; WBPZ Lock Haven, Pa.; WHBT Harriman,

Tenn.; KSEY Seymour, Tex.; KCMC Texarkana, Tex.; WNOR Norfolk, Va.; KREW Sunnyside, Wash.; WAJR Morgantown, W. Va.; WAUD Auburn, Ala.; KSUN Bisbee, Ariz.; WHIZ Phoenix, Ariz.; KGPB Los Angeles, Calif.; WMMB Melbourne, Fla.; WEAR Pensacola, Fla.; WTCJ Tell City, Ind.; WBOU Terre Haute, Ind.; KSLQ Opelousas, La.; WBSM New Bedford, Mass.; WNEB Worcester, Mass.; WIKB Iron River, Mich.; KGDE Fergus Falls, Minn.; KYSM Mankato, Minn.; WSSO Starkville, Miss.; KANA Anaconda, Mont.; KHAS Hastings, Neb.; WISE Asheville, N. C.; WMFR High Point, N. C.; WLOE Leaksville, N. C.; WCBT Roanoke Rapids, N. C.; WEEB Southern Pines, N. C.; WSTP Salisbury, N. C.; WCPO Cincinnati, Ohio; WCOL Columbus, Ohio; WBBZ Ponca City, Okla.; KOOS Coos Bay, Ore.; KODL The Dalles, Ore.; WHOL Allentown, Pa.; WJOY Burlington, Vt.; WPUV Pulaski, Va.; WCOM Parkersburg, W. Va.; WBBB-FM Burlington, N. C.; WLYC-FM Williamsport, Pa.; KECA-TV Los Angeles; WENR-TV Chicago; WTVN (TV) Columbus, Ohio; WH-TV Ames, Iowa; WNBTV (TV) New York.

Applications Returned

WLBI Auburndale, Wis.—RETURNED application for assignment of license from State of Wisconsin, Dept. of Agriculture, to Wisconsin State Radio Council.
WBLD Dalton, Ga.—RETURNED application for renewal of license.

Feature of Week

(Continued from page 16)

WKYU commercial manager.

Edwin Weldon, WKYU vice president, revealed the prescription for the present drive: "The campaign hammers on the local dealers' names and addresses with every announcement. A blend of the Philco factory jingles with punch, localized copy for a tag is the keynote."

Mr. Bettinger, who planted the seed for the radio spot campaign, indicated he is now gathering for his firm a harvest of increased sales.

EMPLOYEE AWARDS

RCA Victor Ups to \$7,500

EMPLOYEE ideas at RCA Victor Div. are now worth as high as \$7,500 for each adopted suggestion, the company announced last Tuesday. New plan, boosting the awards ceiling 1,500% from \$500 limit, was made to urge employee ideas for the conservation of scarce metals and other materials of critical importance to defense production.

Individual awards are based on a percentage of actual savings effected during a year, it was announced. A. F. Watters, RCA Victor Div. personnel director, noted there is no limit to the number of suggestions any one employee may submit nor to the number of awards he may win. All employees, except those on executive level, are eligible. The conservation campaign already has paid out \$64,566 in awards the first six months of 1951, \$55,030 for the year, 1950.

November 19 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Leo Resnick

Paramount Pictures Inc., et al., and American Bestig. Co., et al.—Pre-hearing conference scheduled by commission order of Nov. 7 to be held on Wed. Nov. 21, Washington, will be held on Tues., Nov. 20, 10:00 a.m., in Rm. 270, Temporary T Bldg., Washington.

WJDX Jackson, Miss.—Granted petition for advancement of dates to take hearing conference re its application and that of WGGA Gainesville, Ga., to commence at Starkville, Miss. Jan. 17, at Raymond, Miss. on Jan. 19, and at Jackson, Miss. on Jan. 21, 1952.

By Hearing Examiner

Elizabeth C. Smith

Frank D. Tefft Jr. Big Rapids, Mich.—Granted petition to amend application to show additional information concerning financing of proposed station. Also, granted petition for continuance of further hearing re his application from Nov. 19 to Jan. 22, 1952, in Washington.

By Hearing Examiner

James D. Cunningham

KJEF Jennings, La.—Granted motion for continuance of hearing re its application and that of WVOW Logan, W. Va. from Nov. 20 to Jan. 29, 1952, in Washington.

By Hearing Examiner H. B. Hutchison

WQAN Scranton, Pa.—Pursuant to memorandum opinion and order, adopted November 8, reopening record re WQAN and remanding proceeding to hearing examiner for further hearing ordered that a further hearing be held in Washington Nov. 16 for limited purpose of permitting applicant to make showing upon record re national network affiliation of WSCR Scranton, Pa.

By Hearing Examiner Fanney N. Litvin

Lakewood Bestig. Co., Dallas, Tex.—Granted petition for continuance of hearing from Nov. 15 to Nov. 19 in Washington re application, also, granted petition to amend application to change transmitter site, reduce power, at night from 1 kw to 500 w and rotate DA 8 degrees in a clockwise direction.

By Hearing Examiner Basil P. Cooper

WALT Tampa, Fla.—Granted petition to amend application to change assignment requested from 1110 kc 1 kw D, to 920 kc 5 kw D, 1 kw N, DA-DN.

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New Rochelle 6-1620



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November 19 Applications . . .

ACCEPTED FOR FILING Modification of CP

WJZ-FM New York—Mod. CP new
FM station for extension of completion
date.

WCBS-FM New York—Mod. CP author-
izing changes in FM station to
hange ant. gain and power output
but ERP remains the same).

License for CP
KRXX-FM Rexburg, Idaho—License
or CP new FM station
WBGU (FM) Bowling Green, Ohio—
license for CP new non-commercial
educational FM station.

Replace CP
KNXT (TV) Hollywood—CP to re-
place expired CP, as mod., for new
TV station.

License Renewal

Following stations request renewal
of license: WIRB Enterprise, Ala.;
WHITE Talladega, Ala.; WAYX Way-
cross, Ga.; WCRQ Johnstown, Pa.

Applications Returned

KGLN Glenwood Springs, Col.—RE-
TURNED application for assignment of
license from Western Slope Bcstg. Co.
to KGLN, Inc.
KOSA Odessa, Tex.—RETURNED ap-
plication for license renewal.

November 20 Decisions . . .

BY THE SECRETARY

Granted Licenses

WGAL-FM Lancaster, Pa.—Granted
license new FM station; 101.3 mc., 3.8
kw, 250 ft. ant.

KTSA-FM San Antonio, Tex.—Granted
license new FM station; 101.5 mc.,
15 kw, 310 ft. ant.

WTRW Two Rivers, Wis.—Granted
license new AM station; 1590 kc 500
w d.

WONW Deafiance, Ohio—Granted li-
cense covering change in operation

hours and installation of DA-N; 1280
kc 500 w.
KMBL Junction, Tex.—Granted li-
cense new AM station; 1450 kc 100 w
fulltime.

KNPT Newport, Ore.—Granted li-
cense covering facilities change; 1310
kc 1 kw DA-N fulltime; cond.

WNXT Portsmouth, Ohio—Granted
license new AM station; 1260 kc 1 kw
DA-1 fulltime; cond.

KOOK Billings, Mont.—Granted li-
cense new AM station; 970 kc 5 kw
DA-N fulltime; cond.

Granted Mod. CP's

WIVI Christiansted, V. I.—Granted
mod. CP for extension of completion
date to 60 days after grant; cond.

Following granted mod. CP's for ex-
tension of completion dates as shown:
WINR Binghamton, New York, to
1-30-52, cond.; KUSD Vermillion, S. D.,
to 2-1-52, cond.; WABA Aquadilla,
P. R., to 12-1-51, cond.; WSNS San-
ford, N. C., to 5-28-52.

November 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KBOX Modesto, Calif.—License for
CP as mod., new AM station.

KNCM Moberly, Mo.—License for CP
which replaced expired CP authorizing

frequency change, operating hours
change, etc.

KOZY (FM) Rapid City, S. D.—Li-
cense for CP authorizing changes in
FM station.

FM—99.7 mc

WMCF (FM) Memphis, Tenn.—CP to
change ERP from 260 kw to 321 kw,
ant. height from 590 ft. to 515 ft. above
average terrain, etc.

TV—Ch. 4

WMCT (TV) Memphis, Tenn.—CP to
change ERP from 7 kw to 6.5 kw aurr.,
change ant. system, etc.

License Renewal

Following stations request renewal of
license: WGGG Gainesville, Fla.;
WGO Concord, N. C.; WSSB Durham,
N. C.; WFLE Fayetteville, N. C.; WCOG
Greensboro, N. C.; WEVO Laurinburg,
N. C.; WNNC Morgantown, N. C.;
WMPM Smithfield, N. C.; WIAM Wil-
liamston, N. C.; WLAT Conway, S. C.

Applications Returned

Applications for renewal of license
submitted by following stations RE-
TURNED: WKLK Cloquet, Minn.;
WNNC Newton, N. C.; KEVT Kerr-
ville, Tex.

(Continued on page 172)

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, \$1.00 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

Lifetime opportunity. Handle nationwide sale transcribed show featuring internationally famous personality for percentage of gross. Must be closer. 574L, BROADCASTING.

Managerial

Promotion Manager to handle all AM and TV promotion, air promos, publicity, displays, product merchandising. Excellent working and living conditions. Send resume, \$50 per week plus salary desired WOOD, Grand Rapids.

Salesman

Salesman-announcer for southern network station. Must have experience in sales. Car necessary. Only station. 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—Sales manager. Salary and override. Write or wire Ken Palmer, KVER, Box 1388, Albuquerque, New Mexico.

Salesman: Experienced, little announcing. Car needed, \$65 down against 20% commission, must be permanent, 1000 wpm independent with good future, WIVY, Jacksonville, Fla.

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 midwestern market. Send audition disc and all details first letter. Box 367L, 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 call you upon receipt of letter of application containing complete personal and professional data. Box 520L, BROADCASTING.

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

Wanted: Four combination announcers-engineers. First phone. Must be good mike men. Rocky mountain region. Permanent. Box 555L, BROADCASTING.

How about joining announcing staff of consistently top rated independent in midwest? Good working conditions, good pay, secure future in HAM and TV. Must have experience and ability. Audition, photo and references. Replies confidential. Box 563L, BROADCASTING.

Sportscaster, experienced recreation, baseball, football, also news, staff for employment next spring. Hawaii. Write full details, references. Box 564L, BROADCASTING.

Experienced announcer-engineer wanted, \$65.00 for 50 hour week, 250 w ind. KANA, Anaconda, Montana.

Help Wanted (Cont'd)

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.

Immediate opening experienced announcer, \$60-\$70, start. Air mail details KTFS, Texarkana, Texas.

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.

Wanted, two combo men, one immediate, one January 25. Forty hour week, salary, \$45.00 to \$65.00 commensurate with ability. WACA, Camden, South Carolina.

Announcer-engineer, \$70 to \$80 depending on announcing ability. Modern studios, transmitter. Fulltime Mutual. Housing available. Car unnecessary. Send details with disc or tape to WCRK, Morristown, Tenn.

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

WGCM, Gulfport, Mississippi, has opening for experienced announcer.

Combination announcer-engineer. Wire WJOY, St. Cloud, Minnesota, or call 1240. AEC affiliate.

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

Announcer-engineer, outstanding station in Tidewater Virginia will add combo man. Must be strong on announcing. Excellent position with fine staff. Send background and audition to Jack Black, WNOB, Norfolk, Virginia.

Announcer leading midwest regional radio and television station. Prefer personality with diversified experience. State age, family, military status, education, previous experience, references. Reply in writing Merrill Workhoven, WOW, Omaha. Include photo.

Announcer-control room operator, we are adding an additional man to our staff. Start at \$230 a month with regular rate of increase. This is a CBS regional station in the Mississippi Valley. Send complete background, references and audition disc to Merritt Milligan, Program Director, WTAD, Quincy, Illinois.

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

Technical

Wanted. Radio operators holding list state radio telephone licenses. Experience unnecessary. Car required. Update New York. Box 180L, BROADCASTING.

Engineer, experienced 5 kw RCA eqpt., 44 hour week \$75.00, KGVO, Missoula, Montana.

Help Wanted (Cont'd)

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

Engineer or combination for Georgia AM-FM station. \$50 for 40 hours, plus time and one-half for overtime. Box 556L, BROADCASTING.

Wanted: Engineer with first class license. \$50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 561L, BROADCASTING.

Engineer, first phone, combination announcer, salesman, forty hours plus commission. AM and FM network location. Consistent improvement. Immediate opening. Box 571L, BROADCASTING.

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

Wanted: Engineer with first phone. 1000 watt CBS station 21 years old. Good hunting and fishing and congenial staff. Station KOLT, Scottsbluff, Neb.

Engineer-announcer. Details and expected salary first letter. KWBM Wiliston, N. Dak.

Immediate opening engineer-announcer. Send disc, photo, other particulars to Marlin Obie, KXLO, Lewistown, Montana.

First class engineer. No experience necessary. Contact WCOR, Lebanon, Tennessee.

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

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

Two engineers—wanted for transmitter work, 40 hours, \$1.00 per hour. WIEL, Elizabethtown, Kentucky.

Wanted—engineer with first phone license. \$50.00 for 40 hours. Also, need combo man. WJAY, Mullins, S. C.

Wanted. Engineer, first phone, 40 hour week. Contact Chief Engineer, WKXL, Concord, N. H.

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.

Engineer wanted, first class license; experience not necessary. WREL, Lexington, Va.

First phone transmitter operator, WSYB, Rutland, Vermont.

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

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

Production-Programming, Others

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

Help Wanted (Cont'd)

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

WKY, Oklahoma City, expanding its combined AM-TV writers staff. Send your qualifications to Continuity Director.

Program Director for 1000 watt independent. Excellent opportunity for man capable of assuming responsibility. Requires idea man and good air work. Send letter including qualifications, photo and salary expected to WPAQ, Ann Arbor, Michigan.

Wanted—Partner to invest in growing AM-FM network affiliated station in Piedmont North Carolina. Box 569L, BROADCASTING.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING.

Television technicians—Need experienced men for expanding operations. Prefer men with actual television broadcasting background. Men with several years of experience will be given consideration. Technical background essential. Good working conditions. Available for full details to Chief Engineer, WDTV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in work hard. Right man can have unlimited opportunity. Box 579L, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager-sales manager now employed commercial manager 1000 watt network seeks connection community under 30,000, 20 years background radio-newspaper sales and experience opening new business, supervised administrative, sales, promotion, programming, continuity. Prefer midwest consider other areas. Available two weeks. Offer mature judgment, economical operation, host ideas. Let's get acquainted. Box 484L, BROADCASTING.

Able to handle management, programming, promotion, newscasting, announcing. Nine years experience. Consider allied arts. Box 568L, BROADCASTING.

Station manager looking for position because of impending sale of present outlet. Young, energetic, experienced, with outstanding record in midwestern market. Write 573L, BROADCASTING.

Commercial or general manager. Proved sales and executive record of ability. Now general manager in 350,000 market. Five years commercial manager in top eastern markets. Desire better general manager in medium market or commercial manager of large operation. Know the answers to successful sales and management operation. 47 years healthy, married 20 years and have long record of success in sales, loyalty, moral fiber and personality. References. Write full details. Available in 30 days. Box 578L, BROADCASTING.

Announcers

Experienced announcer. Commercials, news, DJ. East coast. All replies carefully considered. Box 493L, BROADCASTING.

Sports announcer 29, veteran, seven years experience in metropolitan area. play-by-play basketball, baseball and football. Seek station AM or TV, strong on sports, especially basketball. All conditions favorable. Send references. Box 514L, BROADCASTING.

Basketball play-by-play man available immediately. Have broadcast football and basketball in one of country's largest conferences over 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 545L, BROADCASTING.

Situations Wanted (Con't)

Topnotch midwestern sportscares desire change. Five years extensive background including professional baseball, Big Ten basketball, college football. Colorful, accurate. Contact Box 572L, BROADCASTING.

Mature delivery, education, background four years experience. Desires opening. Box 576L, BROADCASTING.

Inexperienced conscientious announcer promises to sincerely reward station that will accept and train beginner. Start immediately. NYC-OR. 9-2683 evenings.

Announcer, disc jockey. Thoroughly trained, Graduate SRT, Chicago. Disc. photo on request. Harry F. Callison, 3502 S. 55 St., Cicero, Ill.

Young man, draft exempt desires to train as announcer. Some air time, but little board experience. Prefer Florida or south Georgia. Audition tape and picture upon request. C. W. Elkins, Quincy, Florida.

I get ideas. Announcer-first phone. School experience. 28 married, one child, draft exempt, B. A. English. Permanent with future desired. Jim McAvay, 211 E. Neely St., Dallas, Texas.

Technical

First phone, 4 1/2 years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

Chief engineer, AM-FM. 41, married. Ham since '27. 3 years operator Merchant Marine. Two years broadcast engineer, one year chief. Supervised construction FM station. Expert preventive maintenance. References. Available now. Box 566L, BROADCASTING.

Wanted—Chief engineers job AM-FM-TV. 10 years experience. References. Box 567L, BROADCASTING.

I would like to do console board work in the south. Box 571L, BROADCASTING.

Production-Programming, Others

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

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

Television

Managerial

Planning—midwest TV operation? Save time and money by utilizing my experience. All phases of TV-AM operation. Desire to manage and invest. Currently employed in major basic operation. Box 575L, BROADCASTING • TELECASTING.

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.

Southwest state. 1000 watts. Day or full month net. Asking \$130,000. Ideal opportunity in a fast growing area. Box 569L, BROADCASTING.

Radio stations—250 watts, day or full time. Bailey-Krehl Radio Service, Box 396, Salina, Kansas.

Equipment etc.

Have for immediate sale, brand new 5 kw AM transmitter. Still at factory. Can be factory tuned to your frequency. Box 569L, BROADCASTING.

Presto 6-N recorder with I-D head and floor cabinet, and Western Electric 9-A reproducer assembly with equalizer repeat coil, two heads. All in good condition. Contact KLAS, Las Vegas, Nevada.

For sale: Slightly used Sola Constant voltage transformer. Primary volts: 95/190 to 125/250. Rated V.A.: 3000. 60 cycles, single phase. Secondary coilage: 115. Secondary amperage: 43.5. \$350. WLET, Toccoa, Georgia.

For Sale (Con't)

1 kilowatt transmitter composite linear standard UTC transformers Collins 40E exciter 833A final and modulators. Real bargain at \$1250.00. Hurry before this one is gone. Contact W. L. Braun, Radio Station WWSA, Harrisonburg, Va.

For sale—General Radio Primary frequency standard. Immediate delivery. Chief Engineer, Kent Engineering Co., 5743 W. North Ave., Chicago. Phone Tuxedo 9-6569.

Wanted to Buy

Stations

Will pay good market price for CBS network station on eastern seaboard. All cash or terms favorable to seller. References before negotiation if desired. Confidential. Box 559L, BROADCASTING.

Equipment, Etc.

Wanted 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 488L, BROADCASTING.

Wanted—Used 200 (approx.) tower; lights; flasher; tuning equipment; 250 w AM transmitter; frequency and modulation monitors; limiter; audio equipment. State age, condition and price. Box 565L, BROADCASTING.

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.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Biley Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring equipment. Edson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Announcers

KTSW-Mutual affiliate-EMPORIA, Kansas

WANTS GOOD EXPERIENCED ANNOUNCER

to assume responsible position
all replies kept confidential. Immediate opening.

For Sale

Equipment, etc.

For sale. One kilowatt, approved transmitter, RCA modulation monitor. General Radio, frequency and deviation monitor, RCA limiting amplifier, remote equipment. Presto turntables. As a matter of fact, complete equipment for one kilowatt, 500 or 250 operation, in top shape. Available for immediate delivery at right price. Box 570L, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

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

HOWARD S. FLEAZER

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

Repair Prices

AUTHORITY to make price adjustments in the radio-TV repair and other service fields will be delegated "in the near future" to regional OPS offices, Price Stabilizer Michael V. DiSalle indicated in a field memorandum Nov. 16. The delegation covers those services now falling under Ceiling Price Regulation 34. Previously, authority of regional offices was generally limited to giving information and promoting compliance with CPR 34.

Blood Drive

(Continued from page 163)

Wis., moved her *Coffee with Christie* into a donation center, broadcast the program while giving blood. After the show, Red Cross phones began ringing, with the final result that the quota was over-subscribed more than 100 pints. Station staffers signed up 100% to visit the blood-mobile.

Johnny Mahan, WDAS Philadelphia's *Mahan About Town*, broadcast while donating blood at the Red Cross blood center to open the station's November-long blood donor drive. Station also took full-page newspaper ad to promote drive.



EXAMINING the Easy's One Thousand Club Award of Gratitude, offered on Easy Gwynn's (1), *Easy Listening* and *Easy Does It* programs on WIBC Indianapolis, is Richard M. Fairbanks, station's president and general manager. Award is presented to each listener who donates blood to the Armed Forces through the American Red Cross.

C-P-P Agency Changes

COLGATE-PALMOLIVE-PEET, New York, will shift its products in three agencies effective March 1. At that time Super Suds, currently handled by William Esty Co., will be serviced by Cunningham & Walsh, New York. Latter agency, which currently has the Kirkman brands account, will relinquish that to the Charles W. Hoyt Agency. William Esty Co. will be named to handle a new product which is soon expected to go into test areas.

NEED AN ANNOUNCER?



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

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

Situations wanted, 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.

allied arts



E. JOHNNY GRAFF, sales manager Snader Telescriptions Sales, N. Y., elected vice president in charge of sales.

G. RALPH BRANTON, president Interstate Television Corp., L. A., and member of board Monogram Pictures, of which former is subsidiary, named vice president of Monogram Pictures.

JEAN FOSS, business survey manager, Chicago Sun Times, named field supervisor Gould, Gleiss & Benn Inc., marketing consultant, Chicago.

HELEN ISRAEL, DORIS JACOBSON and ELSYE MORRIS have formed Attractions Inc., Phila. Organization supplies talent for TV programs. They are forming a TV stock company that will act as showcase for agencies and TV stations.

Equipment . . .

GEORGE I. LONG, vice president Ampex Electric Corp., Redwood City, Calif., elected vice president and general manager.



Mr. Long

KEN W. TROUT, member of special activities promotion staff, Crosley Div., Avco Mfg. Corp., Cincinnati, appointed member of Farm and Rural Market Development Committee of National Electrical Manufacturers Assn.

RICHARD H. SCHNEBERGER, Cooler Corp., Duluth, Minn., named general service manager, Crosley Div., Avco Mfg. Corp., Cincinnati, replacing H. A. NEWELL, resigned.

J. F. LINCOLN, president Lincoln Electric Co., Cleveland, elected president National Electrical Manufacturers Assn. Vice presidents elected were: **ARTHUR A. BERARD**, president Ward Leonard Electric Co., Mt. Vernon, N. Y.; **J. W. COREY**, vice president Westinghouse Electric Corp., Pittsburgh; **J. H. JEWELL**, vice president Kennecott Wire & Cable Co., Phillipsdale, R. I.; **HOYT POST**

STEELE, executive vice president Benjamin Electric Mfg. Co., Des Plaines, Ill.; **L. G. HALL**, president Stackpole Carbon Co., St. Marys, Pa., elected treasurer.

MERVIN MARCUS, assistant to the president Kirsh-New Jersey Inc., RCA Victor distributors in northern New Jersey, appointed operations manager of radio and TV department.

EDWARD J. WILDER, account executive WHLI Hempstead, Long Island, N. Y., appointed field representative Audio & Video Products Corp., N. Y.

LAFAYETTE RADIO, N. Y., announces release of new 1951-1952 "High Fidelity Guide." Illustrated manual and catalog contains listing of High Fidelity components of all leading manufacturers, complete radio-phonograph and television systems, home installations and finished cabinetry.

ALDEN PRODUCTS CO., Brockton, Mass., announces new octal type 9-pin connector, 209FEC, and plug 109C, for use with TV color adapters, UHF converters, or wherever small connector is needed.

GENERAL ELECTRIC CO., Schenectady, N. Y., Tube Department announces production of 6AF4, miniature receiving tube for use in UHF reception. Tube is a 7-pin triode designed for use as local oscillator for new UHF channels from 470 to 890mc. Company also announces TV jumper cord, new service aid designed to speed home servicing of television receivers, now available. Cord serves as connector between two parts of interlock after back has been removed from the TV set, automatically disconnecting power.

Technical . . .

PHILIP G. CALDWELL, engineering director ABC Western Div., named chairman of the newly-formed Broadcast Transmission Group, auxiliary of the Institute of Radio Engineers. Other officers include **MAL MOBELEY**, KMPC Hollywood, secretary-treasurer; **Gerald Beranek**, CBS, chairman of the papers committee.

AL SCARLETT, lighting engineer NBC-TV Chicago, transfers to NBC Hollywood.



AT PARTY marking the appointment by **WGAN Portland** and **WGUY-AM Bangor, Me.**, of **Avery-Knodel Inc.** as national representative effective Nov. 1 [B*T, Oct. 26], are (l to r): **Creighton E. Gatchell**, **WGAN** general manager; **Lewis H. Avery**, **Avery-Knodel**; **Guy P. Gannett**, president, **Guy Gannett Broadcasting Services**; **Lawrence H. Stubbs**, vice president and general manager, **Guy Gannett Publishing Co.**; **J. W. Knodel**, **Avery-Knodel**; **Elizabeth Black**, **Joseph Katz Co.**; **Ralph C. Robertson**, **Colgate-Palmolive-Peet Co.**, and **Edward Aleshire**, **Harry B. Cohen Adv. Co.**

FM GROWTH

Noted in Middle Mass.

FM is accelerating its growth in the Springfield, Mass., area, according to a survey there. For the entire area—Hampden, Hampshire and Franklin Counties in Massachusetts—ownership has increased to 36% of total families, a 7% rise over last year.

The 1951 FM set ownership was conducted by Springfield stations **WBZA-FM (NBC)**; **WMAS-FM (CBS)**; **WSPR - FM (ABC)**; **WJKO-FM (Independent)**, and **WHYN-FM Holyoke, Mass. (Yankee-MBS)**. Successive fall surveys, which started in 1947 with 7% of families owning FM sets, were 1948, 12%; 1949, 20%; 1950, 29%, and 1951, 36%.

Also noted was that the further away from the location of AM transmitters, the more likely are listeners to turn to FM to avoid interference. Survey found the highest percentage of FM ownership in Franklin County, which is the most remote from the Springfield AM transmitters. It has 41% FM ownership, 5% more than the three-county average.

Too Much Success

WHEN a radio show's audience gets too large, watch out. That's the advice from **KLRA Little Rock** which had to cancel a broadcast of its hillbilly show, *Barnyard Frolic*, when over 8,000 people tried to crowd into Dutch O'Neal's showroom fortnight ago. Capacity of the car dealers showroom is 1,700. Insurance agents called the sponsor and told him they couldn't furnish him with coverage with a crowd that large; police had to use two-shifts to handle the traffic problem. Result was a shift in location to the Municipal Auditorium, which, when unavailable for the following Saturday night's program, caused a one-week hiatus.

HUGGINS NAMED

Takes Air Force Post

APPOINTMENT of **Edwin V. Huggins**, executive vice president of Westinghouse Electric International Co., as assistant secretary of the Air Force, was announced by President Truman last Monday. Mr. Huggins' appointment is a recess nomination subject to Senate confirmation in January.

Working under Thomas K. Finletter, Secretary of the Air Force, Mr. Huggins will be placed in charge of the material procurement program for that branch, including installations. He is expected to assume his duties tomorrow (Tuesday), succeeding **Roswell L. Gilpatrick**, promoted to Air Force Undersecretary.

Mr. Huggins went to Westinghouse in 1943. Last May he was appointed vice president. Earlier this year he was a consultant to the Defense Production Administration. He is president of the National Society of Industrial Assns.

Northwest Fulltime Independent

\$65,000.00

This is an old established property located in one of the great major markets of the northwest. It is operating profitably and offers an unusual opportunity to get into a large market at a low cost. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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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

Telestatus

(Continued from page 154)

areas: 60% said their children ask for products as advertised on video. Survey was conducted for Infants', Children's and Teens' Wear Buyers Assn. by Patricia Ward Co., research organization, to bring out facts useful to the buyers group. Mothers of children from 4 weeks to 14 years old were interviewed in all boroughs of New York City, Westchester, Nassau and Bergen Counties and Philadelphia and its suburbs.

In all homes—TV-equipped or not—40% of the parents said *Howdy Doody* is the children's favorite character.

Nielsen Lists Berle, Godfrey, Skelton

NBC-TV's *Red Skelton Show* became No. 3 of the "big three" of TV—led by Milton Berle's *Texaco Star Theatre*, also on NBC-TV—in the national Nielsen ratings for the top 10 shows presented during the two weeks ending Oct. 27. CBS Television's *Arthur Godfrey and His Talent Scouts* was second place holder. Ratings:

Rank	Program	% of TV Homes
1	Texaco Star Theatre (NBC)	54.1
2	Arthur Godfrey & His Talent Scouts (CBS)	50.8
3	Red Skelton (NBC)	44.1
4	Gillie & Truitt (NBC)	42.3
5	Your Show of Shows (NBC) (Participating)	42.2
6	Your Show of Shows (NBC) (Raynolds, R. J., Tobacco)	42.0
7	Mama (CBS)	41.1
8	Philo TV Playhouse (NBC)	40.1
9	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	39.9
10	I Love Lucy (CBS)	39.5

Copyright 1951 by A. C. Nielsen Co.

Higher Income, More Sets Guide-Post Finds

TESTING of Allegheny County in Pennsylvania by Guide-Post Research, Pittsburgh, found 66% of homes with annual incomes over \$5,000 have TV sets. Family population of county is 416,000. Of these, 220,000 have sets, Guide-Post said. Further breakdown: 52% of homes in the \$2,500-3,500 income level have sets, 37% of families earning under \$2,500 a year have television receivers.



LINED up for coffee are these callers (l to r): Dave Bremmer, president, Grocers Biscuit Co.; H. C. Cushenberry, Jelke Div., Lever Bros.; Tommy Tucker, Tommy Tucker Cheese Co.; Lee DeMuth, sales manager, Grocers Biscuit; Jim Rogers, territory sales manager, General Foods, and Jim Walton, m.c. Occasion was third birthday celebration of *Coffee Call*, audience-participation show on WHAS Louisville, presided over by Mr. Walton.

DEFENSE TEST

Eastern Stations Join

SOME 400 radio stations in the 19-state area of the Eastern Air Defense Force participated in an early morning exercise Nov. 17 designed to test a method for confusing enemy aircraft that might seek wartime targets by following beams from commercial radio transmitters.

Developed by the FCC, the plan called for intermittent changes in transmitting operations so that a plane trying to ride a commercial radio beam to Buffalo, N. Y., for example, might find itself over the mountains of western Massachusetts. Exercise was conducted between 1:30-5 a.m., with stations normally off the air returning to broadcast the single test program from either a very high or a very low area of the kilocycle band. Planes of the Eastern Air Defense Force, commanded by Maj. Gen. Frederic H. Smith Jr., circulated in the test area to check results.

Transmission Sites Changed

As far as the public was concerned, metropolitan radio listeners could have found their favorite stations were broadcasting at a different frequency. After ranging the lower or upper levels of the dial, the listener could have found the one program being aired and heard it without interruption although transmission sites were constantly being changed.

Stations normally on the air during the test period did not, for the greater part, participate in the test, although a few were understood to have done so by using a second transmitter for test operations, while their primary transmitter continued to operate as usual.

The eastern test of the air defense method followed earlier tests conducted by the Western and Central Air Defense Commands, but was the largest such exercise to have been held.

Edgar Bergen Tour

EDGAR BERGEN and Charlie McCarthy launched "Operation Santa Claus" Friday, which calls for visits to Army, Navy, and Air Force hospitals across the country. The performers will pass out gifts to hospitalized war veterans. Starting on the West Coast Dec. 13 and ending in the East by Dec. 22, the trip will be conducted through auspices of Camp Shows Inc. Besides distributing gifts—to be sent in by radio listeners—the ventriloquist and his dummy will give a series of shows, at bedside and in auditoriums.

WOV TRAVELOGUE

Plans Radio, TV Series

NEW TRAVELOGUE series—incorporating radio, TV and photographic media—has been inaugurated by WOV New York through mobile units operating out of its Rome studios. Sponsor for new series is B. Filippone & Co., New York (La Perla foods), through Pettinella Agency, New York. Radio series is to be broadcast upon completion from WOV New York.

Mobile units will travel to localities in Italy which have had heaviest emigration to the United States and record interviews with the mayor, police chief, village priest, local personalities and private citizens plus the "voice of the town itself," according to a station spokesman. Simultaneously, movie and still cameras will photograph visual highlights including little-known points of interest for marketing later as a 15-minute travelogue package. This will mark WOV's second venture into TV production and packaging.

Additional merchandising feature—photographic profiles of each vicinity in brochure form offered on premium basis—will be marketed under auspices of program sponsor.

Production in Italy is being handled by Vera Fontanella of station's Rome staff. Miss Fontanella was formerly associated with National Export Adv. Agency, New York.

COVER OHIO'S CHIEF MARKET

with

CLEVELAND'S Chief STATION

Top talent, vigorous sales promotion, plus Greater Cleveland's strongest signal make WJW your best buy. Get facts, availabilities NOW.

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND IS OHIO

REPRESENTED NATIONALLY BY H.R. REPRESENTATIVES, INC.

WDRG

HARTFORD 4 CONNECTICUT
WDRG-FM

3R's = 1st

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

FCC Actions

(Continued from page 167)

Nov. 21 Decisions . . .

BY THE COMMISSION EN BANC

Granted Application

KMYC Marysville, Calif.—Granted application to change from 1450 kc 250 w to 1410 kc 1 kw DA-N; cond.

Granted CP

Central City-Greenville Bestg. Co., Central City, Ky.—Granted CP new AM station 1380 kc 500 w daytime; cond.

Designated for Hearing

WVCH Chester, Pa.—Designated for hearing in Washington, on date to be determined later, application to increase power from 250 w to 1 kw D 740 kc, made WBMD Baltimore and WGSN Huntington, N. Y., parties to proceedings.

To Remain Silent

WSBK McComb, Miss.—Granted authority to remain silent additional 90 days from Nov. 25, pending action on assignment of license to trustee in bankruptcy and sale of station.

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KFFA Helena, Ark.—Granted petition for dismissal without prejudice of its application.

By Hearing Examiner J. D. Bond

North Shore Bestg. Co., Evanston, Ill.—Granted petition to amend application to correct typographical error in geographic coordinates of proposed transmitter site, to submit revised program log analysis and supplemental statement concerning financing of proposed station.

Winnebago Bestg. Co., Rockford, Ill.—Granted petition to amend application to change frequency requested from 1330 kc to 1600 kc and application, as amended, removed from hearing docket.

John C. Pomeroy, Pontiac, Mich.—Granted petition to amend application to reflect pertinent data required by Commission re new transmitter site.

By Hearing Examiner James D. Cunningham

KJEF Jennings, La.—Granted petition to amend, filed Aug. 15, and sup-

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 21

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,309	2,288	130		296	107
FM Stations	639	553	89	*1	453	171
TV Stations	108	91	17			

* On the air.

New Applications . . .

AM APPLICATIONS

Franklin, Pa.—Venango Bestrs., 1370 kc, 500 w, daytime; estimated construction cost \$18,450, estimated first year operating cost \$42,000, estimated first year revenue \$50,000. Partners are Harris G. Breth, a representative in the Pennsylvania Legislature, William J. Thomas and LeRoy W. Stauffer, each of whom own 20% interest in WNCB Barnesboro, Pa. Filed Nov. 16.

McGehee, Ala.—Southeast Arkansas Bestrs. Inc., 1220 kc, 1 kw, daytime; estimated construction cost \$34,794.64, estimated first year operating cost \$35,000, estimated first year revenue \$40,000. Stockholders include President Abbott L. Kinney (32.97%), life insurance agent in Dermott, Ark., and 50% owner Hamm's Puddin' House, Dermott (frozen dairy products). Vice President Dale C. Loyd (5.49%), manager and 35% stockholder W. B. Loyd & Sons, McGehee (farm implements). Secretary-Treasurer Wrona Floyd Pierce (4.4%), executive

plemental petition to amend, filed Nov. 13 to show mutually objectionable interference would not attend simultaneous operation of KJEF and WVOG Logan, W. Va., on 1290 kc.

WEBK Tampa, Fla.—Granted petition to amend application (a) with respect to plans for financing construction contemplated and program proposals, and (b) to specify 1300 kc 1 kw daytime, in lieu of 1590 kc 1 kw D, 500 w DA-N; application, as amended, removed from hearing docket.

By Hearing Examiner Elizabeth C. Smith

Radio Sumter, Sumter, S. C.—Granted petition for continuance of hearing from Nov. 26 to Jan. 28, 1952.

November 21 Applications . . .

ACCEPTED FOR LICENSING

Modification of License

WSTR Sturgis, Mich.—Mod. license to increase power from 500 w to 1 kw D on 1460 kc.

License for CP

WKVO Columbus, Ohio—License for CP new AM station.

WKNA-FM Charleston, W. Va.—License for CP, as mod., new FM station.

License Renewal

Following stations request renewal of license: KWTC Barstow, Calif.; WMAP Monroe, Calif.; WUSN Charleston, S. C.; KWTC Waco, Tex.; WPTF-FM Raleigh, N. C.; KOTV (TV) Tulsa, Okla.; WBTV (TV) Charlotte, N. C.; WNBTV (TV) New York.

Application Returned

KID Idaho Falls, Idaho—RETURNED application for license for CP, as mod., new transmitter.

vice president Dermott State Bank, Dermott, and a farm operator, Thomas Clifton Trigg (10.99%), general manager and 50% owner Courtney-Trigg Co. (general contractor), and five other persons. Filed Nov. 21.

FM APPLICATIONS

Augusta, Ga.—WAUG, 103.7 mc (Ch. 279), ERP 9.2 kw, antenna height 100 ft. above average terrain; estimated construction cost about \$9,723 (certain WAUG equipment, studios, etc., will be used), estimated first year operating cost \$25,000, estimated first year revenue \$28,500. Applicant holds CP, as modified, for new AM station, WAUG, 1050 kc, 250 w, daytime; the FM station will operate fulltime. Applicant holds interest in WOL's Florence, S. C. Filed Nov. 20.

Crawfordsville, Ind.—First Baptist Church, non-commercial educational station 106.3 mc (Ch. 282), ERP 1 kw, antenna height 38 ft. above average terrain; estimated construction cost \$5,000 (equipment will be bought from WFMU Crawfordsville), estimated first year operating cost \$2,000, estimated first year revenue \$2,500 (through donations). Pastor of church is Rev. George T. King. Filed Nov. 21.

TRANSFER REQUESTS

KFMV (FM) Hollywood, Calif.—Transfer of positive control Union Bestg. Corp., licensee, from Frederick F. Umhey, Jennie M. Charters and International Ladies' Garment Workers Union to Harry Maizlish (51%) and David C. Baird (49%) for \$26,000 (amount remaining to be paid after sale of KFMV Sunset Blvd. studios to KBIG Avalon, Catalina Island, Calif. [B T Nov. 19, 12]). Transferee is licensee of KFWB Los Angeles. Filed Nov. 16.

WRMN Elgin, Ill.—Assignment of construction permit and license from George A. Ralston and Jerry C. Miller, d/b as Elgin Bestg. Co., to F. F. John T., William D. and Joseph E. McNaughton, F. F. McNaughton holds interest in KOBE Las Cruces, N. M., and is owner-publisher *Pekin Daily Times*, Pekin, Ill.; J. E. McNaughton holds interest in KOBE and KGAL, all in Spokane Emfingham, Ill., and publisher of *Efingham Daily News*; J. T. McNaughton holds interest in KOBE and *Efingham Daily News*, and W. D. McNaughton also holds interest in *Efingham Daily News*. Each of the McNaughtons will hold 25% interest in WRMN. Filed Nov. 16.

KREM Spokane, Wash.—Assignment of license from Cole E. Wylie to Louis Wasmer for \$255,000. Mr. Wasmer is owner of KREM, and former owner of KHQ and KGAL, all in Spokane [B T Nov. 19, Oct. 22]. Filed Nov. 16.

KGSF Oakland, Calif.—Assignment of license from E. N. Warner and S. W. Warner, d/b as Warner Bros., to S. A. Cisler and Howard A. Shuman, d/b as Electronic Service Corp., for \$30,000. Transferee is licensee of WKLV Indianapolis, Ind., has interest in WKYV

Louisville, Ky., and is applicant for purchase of KSMO San Mateo, Calif. Filed Nov. 16.

KWFC Hot Springs, Ark.—Transfer of control Spach Bestg. Co. from Dr. B. Burch, Frank A. Brown and Catherine Burch Brown to Walter E. Hussman (21.5%), Betty Hussman (23%), L. A. R. Curry (30%), Aiden Mooney (10%), Mrs. C. E. Palmer, trustee (10%), and six other stockholders d/b as Camden Radio Inc., plus 70 shares to be purchased by Dr. Burch; consideration \$60,000. Transferee is licensee of KAMD Camden, Ark. Filed Nov. 20.

WMIN-AM-FM St. Paul, Minn.—Transfer of control WMIN Bestg. Co. from Mort Benton and Marion E. Newman as executors and administrators CTA of estate of Edward Hoffman, deceased, to Mort Benton and N. L. Benton as trustees of testamentary trust of Edward Hoffman, deceased. No monetary consideration. Filed Nov. 20.

KODI Cody, Wyo.—Transfer of control Asrocka Bestg. Co., licensee, from William J. and Dorothy E. Garlow to Mildard L. Lorna Kooi, and Peter Kooi Simpson through sale of 100% interest in KODI to Mildard L. Simpson, is Mr. Simpson's wife, and Peter Kooi Simpson is student at U. of Wyoming, Laramie. (KODI is now silent pending FCC approval of sale.) Replied Nov. 21 (originally filed Nov. 2).

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 65, TV 1. New deletions: WKAP-FM Allentown, Pa., licensee Nov. 14. Licensee requested deletion because of lack of listeners' interest in FM.

WPTF-FM Pittsfield, licensee, Nov. 20. Lack of listener interest.

KQV-FM Pittsfield, licensee, Nov. 20. No reason given.

KGKB-FM Tyler, Tex., CP, Nov. 20. No reason given.

WALK SHIFT

Acquires WINX Assignment

WOOK Silver Spring, Md., operated by United Broadcasting Co., will change its assignment today (Monday) to 1340 kc with 250 w, the former assignment of WINX Washington. It will move to Washington where it has maintained studios. WINX was acquired recently by United from Billy and Dolly Banks.

The WINX call letters will be transferred to a new station to be operated at Rockville, Md., by United. It will have 1 kw on 1600 kc, daytime. WOOK had been operated by United in Silver Spring with 250 w on 1590 kc.

Richard Eaton is president of United, which also operates WSID Baltimore and WARK Hagerstown. In addition he is general manager of WOOK. Arnold B. Fort, former WOOK production director, becomes WOOK station manager, with Clifton D. Holland as program director. Harvey Glascock is assistant president of United. Richard C. Scheele becomes general manager of WINX at Rockville with Mrs. Phyllis Johnson as program director.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

50,000
WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

ONE OF THE BIGGEST ADVERTISING BARGAINS!

KRRT—Des Moines—

CBS in

Represented by
The Katz Agency

Extra Time Buys

(Continued from page 27)

will be renewed, effective early in January. Firm will continue to sponsor its quarter-hour twice weekly programs on the Don Lee Network and the Yankee Network. In television, Nabisco will sponsor *Kukla, Fran & Ollie* Tuesday and Thursday, 7-7:15 p.m. starting Dec. 1, instead of the former half-hour weekly. McCann-Erickson, New York, is the agency.

Speidel Watch Co., currently sponsoring *What's My Name*, Monday, 8-8:30 p.m. on NBC-TV, has just renewed the program for another 13 weeks. The network agreed to find an additional sponsor for alternate weeks so that the contract will extend to 26 weeks. Speidel is suffering from material shortages but is understood to be reluctant to let the show go, thus the agreement to share sponsorship. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Year-end buyers of network shows include such major clients as Reynolds Metals Co., Emerson Drug Co., Shulton Inc. and American Oil Co.

Reynolds Buys

Reynolds Metals Co., Louisville, signed to sponsor the Golden West Trot and the Golden West Pace over CBS Radio in two separate pickups from Hollywood Park, La., on two Saturdays—last Saturday, and Dec. 1, respectively. Charles Hinkle will describe both events. Reynolds also sponsored the CBS Radio coverage of the Hambletonian Trotting Race last August. Agency is Buchanan & Co., N. Y.

Emerson Drug Co., New York (Bromo Seltzer), through BBDO, same city, will sponsor the first half and Shulton Inc. (Old Spice toiletries), through Wesley Assoc., New York, the second half of *All-American Preview* on NBC-TV on Saturday, Dec. 1, starting about 3:45 p.m. The one-time program will feature Herman Hickman, Yale's football coach. In addition to his own selections of 1951 college football greats, Mr. Hickman will present such noted football personalities as Fritz Crisler, U. of Michigan; Clarence L. (Biggie) Munn, Michigan State U.;

Paul Bryant, Kentucky, and Jack Lavelle, Yale.

American Oil Co. will sponsor *Years of Crises* on CBS Radio, Sunday, Dec. 30, 4-5 p.m. The show will present top members of the CBS Radio staff of foreign correspondents who will fly to New York shortly after mid-December to join Edward R. Murrow in the 1951 annual year-end global report to America. Those participating in the discussion, which will be chairmanned by Mr. Murrow, will be the following: Howard K. Smith, CBS Radio European news chief; Richard C. Hottelet, from Germany; David Schoenbrun, from Paris; Alexander Kendrick, from Vienna; Ned Calmer, Rome; Bill Costello, Far East, and Eric Sevareid, CBS Radio chief Washington correspondent.

American Oil Co. also will sponsor a separate television version of *Years of Crises* on Tuesday, Jan. 1 from 3 to 4 p.m. on CBS-TV. Joseph Katz Agency, Baltimore, handles the American Oil account.

B. C. Headache Powder (Tablets), Durham, N. C., through Harvey Massengale Co., Durham, has increased its frequencies on its present spot announcement campaign on most of the stations with its leftover end-of-the-year advertising budget starting end of November through the end of December.

Kaiser-Frazer (cars) through William H. Weintraub Co., N. Y., are extending renewals to its programs and spots to absorb its 1951 budget.

Other broadcast advertisers whose plans were being formulated last week included the following:

Whitehall Pharmaceuticals Co., New York (Anacin), whose current budget is being made up by John Murray Agency, N. Y., is understood to be planning a renewal of its present schedule.

The 1952 budget of R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty, New York, is also understood to be similar to its 1951 campaign.

Colgate-Palmolive-Peet Co., Jersey City (Fab, Super Suds, and Vel), handled by William Esty, and currently in the midst of year-end planning, is expected to renew its radio and TV spot schedule.

THOS. LEE WILL

Estate Given Merrill

WITH a supposedly second will—mentioned in a surprise probate hearing [B*7, Nov. 19]—failing to materialize, full custodianship of the late Thomas S. Lee's \$12.5 million estate is today in the hands of R. Dwight Merrill, 82 year-old Seattle lumberman, who announced he will distribute it in accordance with wishes of his nephew-by-marriage, the late Mr. Lee.

Superior Judge Newcomb Condee in Los Angeles upheld the 26-word will of Mr. Lee, dated Dec. 6, 1934, which gave Mr. Merrill the estate "to divide as he sees fit." The judge rejected an "eleventh hour" attempt to halt distribution.

Mr. Merrill said Mr. Lee asked that nothing go to his aunt, Mrs. Nora Patee, or to himself (Merrill). He proposed to give half of the estate, which will net \$6,743,000 after taxes, in equal shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren.

Merrill's Promise

Immediate distribution of the first \$1,500,000 was directed by the court when Mr. Merrill testified he had promised his nephew not to take any part of the estate for himself.

The court order was made over opposition of Hal Craig who claimed a later will was drawn up in his and others' favor. Judge Condee ruled that Mr. Craig had no legal support for his allegation.

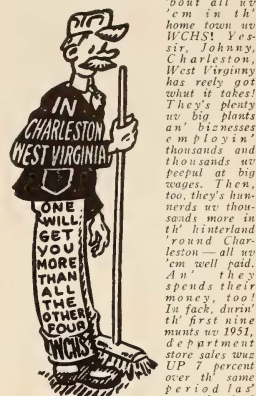
Prior to presenting his plan of distribution, Mr. Merrill made settlements of \$150,000 each on two adopted daughters of the late Don Lee, founder of the fortune—Mrs. Christine Rieber and Mrs. Elizabeth Fry. He also had settled the will contest filed by Mrs. Patee by promising her 29% of the remainder of the estate. She reportedly obtained \$2 million as her share.

Tommy Lee died Jan. 13, 1950, in a fall from the 12th story of a Los Angeles building. He had been in ill-health for some years and guardians for his person and estate had been appointed by the court.

Mr. John Ward Langhlin, Wilson, Baxter, and Persons Memphis, Tennessee

Dear Johnny:

Lots uv thins goes inter th' makin' uv a good market, an' yuh kin find jest 'bout all uv 'em in th' home town uv WCHS! Yes, Charlestown, West Virginia



WCHS gives yuh more uv thine well-off listeners then all th' other four stations in town put together! Jest thot y'd like ter keep this in mind!

Yrs. Algy

WCHS
Charlestown, W. Va.

SURVEYS SHOW*

Green Bay is one of the richest markets of the United States.

The high scale of business activity in Green Bay is indicated by the \$76,057,000 in sales chalked up in the local stores. This figure was well over the city's quota. It represents .0542 per cent of the nation's business—more than the .0349 per cent that should be produced locally on the basis of population.

The chief factor in the bigger spending locally was the better earnings of Green Bay families.

Per capita income, after taxes, of \$77,951,000. It represented an average income obtained by straight division, of \$5,095 per family.

This was higher than the \$4,521 earnings per family nationally and than the \$4,910 per family averaged in the East North Central states. In Wisconsin it was \$4,452.

As to that of the rest of the country, Green Bay's index is placed at 123, or 23 per cent above the general average.

THE WAY TO REACH THIS RICHER MARKET IS

the radio service of **WJPG**
The Green Bay Press-Gazette

"More Reasons To Listen More Often"

* "SALES MANAGEMENT"

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

experienced sales
personnel will sell community
programs throughout
your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

MBS Status

(Continued from page 29)

that Lee Enterprises is paying \$1,200,000 for WOR Program Service Inc., entertainment and talent bureau and producer of recorded programs; \$1,300,000 for the merger; \$1,350,000 for indebtedness of General Teleradio to R. H. Macy.

R. H. Macy also gets 732 shares of Lee Enterprises stock, which makes it a 10% stockholder in the company. The stock has a declared value of \$120 per share, or \$87,840.

Macy interests are not selling WOR land, buildings or equipment. These will be leased to Lee Enterprises for 25 years at \$315,000 per year. After 25 years, the rent will drop to \$78,750 a year.

Option to purchase land, buildings and equipment carries the following schedule of prices:

If bought before Jan. 1, 1957, \$4,600,000; before 1962, \$4,000,000; before 1967, \$3,300,000; before 1972, \$2,500,000. If bought after 1977—end of the 25-year-lease term—the properties may be purchased for \$1,400,000.

Included in the sale are net quick assets of WOR properties valued at present at \$574,500.

As 10% stockholder, Macy will be represented on the Lee Enterprises' board of directors by Jack I. Straus, president, and Edwin F. Chinlund, vice president and treasurer, of the Macy company. Lee Enterprises board will be increased to 14 to seat the Macy representatives.

Total Assets Given

Total assets of Lee Enterprises, as of the end of 1951, were estimated at \$9,534,783.17, including \$1,679,349.66 in current assets. Current liabilities total \$792,389.92, plus an earned surplus of \$1,384,921.87.

Total assets of General Teleradio as of Nov. 10 are listed as \$5,192,000, including \$1,489,800 in current assets. Current liabilities are given as \$719,100, plus an earned surplus of \$1,841,440. Balance sheet also indicates that \$2,459,870 was spent to put WOR-TV on the air. WOR-TV's new studios between 67th and 68th Sts. and Columbus Ave., New York, due for completion by the end of the year, are valued at \$1,421,700.

Net income of Yankee Network for the fiscal year ending Nov. 30, 1950, is given as \$464,667.39 before federal taxes. Yankee was merged into Lee Enterprises on May 7,

1951. The New England network was bought from the Shepard department store family about five years ago for \$2,100,000.

Lee Enterprises for the 1950 calendar year had a net income of \$1,041,153.26 before federal taxes, the application showed.

General Tire & Rubber Co., which not only manufactures tires and other rubber products but also owns a jet engine plant in California and a woolen mill in Barnesville, Ga., had net sales of \$135,434,618 and a profit after taxes of \$3,557,616 for the fiscal year ending Nov. 30, 1950. Application also revealed that General Tire will advance \$3 million to Lee Enterprises to consummate the merger if approved by the FCC.

R. H. Macy & Co. took in \$350,841,569, had a net profit after taxes of \$5,265,924 for the fiscal year ending June 28, 1951. Income from broadcasting - telecasting amounted to \$585,994, according to the 1951 statement of earnings.

As a result of the merger with Lee Enterprises, a capital gain amounting to more than \$1.50 per share on Macy stock will result, Jack I. Straus, president of R. H. Macy & Co., told stockholders at a Nov. 13 meeting. Macy stockholders approved the merger at that meeting.

Application also stated that no changes in WOR program policies or personnel would result from the merger. In addition to Mr. Straus, who is chairman of General Teleradio, Theodore C. Streibert is president and general manager; Rufus C. Maddux is vice president in charge of sales; Jack R. Poppele, vice president and chief engineer; Julius F. Seebach Jr., vice president and program director. Mr. Streibert is a former MBS chairman.

Macy stations are 50-kw WOR on 710 kc, WOR-FM and WOR-TV on Channel 9. Lee Enterprises stations include:

Yankee Network Division, comprising 5-kw WNAC on 1260 kc, WNAC-FM and WNAC-TV on Channel 7 in Boston, 5-kw WONS on 1410 kc in Hartford, 5-kw WEAN on 790 kc in Providence, 1-kw WICC on 600 kc in Bridgeport and WGTR (FM) Worcester.

Don Lee Division stations consist of 5-kw KHJ on 930 kc, KHJ-FM and KHJ-TV on Channel 9 in

Los Angeles; 5-kw KFRC on 610 kc in San Francisco and 1-kw KGB on 1360 kc in San Diego.

Application indicated that WICC Bridgeport is to be sold (see story this page). Prior to the merger of Don Lee with General Tire-Yankee Network interests, Don Lee had San Francisco TV Channel 2 reserved by the FCC.

When General Tire bought Don Lee Network last year for \$12,300,000 from the estate of the late Thomas S. Lee, KTSL (TV) on Channel 2 was sold to CBS for \$3,500,000. Early this year Lee Enterprises, the subsequent Yankee-Don Lee holding company, bought KFI-TV on Channel 9 from Earle C. Anthony for \$2,500,000 and changed its call to KHJ-TV.

Executive Lineup

President of General Tire & Rubber Co., Akron, is William O'Neil. His son, 36-year-old Thomas F. O'Neil, is vice president of General Tire, president of Lee Enterprises and chairman of MBS. Another son, William F. O'Neil, owns 5-kw WJW on 850 kc in Cleveland. The O'Neil family owns about 20% of General Tire, making it the principal stockholder.

Heading Yankee Network Division of Lee Enterprises is the senior Mr. O'Neil as president, with Linus Travers as executive vice president and operating head. The West Coast Don Lee Network Division is headed by Willet Brown as president.

Application for merger was filed by the Washington law firm of Pierson & Ball. Blyth & Co. acted as broker in the transaction.

Radio Tastes Sweet

(Continued from page 32)

handle commercial copy on their programs on the theory that they can do a more effective job because of their large personal followings. The two make personal appearances around the territory and carry along sample bottles of syrup for free distribution.

A Syrup Soppers' Contest is a special feature on these appearances, with children out of the audience competing for prizes by eating Johnnie Fair Syrup. Red Sovine is always introduced as The Old Syrup Sopper, both on broadcasts and appearances. In addition he is introduced this way on the KWKK Saturday night Louisiana Hayride.

Among special promotions have

WICC SALE

WLIZ Owner Acquires

BECAUSE General Tire will have more than the FCC limit of seven AM stations when the merger of Thomas S. Lee Enterprises and General Teleradio Inc. is consummated (see main story, page 29), WICC Bridgeport is being sold for \$200,000 to the Bridgeport Broadcasting Co., owner of WLIZ in that city. Sale is contingent on FCC approval of the Lee Enterprises-General Teleradio merger.

Bridgeport station, 1 kw on 600 kc, is owned by a group of a dozen stockholders, principals of whom are engineer-broadcaster Philip Merryman, as president and general manager, investment broker G. Gresham Griggs and Manning Slater, who is commercial manager.

In order to buy WICC, Bridgeport Broadcasting Co. is increasing its present 965 shares of outstanding stock by another 900 shares. These are being sold to local residents including J. Kenneth Bradley, Fairfield County attorney and Republican leader; Adam J. Young Jr., radio-television station representative; Sargeant F. Eaton, Howlands Dry Goods Co.; Benjamin M. Leipner, attorney and Democratic leader, and Andrew Estok, Dayton & Edwards Co. Mr. Bradley will join Mr. Merryman and Mr. Griggs as a principal stockholder and a voting trustee.

In announcing the purchase, Mr. Merryman said that WICC would continue as a full-time affiliate of Yankee Network and MBS. He also announced that a citizens' advisory council would be established to advise the station on its program and public service policies. Terms of the transaction call for \$75,000 payment when the sale is approved by the FCC, with the remaining \$125,000 payable in five years.

When the purchase of WICC is consummated, presently-owned WLIZ (1 kw daytimer on 1300 kc) will be sold.

been tieups between three KWKK advertisers—Pillsbury Mills, Mead-olake Margarine and Johnnie Fair. At the 1951 Louisiana State Fair Pillsbury pancakes were buttered with Mead-olake and topped with Johnnie Fair.

A regular feature of the format of the Louisiana Hayride is "Beat The Band." Contestants selected from the theatre audience try to identify selections played by a band, within a set time limit. Then, after each contestant has had his try, all compete for the grand prize by seeing who can first identify the mystery tune.

And so it goes with Johnnie Fair, now that the dark days of the mid-'40s have been brightened by intelligent use of the medium that gives the most contacts and best results per dollar spent. After all, 1947-48-49 and part of 1950 were declining years, generally speaking, in the syrup market.

ONE OF AMERICA'S BIGGEST ADVERTISING BARGAINS!

CBS in
KRNT - Des Moines -
Represented by
The Katz Agency

WHLI BUSINESS

Best in 4-Year History

HEAVIEST advertising schedule in WHLI-AM-FM Hempstead, Long Island's four-year history is reported by Elias I. Godofsky, president and general manager.

Noting that "the SRO sign is up again at WHLI," Mr. Godofsky said every quarter hour available for commercial sponsorship has been sold by the station's sales department. Heading the department is Joseph A. Lenn, vice president. Rambeau Co. is the station's representative.

"WHLI has reflected higher billings each month since we first went on the air in 1947," he said. "We attribute our acceptance to a strong local programming service in an area which is experiencing a phenomenal growth in population and business. We're providing our listeners and advertisers with a good local service that they need, want and depend upon."

KFAB BUYS ZIV SHOWS

Florida Stations Purchase

KFAB Omaha made a seven-program purchase last week from the Frederic W. Ziv Co., transcribed syndicated program firm, when the station bought *Bold Venture*, *Guy Lombardo Show*, *Barry Wood Show*, *Sincerely, Kenny Baker*, *Showtime From Hollywood*, *Pleasure Parade* and *Meet the Menjous*.

Other multiple show sales were made by Ziv salesmen last week to three Florida outlets. WLAK Lakeland bought *Easy Aces*, *Barry Wood Show*, *Pleasure Parade*, *Guy Lombardo Show* and *Wayne King Show*. WFLA Tampa signed for *Philo Vance*, *Boston Blackie*, and *Wayne King Show*, while WSPB Sarasota purchased *Favorite Story*, *Wayne King Show*, *Showtime From Hollywood*, *Barry Wood Show* and *One for the Book*.

Robert H. Cain

ROBERT H. CAIN, 39, account executive with Laughlin-Wilson-Baxter & Persons, Dallas, since 1945, died Nov. 19 of a heart attack. He was to have become a vice president of the agency Dec. 1.

"THIS Is Your FBI" (ABC, Fri., 8:30-9 p.m. EST) will reach England shortly when the BBC presents a British edition of the American radio show. Program—to be produced by Percy Hoskins, *London Daily Express* crime reporter—will use the same scripts heard in America, based on cases taken from FBI files. Test run of the show on BBC television indicated widespread enthusiasm among the British public and reaped good notices from English critics.

REACHES
93,217
RADIO
FAMILIES
WEEK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

RADIO ITALIANO

FM Believed Destined to Supplant AM

ALTHOUGH Italy now has two AM networks as against only one FM network, Radio Italiano officials believe that FM will completely replace AM before many years have passed.

This interesting intelligence was furnished by Sam L. Huffman, general manager of WCMW Canton, Ohio, who last spring visited Europe.

"The nerve center of the Italian radio system is in a handsome six-floor stone building in the Prati District of Rome," explained Mr. Huffman. "This mother plant presides over 14 sub-stations strategically located throughout Italy and feeds program through three networks simultaneously."

Three Networks Function

Mr. Huffman pointed out that the three networks, Red, Blue and Green, are parts of the one government-controlled radio organization, Radio Italiano.

"The Red network home transmitter feeds six to nine sub-stations at a time. The Blue network feeds to whatever stations are not using the Red network."

Here Mr. Huffman explained that programming is so arranged that one network is feeding light entertainment while the other is offering classical, educational or political subject matter. Biggest program producers outside Rome are the stations at Milan and Turin.

"It's the Green network, however, of which the Italian broadcasters are most proud," Mr. Huffman noted. "This new FM network boasts 10 stations with power ranging from 50 w to 3 kw and frequencies from 88 to 108 mc."

Future on FM

According to Mr. Huffman, Francesco Formosa, Radio Italiano's manager of Foreign Relations, believes that FM will completely replace AM broadcasting in Italy before many years.

Radio Italiano is controlled through government ownership of stock, he said.

Annual budget of \$8 million is met through collection of listener subscription fees with only a minor income from the sale of time to advertisers, the Ohio broadcaster reported. Less than 10% of Radio Italiano's time is devoted to paid commercials, he added.

Mr. Huffman declared Radio Italiano employees receive comparatively good pay, the average take-home salary, plus bonuses, being about \$130 per month. Senior administrators make as much as \$600 per month.

Television was described by Mr. Huffman as being only in the ex-



Mr. Huffman (l) is shown the standard \$60 Simens AM receiver and its \$30 FM converter by Alberto Minneucci, Radio Italiano official.

* * *

perimental stages in Italy. Administrators of Radio Italiano, Mr. Huffman reported, say, "We'll let the other countries do the expensive groundwork and we'll profit by their experience."

McGill to India

RALPH E. MCGILL, editor of the *Atlanta Constitution* (WSB-AM-FM-TV), was scheduled to leave for New Delhi, India, last Tuesday. He is participating in a community exchange farm project launched by the New York *Herald-Tribune* in cooperation with Carroll County, Ga. Mr. McGill was given a travel grant under the State Dept.'s exchange-of-persons program.

Guaranteed Listenership

(Continued from page 27)

in this fashion to advertisers.

The three shows selected to inaugurate the plan were picked for appeal to different types of audience. To meet the 5,300,000 weekly guarantee, they must maintain average ratings of at least 4.3. In addition to their own appeal, two of the three initially chosen are slotted following well-rated commercial shows. The three: *The \$64 Question*, to be inserted at 10-10:30 p.m. Sunday following Philip Morris' *Eddie Cantor Show*; *Nightbeat*, 10-10:30 p.m. Friday, following *You Can't Take It With You*, a sustainer; and *Hollywood Love Story*, 11:30-12 noon Saturday, following Tintair's *Somerset Maugham Theatre*.

Mr. Herbert reported that Robert Elder, research specialist and a consultant to NBC, contributed to the planning and execution of the Guaranteed Advertising Attention Plan. Mr. Elder also conferred at length with the all-industry Affiliates Committee just prior to that committee's blast at NBC's basic economic plan [B•T, Nov. 12]. Committee sources reported, however, that they had not consulted with Mr. Elder on any subject on which he had consulted with NBC.

Jacob A. Evans, NBC manager of radio advertising and promotion, who also was credited by Mr. Herbert with a part in development of GAAP, outlined its basic features and advantages in the conference unveiling it to newsmen on Monday.

The Guaranteed Advertising Attention Plan is offered on a 13-week, full-network basis. Spokesmen said plans for similar offers on other shows probably would await the outcome of this initial test.

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

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

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

FALSTAFF SIGNS

MBS to Aid Baseball Plans

SIGNING of agreement providing for Mutual to "work with" Falstaff Brewing Corp., St. Louis, in development of Falstaff's 1952 baseball broadcasting plans was announced by brewing company's president, Alvin K. Griesedieck. Though announcement did not say so, it was assumed agreement—under discussion for some time [B•T, Oct. 15]—looks toward Falstaff's sponsoring Mutual's *Game of the Day* if network succeeds in getting rights to next year's games. MBS President Frank White said after conferring with Falstaff officials that details of Falstaff plans will be announced "within the next few weeks."

Mr. Griesedieck said "selection of Mutual was prompted by reasons of their long experience in the field of sports broadcasting and particularly because of the fine record achieved by the Mutual *Game of the Day* broadcasts during the past two years." MBS President White cited Falstaff's long record of baseball sponsorship and voiced "gratification at Falstaff's recognition of Mutual's experience in that field."

Mutual's *Game of the Day* during the past season was sponsored partially by Gillette and partially on co-op basis, while Falstaff sponsored a daily game on Liberty Network Stations.

Ralph W. Williams

RALPH W. WILLIAMS, 64, chairman of the board for Lewin, Williams, & Saylor, New York advertising agency, died in Lawrence Hospital, Bronxville, N. Y., Wednesday after a brief illness. After serving successively as personnel director and advertising and sales promotion manager for R. H. Macy & Co., Mr. Williams with Henry Saylor formed the advertising agency that bore their names in 1921, to merge with A. W. Lewin & Co. last January. Mr. Williams is survived by his wife, the former Alline Speer, and a daughter.

SALES for the first nine months of 1951 totaled \$228,431,000 as compared to \$229,205,000, for the same period last year, according to an announcement by Philco Corp. This amounts to \$2.18 per share of common stock outstanding on Sept. 30.



CHATTING with Robert E. Kintner (c), ABC president, are (l to r) Ernest Lee Jahncke Jr., vice president in charge of ABC Radio Network; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia; K. H. Berkeley, vice president and general manager of WMAL-AM-FM-TV Washington, and William A. Wylie, ABC national director of station relations. Meeting of ABC's District 1 affiliated stations' executives took place in Philadelphia's Ritz-Carlton Hotel.

NEWSPRINT

Industry Now 'Essential'

THE GOVERNMENT last week classified newsprint as an "essential industry" by making newsprint firms eligible for tax write-offs—but there was little prospect for increased production before mid-1953.

The action, taken by the Defense Production Administration, was a followup to a recommendation made last month by Sen. Joseph O'Mahoney (D-Wyo.) as a means of meeting paper shortages [B•T, Oct. 29].

According to DPA, however, actual construction of newsprint plants will be deferred until top-priority defense needs are met. This could mean a delay of up to a year and a half, depending on scarcity of materials.

The announcement has the effect of placing newsprint firms (not newspapers) in the same category as electronic manufacturers. They may apply for tax amortization over a five-year period instead of the customary 20 or 25 years.

When the tax writeoff drive starts rolling, the government hopes to jump U. S. newsprint output by nearly 50%. Program envisions a production expansion of over 490,000 tons per year—or

roughly one half more than present capacity.

Growing consumption dictates a drop of 340,000 tons from 1952 demand and about 490,000 tons off for the following year. Some six U. S. newsprint firms have applied for tax certificates, DPA said. Newspapers will have to continue conservation techniques until relief looms in sight about mid-'53.

Mrs. Bruce Barton

MRS. BRUCE BARTON, 64, wife of the board chairman of Batten, Barton, Durstine & Osborn and former New York Republican congressman, died early Tuesday in her New York home. The former Esther Randall, she married Mr. Barton Oct. 2, 1913. Besides her husband, she is survived by three children, Randall Barton of Phoenix, Ariz., Betsey Barton and Bruce Jr. of New York, a brother, and several grandchildren. Funeral services were held Wednesday with burial in Foxboro, Mass.

duMONT Television Network will carry the 27th annual charity Shrine East-West football game, Dec. 29, from Kezar Municipal Stadium, San Francisco. Motorola Inc., Chicago, will sponsor contest. DuMont anticipated that 51 cities will carry the first telecast of the event.

POLITICAL CODE

Weighed for Conventions

A SUGGESTED code outlining conditions and standards for radio-TV sponsorship of the 1952 political party conventions has been processed by the two national committees and returned to network representatives for their approval, it was learned last week.

The proposed draft was understood to contain only minor clarifications of a technical nature and will be announced soon, perhaps within the next fortnight, assuming the major networks agree on the code in its present form.

The blueprint originally was drawn up by network representatives following a conference with national committee radio-TV and publicity chiefs last summer. In its revised form, it now has the blessing of GOP Committee Chairman Guy Gabrielson and Democratic Chairman Frank McKinney, on the basis of staff recommendations.

The code involves a multiplicity of factors, including type of sponsor, extent of coverage, exclusivity of sponsor rights and coverage techniques. Generally, the standards are understood to conform substantially to recommendations laid down for telecasting of Congressional committee hearings last September.

Kenneth Fry, radio-TV director for the Democratic National Committee, is expected to confer with network representatives early this week on the revised standards. In the event there is no major opposition from the networks, the code will be adopted by both national groups and released to the industry.

Disagreement on any aspects probably would necessitate further discussions among industry members and committee officials.

Ray Arnold

MASONIC funeral services were conducted Tuesday for Ray Arnold, WTMJ Milwaukee local salesman who had been on leave since Nov. 4 preparatory to retiring permanently on his 65th birthday Feb. 4. Mr. Arnold joined the *Milwaukee Journal* (WTMJ-AM-TV) in 1925, leaving a year later to sell newspaper advertising in Indianapolis. In 1931 he returned to the *Journal*, switching to WTMJ sales two years later. Mr. Arnold was active for many years in Shrine musical groups.

Vic RADIO PROFIT Diehm Says:

WAZL

Sends Hearty Greetings To... NBC

ON ITS SILVER JUBILEE



RCA INSTITUTES, INC.

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

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

In the Public Interest

WISL 'Sells' Requests

WISL Shamokin, Pa., spurred a lag in the Salvation Army campaign in the community by clearing evening time Nov. 1 and selling requests for a minimum of \$1 each. Announcers donated services for the evening to help put the drive across. Some listeners said they would pay \$5 for each Salvation Army doughnut delivered, \$10 for coffee to go with it. Announcers took listeners up on the request. Of the needed money, 98% or nearly \$1,000 was collected by station.

Aiding College Drive

SEVEN employees of WDRB Hartford are personally aiding the drive for \$130,000 conducted by Hillier College, that city. The money will be used for general operating expenses. Among those aiding the drive are Harvey Olson, program manager; Russ Naughton, chief announcer; Bill Sheehan, announcer; Alice Rothwell, women's commentator; Eleanor Nickerson, chief bookkeeper; Ken Cooper, sales representative, and Larry Curtis, control room operator.

Broadcast Auction

KIWANIS Club of Weirton, W. Va., raised \$2,300 during a five-hour auction over WEIR Weirton. Merchandise donated by local stores was described by a number of the merchants. Kiwanis Youth Program activities will get the money. Program was handled on the air by club officials with Frank E. Shaffer, WEIR general manager, and Harry Birrell, station program director. Listeners kept four telephones busy, station reports.

Escaped-Convict Alarm

AN ESCAPED convict from a Tennessee State prison shot and killed two prison officials near Somerset, Ky., and drove off in their automobile. In 40 minutes, WSFC Somerset flashed the story. Thereafter, WSFC listeners were able to follow closely the progress of the hunt. Residents of neighbor-

hoods where the convict was seen, were alerted. Parents in homes without telephones in these alerted areas were advised by WSFC of the danger. Five minutes after the convict surrendered, WSFC aired the news.

Invalid Fan

IN AN attempt to determine listenership to its football broadcasts, WRBL-FM Columbus, Ga., asked fans during half-time of a game to write telling the station how they enjoyed game. WRBL-FM received letter from invalid grandmother of two boys playing on Jordan High School team. Station then arranged to have woman see game, calling on local Girls Scouts group to arrange transportation. WRBL-FM secured necessary seats, placing woman, Mrs. R. E. Leonard, at a good vantage point where she could see her grandsons play.

Gets Wrestling Equipment

STUDENTS at the State School for the Blind in Ohio now have suitable wrestling equipment, thanks to Central Ohio's response to a plea for funds from Sports-caster Bill Brown, WTVN Columbus, and Wrestler Ruffy Silverstein. Several months ago Mr. Silverstein was a guest on *Bill's Sports Picture*. During the program, he told of his volunteer work at the school and how it was handicapped because of lack of wrestling mats and shoes. Listeners' contributions began pouring in. A new mat and cover plus 100 pairs of gym shoes were purchased from the donations. There was enough money left over to buy ice cream and cake for the presentation ceremonies.

For Posterity

WMOK Metropolis, Ill., received a request Nov. 12 to tape record the funeral services for a local woman. Her only daughter was hospitalized and did not know of her mother's death. The station recorded the entire service and the tape will be played for the daughter when her health improves. Since



CONTRACT is okayed by Jack Winer, president, Dynamic Stores, New York City, granting General Electric appliances exclusive broadcasting rights over WJZ New York to the new Lang-Worth radio series, *The Lives of Harry Lime*, starring Orson Welles. L to r: Ray Diaz, WJZ's program chief; Mr. Winer; John Langlois, sales manager, Lang-Worth; Ad Amor, who negotiated contract for Lang-Worth.

then, WMOK has received requests to record weddings. James H. Firmin, general manager, commented, "Recording weddings might be a pleasantly profitable sideline."

Citizenship Telecasts

WMAR-TV Baltimore yesterday (Sunday) was to have begun a series of broadcasts on citizenship and the Constitution. Series is to be presented by the American Citizenship Committee of the Maryland Bar Assn. as part of a nationwide movement by the more than 40,000 members of the American Bar Assn. While each program will begin as a telecast, each will be recorded at WMAR-TV for rebroadcast at a later hour over WCAO Baltimore.

KSL-TV Salt Lake City, awarded citation from U. S. Army and Air Force Recruiting Service for promotional success.

WJBW BIRTHDAY

25 Yrs. in New Orleans

TWENTY-FIVE years of broadcasting was chalked up last week by WJBW New Orleans. Special shows and interviews are planned for tomorrow (Tuesday).

WJBW, owned by Mrs. Louise C. Carlson, also the general manager, was founded by her former husband in 1926. It is a 250 w outlet on 1230 kc. Mrs. Carlson claims to be the only woman in the U. S. to be licensee, owner and general manager of a station.

An independent for its 25 years, WJBW offers music as its main format for the listener. Festivities will include a testimonial luncheon and a two-hour program on the air called, *I Hear Music*, spanning the station's history.

DIVIDEND of 3 1/2 cents on common stock was declared by directors of Magnavox Co., payable Dec. 15, to stockholders of record at close of business Nov. 24. They also declared a dividend of 25 cents a share of Class A preference stock payable Dec. 1, to stockholders of record Nov. 15.

'Luxury' TV Hit

"LUXURY" TV sets apparently are classed with "passenger limousines" as non-essential at least in the opinion of Sen. Lyndon B. Johnson (D-Tex.). He made the implication in a statement warning that these items will not stop a Russian attack. Sen. Johnson, chairman of the Senate Preparedness Committee, said U. S. manpower and materials are being wasted on non-essential goods and that munitions production is proceeding "at too slow a pace." The Senator, together with his wife Claudia, owns KTBC Austin, Tex.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas
in TOPEKA

4 Reasons Why

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

Jewish Market of Metropolitan New York

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

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19



at deadline

TRANSFERS TO RIVERS FAMILY APPROVED

SALES of three stations to members of Rivers family approved Friday by FCC after it was persuaded that no common ownership was threatened [B•T, Oct. 8, Sept. 17].

Stations involved are WMIE Miami, bought for \$1,541 in stock and \$218,459 for outstanding notes from Arthur McBride and Daniel Sherby by former Georgia Gov. E. D. Rivers; KWEM West Memphis, Ark., bought for \$73,500 from West Memphis Broadcasting Corp. by E. D. Rivers Jr., son of senior Mr. Rivers; control of WACL Waycross, Ga., by purchase of 6% of stock for \$400 to give 51% ownership by James Rivers, brother of former Georgia governor.

Commission set the transfer applications for hearing because it feared "undue concentration of control of broadcasting facilities." However, Rivers petitions and affidavits stressing no broadcasting, business, property or other bonds among three members of family convinced FCC its fears were unjustified. Accordingly, it removed applications from hearing status, and granted transfers.

With approval of transfers, Rivers' interests are: Ex-Gov. Rivers now owns WMIE Miami, WLBS Birmingham, WOBX Jacksonville, has minority interest in WGAA-AM-FM Cedertown, Ga. Mr. Rivers plans to apply for TV in Miami in association with Elliott Roosevelt, son of late President, and others [B•T, Aug. 20]. Junior Mr. Rivers now owns KWEM West Memphis, Ark.; WEAS Decatur, Ga.; WJIV-AM-FM Savannah, Ga.; WGOV-AM-FM Valdosta, all in Georgia. He is TV applicant for Atlanta. James Rivers now controls WACL Waycross, and WTHJ East Point, owns WMJM Cordele, all in Georgia.

JOHNSON DROPS SPORTS JOB WITH WESTERN LEAGUE

SEN. EDWIN C. JOHNSON (D-Col.) announced he plans to give up presidency of Western Baseball League because of work load in Washington. He is serving fifth one-year term as league president, adding that new president will be chosen at Dec. 1 meeting of club officials. Sen. Johnson is chairman of Interstate & Foreign Commerce Committee.

MAY "LARGE SCREEN" PLAY

UNITED PARAMOUNT THEATRES and Theatre Guild, producers of Broadway's current "Saint Joan" with Uta Hagen in lead, reported Friday to be negotiating on plans to telecast play via closed circuits to some 10-12 large-screen theatres outside New York area.

ABC INTEGRATES PUBLICITY

EXPANDING and integrating its publicity staff for more complete service to daily newspapers and consumer publications, ABC announced formation of new press department unit Friday. De Ward Jones will specialize in feature and column publicity and Nancy Hamburger will be general magazine contact for both ABC radio and television, with Robert E. Cooper assigned to specific network shows.

FIELD TEST COLOR

DETAILED technical specifications for field tests of national television system committee's "composite" compatible color TV system being distributed to NTSC members, panels and sub-panels by committee chairman W. R. G. Baker of General Electric Co. Purpose is to acquaint industry with specifications, so all who wish may field-test system. Cities where field-testing definitely planned include New York, Chicago, Washington, Philadelphia, Syracuse.

NCAA Denial

(Continued from page 5)

they explained that initial plan, adopted by majority of major conferences of NCAA—including Southeastern (of which both Kentucky and Tennessee are members)—adopted resolution completely banning TV this season. Nine-man committee subsequently was appointed to conduct TV program, which was approved almost unanimously (161-7) at June convention. Final evaluation of this experiment will be made at 1952 convention in Cincinnati.

Saturday blackout in Lexington was issued as part of the association-wide plan, which has affected some 52 TV markets. For ten games in each area, three were to be blacked out, and New York, like Lexington, had no telecast games over the weekend, it was pointed out. Changes in other schedules—objected to in Kentucky protest—were rearrangements of blackout dates, not cancellations, and could have been effected in Lexington, had prior notice been given. Chairman pointed out that Kentucky TV schedule had not been protested when dates were originally established.

Gov. Wetherby, who asserted that he asked help of United States District Attorney General in breaking up "illegal conspiracy" against Kentucky-Tennessee game was answered with simple statement that department has been and will continue to be completely informed of association's activities.

In sending third warning to NCAA, Dept. of Justice understood to have stated it considers college group's monopoly violative of antitrust laws. Professional football league already charged formally with antitrust violations because of telecast restrictions.

Victor Kramer, chief of Litigation Section of department's Anti-Trust Division, conferred Friday with Neville Miller, Washington attorney representing WHAS-TV. Also at conference was Jerome Fink, of the department.

Protest filed at department by Gov. Wetherby termed ban "illegal conspiracy" and demanded immediate action. Sen. C. Clements (D-Ky.) and Rep. Thurston Morton (R-Ky.) also wired complaints to Dept. of Justice.

First efforts to obtain TV rights for Kentucky-Tennessee game were made Nov. 16 by Mr. Sholis in telegrams to NCAA and Southeastern College presidents [B•T, Nov. 19]. Game has been sellout for weeks and there were no other games scheduled in Louisville area Nov. 24, he explained.

PEOPLE...

SAMUEL H. NORTHCROSS, with William Esty since 1949, named vice president and business manager of agency's television department.

GEORGE JENNINGS, director of Radio Council of Chicago Board of Education and leader in education radio and TV groups, takes on commercial assignment at WGN-TV Chicago. He is handling commentary on western lore, his hobby, during Saturday afternoon telecasts of western feature films.

PAT LOMBARD named vice president and general manager of Chicago office of General Artists Corp.

MAXIMILIAN B. BRYER, DuMont Network, to Benton & Bowles, N. Y., on TV production staff.

DOUGLAS C. GARDNER, with International Business Machines in sales and sales promotion four years, appointed executive with New York studios of Jerry Fairbanks Inc.

J. HUGH DAVIS, executive vice president of Foote, Cone & Belding, will discuss future of Chicago as television origination center at luncheon meeting of Chicago Television Council Wednesday in Sheraton Hotel.

KUKLA, FRAN & OLLIE CUT TO 15 MINUTES

REDUCTION of Kukla, Fran, and Ollie from half-hour to 15 minutes [CLOSED CIRCUIT, Nov. 12] officially announced by NBC-TV Friday. Show, featuring its same lineup of performers, will be heard from 7-7:15 p.m. Monday through Friday, starting today (Monday).

Change had been discussed for some time—ever since sponsors had dropped three of program's five weekly showings. Local stations, it was said, would have been forced to drop show entirely rather than carry it on a sustaining basis—even temporarily—due to "strong pressure" exerted by local sponsors who had been doing business with stations and wanted popular early-evening time bracket.

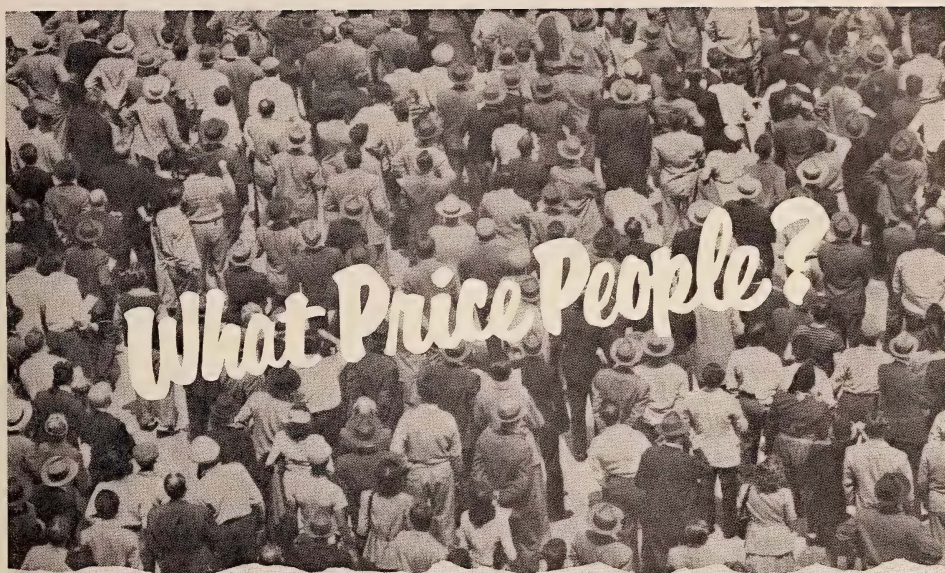
STEWART ELECTED TO DuMONT BOARD

PERCY M. STEWART, partner in Kuhn, Loeb & Co., New York investment banking firm, elected to board of directors of Allen B. DuMont Labs. He is former governor of New York Stock Exchange, and has served on board of governors of Investment Bankers Assn. of America and as chairman of association's industrial and railroad securities committees. DuMont board meanwhile declared regular quarterly dividends of 25 cents per share on outstanding preferred stock, payable Jan. 1 to stockholders of record on Dec. 15.

CBS-TV PRESENTATION

NEW CBS-TV presentation on summer television to be outlined by Lorin S. Myers, CBS TV market research counsel, at luncheon in New York today (Monday). Titled "It Takes Four Quarters to Make a Dollar," it stresses importance of advertising throughout all four quarters of year.

BROADCASTING • Telecasting



**Successful advertisers must reach people —
a lot of people — a lot of people **OFTEN!!!**
AND AT LOW COST!!!**

WLW does just that! "Television," says the national advertiser, "is affecting AM radio."
—Yes, we agree—but, how much?—where?
—to what extent?

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a *lower* cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations...your lowest cost per advertising impression in "1/10th

of America"—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of "1/10th of America" (WLW's Merchandiseable Area), entitled "What Price People?"

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

WLW THE NATION'S STATION



German crowd, part of the 1,250,000 from East and West Berlin, sees a typical RCA television program

"Freedom's window in the Iron Curtain"

You've read the story of last summer's TV demonstrations in Berlin. It attracted a million and a quarter Germans—including thousands who slipped through the Iron Curtain to see Western progress at work.

Behind this is another story: How RCA engineers and technicians broke all records in setting up these Berlin facilities. The project called for a TV station and studio, a lofty batwing antenna, and the installation of 110 television receivers at strategic points. Such a program of construction would normally take several months to complete.

It was installed and put to work by RCA in the record-breaking time of 85 hours!

Programs witnessed by Berliners included live talent shows, sports events, news commentaries, and dramatizations of the Marshall Plan. Observers pronounced reception fully up to American standards—another impressive demonstration of democracy's technical ingenuity and leadership.

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



Part of the 401 cases of RCA television equipment shipped to Berlin for the demonstrations. Berlin viewers hailed the programs which opened a new window in the Iron Curtain.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television